



Mission, Responsibilities, Job Description, and Org.
Chart Worksheet

MISSION

To clarify best practices in the US for Traditional Herbal Medicine (THM).

Promote, protect and inform the best practices of traditional herbal medicine in the USA

ASA Herbal Medicine Committee is responsible for working on national issues related to herbal medicine.

RESPONSIBILITIES

- To encourage practitioners to use best practices and to practice within their state practice acts.
- To educate about issues related to herbal medicine and coordinate messaging and efforts with the Public Education Committee.
- To defend access to, and availability of herbal medicine.
- To interface with other stakeholders
- To represent the American Society of Acupuncturists (ASA), and the profession it represents.
- To explore this long term goal: traditional medicine as a third category in FDA regulations
- To pay attention to regulatory & legislative changes: monitoring the regulatory agencies and respond as necessary.
- To monitor media & respond to issues as needed: respond to unforeseen issues pertaining to the practice of herbal medicine

JOB Descriptions

We have worked as a group on most projects up to this point. We are now moving towards having a variety of working groups to achieve different goals.

Board Liaison - Communicates efforts and plans to the board to ensure strategic planning aligns with the national priorities and strategies. They will present projects to the board for approval of funds and annual budget.

Committee Chair –

Organize and run the monthly meetings.

Prepare a monthly report form and send it to the board.

Ensure project deadlines are met.

Committee Members

Responsibilities:

Monthly meetings, generally for an hour.

Ability to take initiative along with the drive to see projects through to completion.

Accepting of, and receptive to constructive criticism.

Agree that we are all working together for national goals and may need to set personal or state agendas aside.

Be able to follow through with commitments made in order to complete projects.

Take on other responsibilities as a member of a working group.

Media response working group; to survey mainstream media and respond appropriately.

- Build an organized online resource document which contains:
 - Common misinformation that has been spread before
 - Prepared responses for common misinformation
 - Links to quality resources, documentation and statements
 - Plug and play scripts for making online response comments
 - Contact list of subject experts who can be alerted to specific issues

- Create a core team of responders. Responders will:
 - Collect and build resources listed above
 - Monitor news and social media feeds looking for issues
 - Network on social media asking for support to find issues
 - Have authority to respond quickly on behalf of the ASA
 - Will coordinate with each other to formulate additional responses
 - Will document all online responses for review by the ASA board

Strategies

- Request from community submissions of best comment responses and resources
- Request links to sites that commonly have bad info, like Forbes, etc.
- Create categories of problem comments:
 - Endangered species
 - Evidence based medicine
 - Everything is an aphrodisiac....
 - MLM marketing
 - Common myths
 - Inappropriate use of science testing- wrong evaluation used= bad info

Liaison(s) to: Regulatory agencies such as; FDA/ DEA, FTC, DSHEA, FDA Tariffs

Other stakeholders such as: American Herbal Products Association (AHPA)

Working group Collaborating with the External Communications Committee to develop herbal public educational marketing materials for use in media and social media.

Other concerns

How to include and learn from, but not be unduly influenced by the industry.

Conflict in interest statement with declaration of not price fixing or anti-trust.