



STAFF REPORT ACTION REQUIRED

Review of Applications to be Included in the City's List of Approved Professional Holistic Associations

Date:	March 5, 2007
To:	Licensing and Standards Committee
From:	Lenna Bradburn, Executive Director, Municipal Licensing and Standards
Wards:	All
Reference Number:	4118

SUMMARY

To recommend to the Licensing and Standards Committee an additional list of Professional Holistic Associations that meet the City of Toronto's criteria with respect to the licensing of holistic practitioners.

Staff received applications from the following holistic associations: International Aromatherapists & Tutors Association Canada Inc., International Council of Ayurvedic Physicians Inc., Preventative Health Services Group, and National Association of Holistic Health Practitioners. The associations were evaluated on three main criteria: (a) Governance; (b) Membership and Membership Services; and (c) Ethics and Discipline.

Based on the submitted applications, all four associations adequately meet the criteria to be included in Toronto Municipal Code Chapter 545, Licensing, Appendix L, as Professional Holistic Associations.

RECOMMENDATIONS

1. The following four holistic associations be included in Toronto Municipal Code Chapter 545, Licensing, Appendix L, and that these associations be recognized as Professional Holistic Associations for the purposes of licensing holistic practitioners and owners:
 - a. International Aromatherapists & Tutors Association Canada Inc.
 - b. International Council of Ayurvedic Physicians Inc.

- c. Preventative Health Services Group
 - d. National Association of Holistic Health Practitioners
2. The City Solicitor be directed to prepare the necessary bill to give effect to the recommendations in this report, effective immediately; and
 3. All other appropriate City officials be authorized and directed to take the necessary actions to give effect thereto.

Public notice has been given in a manner prescribed in the Toronto Municipal Code Chapter 162, Notice, Public.

Implementation Points

The list of Professional Holistic Associations is found in Toronto Municipal Code Chapter 545, Licensing, Appendix L. The following Professional Holistic Associations be added to the Section:

- a. International Aromatherapists & Tutors Association Canada Inc.
- b. International Council of Ayurvedic Physicians Inc.
- c. Preventative Health Services Group
- d. National Association of Holistic Health Practitioners

Financial Impact

The recommendations will have no financial impact beyond what has already been approved in the current year's budget.

DECISION HISTORY

On December 7, 2005, City Council adopted the Planning and Transportation Committee Report 10, Clause 9, entitled "Qualified Professional Holistic Associations whose Members may be Licensed as City of Toronto Holistic Practitioners and Owners." As a result, applicants for a holistic practitioner's licence must be members in good standing of at least one of the Professional Holistic Associations recognized by the City of Toronto. Existing holistic practitioners whose licences expired after March 7, 2006, are required to be a member in one of the recognized Professional Holistic Associations.

ISSUE BACKGROUND

As of June 21, 2006, four new applications had been received from associations that were interested in qualifying as Professional Holistic Associations. The applications received to be included in Toronto Municipal Code Chapter 545, Licensing, Appendix L were:

- a. International Aromatherapists & Tutors Association Canada Inc.
- b. International Council of Ayurvedic Physicians Inc.
- c. Preventative Health Services Group
- d. National Association of Holistic Health Practitioners

COMMENTS

The applications received were evaluated using an assessment template. Associations were scrutinized under three categories:

- a. Section A: Governance;
- b. Section B: Membership and Membership Service; and,
- c. Section C: Ethics and Discipline.

To qualify for inclusion in Toronto Municipal Code Chapter 545, Licensing, Appendix L, applicants have to obtain a minimum of 70 per cent in each category and obtain an overall weighted average score of 80 per cent. The criteria and template used is the same applied to the previous applicants.

Section A: Governance

A Professional Holistic Association is defined as an association that is not-for-profit, with a board of directors elected by the organization's membership. Further, the association must also have an explicit and documented disciplinary process.

These requirements are designed to ensure that associations are legitimate not-for-profit organizations, which exclusively aim to represent the interest of their members and the profession, and are not under the control of a few individuals who have profit as an objective.

The board members of a Professional Holistic Association are leaders in the industry. They are required to have education in and experience with the modalities represented by their respective associations. It is imperative that all board members, as well as the members of the associations, lead and practise their modalities in a safe, appropriate and healthy manner, in which there is no disturbance to the residents and other businesses in the area.

Section B: Membership and Membership Services

The number of members an association has, and its representation locally, provincially, federally and internationally, is considered, in addition to an association's ability to provide information on the origin, objective(s), diagnostic methodology and treatment methodology of each modality. Additionally, the manner in which membership is tracked, as well as media utilized to communicate with members, is assessed.

Professional Holistic Associations are required to have a comprehensive membership application review process prior to issuing a membership. This requirement is intended to ensure that only legitimate holistic practitioners who meet the association's criteria become members (e.g., minimum number of hours of study for an identified modality and exercised the practicum requirements). A member that meets the membership standards of a Professional Holistic Association is able to apply for a holistic practitioner's licence with the City. This criterion focuses on consumer protection.

Section C: Ethics and Discipline

Each organization's code of ethics and disciplinary process is evaluated, including the way in which the code of ethics is enforced, the approach in handling complaints, whether they have their members agree in writing to abide by the code of ethics and the manner in which the process is communicated to the public.

Holistic licensees are accountable for their holistic service practices and professional behaviour. Professional Holistic Associations have the right to implement disciplinary action in the event that a practitioner's conduct breaches the code of ethics. Evaluating holistic associations on this criterion focuses on health and safety practices.

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SIGNATURE

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