

Wisconsin Consumer Health Freedom Bill

Protects
Wisconsin
Citizens'
Access
to Natural
Health
Services

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A Wisconsin 501(c)(4) Non
Profit Corporation Lobbying for
Consumer Choice



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Out-of-pocket costs for CAM (Complimentary and Alternative Medicine) **\$33.9 billion**

National Health Statistics Reports Number 18 July 30, 2009

In 2007, 50.1% of citizens in the United States spent **\$33.9 billion** out of pocket on visits to CAM practitioners and purchases of CAM products, classes, and materials.
(For a market comparison: Coca Cola and Pepsi sales total **\$60.1 billion.**)

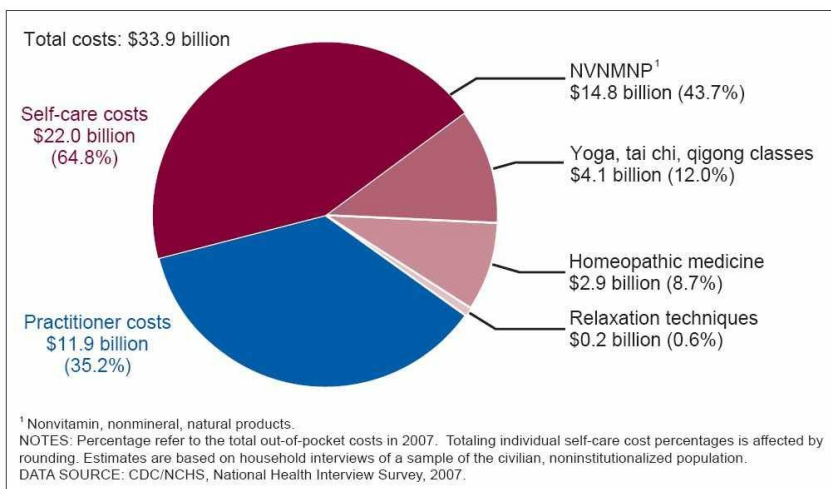


Figure. Out-of-pocket costs for complementary and alternative medicine among adults aged 18 years and over: United States, 2007

- \$22.0 billion on self-care costs
- \$14.8 billion spent on non-vitamin, non-mineral natural products
- \$11.9 out-of-pocket (OOP) on practitioners such as chiropractic, osteopathic manipulation, naturopathy and chelation therapy
- \$4.1 billion on yoga (equal to 12% of the total)
- \$2.9 billion on homeopathy
- \$0.2 billion on relaxation techniques



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WHAT WILL THE CONSUMER HEALTH FREEDOM BILL DO FOR WISCONSIN CITIZENS?

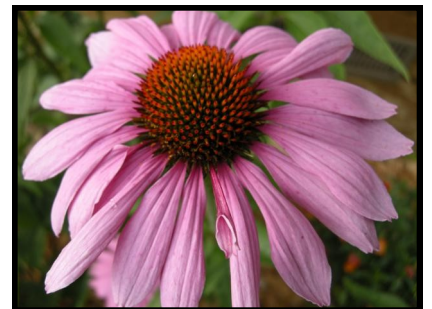
- Protect Wisconsin health seekers' rights to access natural and nutritional healing protocols
- Maintain public access to unlicensed natural health providers who will not be prosecuted for providing advice and services that do no harm
- Maintain public access to persons who sell nutrition supplements or provide nutrition education who will not be charged with practicing medicine without a license.
- Protect traditional, cultural therapies and remedies practiced historically by persons who are not licensed or regulated by the state
- Protect natural health traditions, information, and practices for generations to come



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Examples of Wisconsin Natural Health Services Protected by the Bill

- Naturopathic Doctors
- Nutritionists
- Homeopathy Practitioners
- Holistic Health Practitioners
- Herbalists
- Health Food Stores
- Aromatherapists
- Ethnic Healers
- Nutrition Coaches
- Weight Loss Coaches
- Athletic Trainers
- Network Marketers
- Organic & Conventional Farmers
- Those who sell nutritional supplements.
- Those who provide nutritional education.



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Comments on Wisconsin's Natural Health Service Providers

Please note this list is not all inclusive. It is a sampling of some providers in the state of Wisconsin. Estimated numbers are marked with an asterisk.

| Type of Provider | Comments | Numbers |
|------------------------------------|--|---------------|
| Naturopathic Doctors | Traditional naturopathic doctors provide nutrition-based suggestions as a part of their approach. | 25* |
| Nutritionists | Wisconsin nutritionists practice natural nutrition, not dietetics. | 600* |
| Homeopaths | These providers also advise on nutrition | 50 |
| Herbalists | Wisconsin has a long history of herbal healing | 70* |
| Health Food Stores | Consumers depend on health food stores for specific nutrition information | 140 |
| Aromatherapists | These providers also advise on nutrition | unknown |
| Ethnic Healers | Chinese, Ayurveda, Native American, Hmong healers etc. | unknown |
| Nutrition Coaches | There are many nutrition coaches providing service in many different venues | unknown |
| Weight Loss Coaches | Weight Watchers, LA Weight Loss, Curves, Jenny Craig, Over Eaters Anonymous, TOPS (Take Off Pounds Sensibly), weight loss centers and programs, etc. | unknown |
| Network Marketers | At least 14 companies operating in Wisconsin | 15,000* |
| Organic Farms | Also advise on nutrition | 807 |
| Natural Health Schools | 4 schools with Wisconsin enrollees | 786* |
| Natural Supplement | Wisconsin based major companies with national and international presence | 6 |
| Natural Nutrition | Wisconsin based wholesale suppliers | 2 |
| Wisconsin Weston A. Price Chapters | 20 Wisconsin chapters dedicated to restoring nutrient-dense foods to the human diet through education | 183* |
| Verified and Estimated | | 17,669 |



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Minnesota, California, Rhode Island,

Louisiana, Idaho, Oklahoma, and

New Mexico have enacted

Health Freedom legislation.

**It is now time to enact a similar Health
Freedom law in Wisconsin.**

