

SUMMARY OF HCAN PROPOSAL FOR NHF BOARD OF DIRECTORS PRESENTATION SCHEDULED JUNE 16, 2020

WHAT IS HCAN?

The Health Claims Advocacy Network (“HCAN”) will function as a non-partisan, non-profit advocacy program under the direction of the NHF. Its purpose is to organize and to direct grassroots support from the natural health consumer (“Health Consumer”) and the natural health industry (“Health Industry”). These communities favor the concept of “Health Claim” freedoms, defined as written and oral marketing communications made by Health Industry actors to Health Consumers about the safe, honest, and therapeutic benefits of the products and services they sell.

Drawing on the support from the various motivated constituencies, HCAN will use grassroots strategies to secure significant, positive change. We will target public policy, regulatory, and legislative reforms favorable to diminishing or removing obstacles that currently prevent natural health product producers and service providers from making honest and consumer-helpful Health Claims for the products and services they offer. In that way, Health Consumers can make informed decisions regarding their health.

HCAN will be directed by NHF member Joseph L. Delgado, will operate from Altamonte Springs, Florida, and will be staffed by a small contingent of both paid and volunteer staff.

HCAN’S MISSION

HCAN’s mission is three-fold:

(a) To advocate for Health Consumers seeking to rely on the perceived medicinal benefits of natural health products and services (“Health Products”) by supporting efforts for reasonable, beneficial and practical reforms designed to permit the Health Industry to freely share honest and consumer-helpful health claims regarding their products and services;
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(b) To abolish regulatory procedures, practices, policies and legislation currently in effect which work to pressure or prevent honest Health Industry actors from disclosing Health Claims specific to the Health Products they offer; and

(c) To educate the public to the understanding that an integral part of purchasing Health Products is the right to full and complete disclosure of any honest and consumer-helpful

health claims from the Health Industry seller and that any effort by regulatory agencies to censor or otherwise stifle such disclosures is not only an unfair obstacle to their cause for securing greater health, but also constitutes an unwarranted abuse of government authority.

WHY HCAN?

Unlike purchasers of allopathic products and services that rely heavily on the guidance of “traditional” medical practitioners, the typical Health Consumer is passionately dedicated to informing themselves about the bodily processes and functions pertinent to the specific health outcomes they seek and study how the health-correcting mechanisms and healing methodologies of certain Health Products can secure desired results. Part of that process involves the examination of safe, legitimate, and therapeutically-relevant Health Claims. Health Consumers believe competent, effective and cost-effective decisions cannot be made without them. HCAN believes that undue regulatory restrictions preventing the Health Industry from freely sharing Health Claim information significantly harms Health Consumer’s self-care interests, as well as hinder their exploration of holistic health products/services necessary for making competent health decisions.

Pursuant to the argument that Health Consumers are ethically entitled to all product information that is honest and therapeutically-pertinent in the possession of Health Industry actors marketing a product or service, HCAN seeks to secure Health Claim reforms and concessions favorable to the natural health marketplace.

HCAN’S MAIN GOALS

1. To establish a national reputation designating HCAN as an effective and tireless “champion” of Health Claim freedom under the premise that reasonably worded and justly enforced regulations which allow Health Product producers and practitioners to publish the safe, honest, and therapeutically-pertinent benefits of their products/services will play a critical role in improving healthcare decisions for Health Consumers and their families.

2. To educate the public on the existence of suppressive Health Claim regulations, including how the FDA uses them to unethically prevent the Health Industry from the making of helpful and informative Health Claims; the FDA’s history of abuse, intimidation and inequity regarding their enforcement; how abusive and unfair Health Claim enforcement is used to dampen or discourage public interest in natural health products and modalities; and how the FDA’s narrative that their Health Claim regulatory policies exist to further the “best interests” of the American people is false.

3. To raise public awareness to the viewpoint that greater Health Claim freedom brings with it the increased availability of safer, healthier, and affordable products and services to help manage or resolve health and medical concerns for which the medical industry has limited, unsafe or no solutions.

4. To monitor and effectively respond to legislative or agency measures that favor or oppose Health Claim freedom.

5. To investigate Industry claims of FDA intimidation, harassment and abuse resulting from Health Claim regulatory enforcement activities and determine whether their situation can potentially be resolved with HCAN grassroots action campaign intervention while simultaneously serving HCAN's mission.