

March 11, 2020

Phillipa Stanaway  
Registrar and CEO  
College of Naturopathic Physicians of British Columbia  
Suite 840-605 Robson Street  
Vancouver, BC V6B 5J3  
Sent via email: [office@cnpbc.bc.ca](mailto:office@cnpbc.bc.ca)

Dear Ms. Stanaway,

It has come to my attention that one of your members, Dr. Kim Niddery, placed an advertisement equating naturopathy to family medicine. A copy of the advertisement can be seen [here](#).

As the voice of family physicians in British Columbia, the BC College of Family Physicians (BCCFP) has grave concerns about anyone who is not a family physician coopting the term “family medicine”, which is understood by the public to be associated with medically educated and trained family physicians. To misuse terms reserved for family physicians, family medicine and family practice is misleading the public.

Our ongoing [My Family Doctor Cares campaign](#) highlights the value of family medicine and the essential role that family physicians play in the health of British Columbians. After years of study, research shows that the relationship between a family physician and a patient is one of the key factors proven to help prevent disease, change the outcome of disease and prolong life. Our independent research shows that more than 90% of British Columbians value having a relationship with a family physician. The misrepresentation of naturopaths as providers of “family medicine” takes advantage of, and abuses, that public trust.

Please communicate to all naturopaths in British Columbia that they must stop using terms belonging to another profession.

Sincerely,



Toby Achtman  
Executive Director

cc: Dr. Heidi Oetter, Registrar and CEO, College of Physicians and Surgeons of British Columbia  
Dr. Shirley Schipper, President, College of Family Physicians of Canada  
Dr. Francine Lemire, Executive Director and CEO, College of Family Physicians of Canada