
 The College of Naturopaths of Ontario	Policy Type	COUNCIL POLICIES
	ENDS	
	PRIORITIES	Policy No. E02.07 Page No. 1

There are several critical underpinnings to the College Council's strategic objectives and priorities. These include effective regulation, good governance, engendering trust and engagement through education and collaboration.

1. The College's primary focus will be on effectively regulating the profession in accordance with the legislative framework and demonstrating the principles of good governance, both in terms of the organization and its financial performance. As such,
 - a. The College will deliver and optimize the necessary regulatory functions encompassed within the legislative framework, including:
 - i. Registration practices that ensure qualified individuals have access to the profession;
 - ii. Setting standards of practice that guide the profession, premises and the public to ensure safe, competent, ethical care;
 - iii. Ensuring continuing competence of the profession through education and professional development;
 - iv. Holding the profession accountable for its decisions and ability to practice within the standards and legislation; and
 - v. Supporting patients through programming to prevent sexual abuse and supporting those who may have encountered it.
 - b. The College will govern itself and its programming to ensure adherence to the principles of
 - i. Transparency and accountability;
 - ii. Equity, diversity, inclusion and belonging;
 - iii. Quality decision-making made by highly competent and professional individuals;
 - iv. Proper management and support of its human resources, both staff and volunteers; and
 - v. Sound financial and risk management, resource allocation and support practices to ensure the long-term security of the College and its ability to fulfill its public interest role.
2. The College's secondary focus will be leverage its accomplishments from its primary focus to engender trust of the College and trust of the profession among the public and its other stakeholders. As such,
 - a. The College will engage its system partners, Registrants and other stakeholders in processes that increase their understanding of the College, its performance and creates the opportunity to engender trust. As such,
 - i. The College will engage both individually and collectively with its system partners;
 - ii. The College will provide information and education through its programming to both create opportunities for dialogue but also for education and training.
 - b. The College will focus on effective regulation within the context of the regulations, policies and standards that it has within its control. As such,

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 The College of Naturopaths of Ontario	Policy Type	COUNCIL POLICIES
	ENDS	
	Title	Policy No. E02.07
	PRIORITIES	Page No. 2

- i. Risk-based regulation will become a focus of the College to proactively regulate the profession in the public interest;
- ii. Reviews will be undertaken of the regulations, standards and program policies to ensure that they maximize the College's ability to protect the public and support public safety.

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