



Actions and Ideas for Herbal Awareness Week

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These are some ideas I have been thinking about, and have also researched into other Herbal Associations as to what we can do to promote Herbal Awareness Week in our province. Of course an event can be as large or as small as you make it. I would like everyone's opinion on what I have gathered so far, and would like to invite anyone else to contact me directly at starknaturalherbs@shaw.ca if you would like to help with this campaign. Thanks!

Host an Open Day at Your Clinic.

- If a day is too much perhaps an afternoon, in which you can invite the public to come and visit your clinic, check out your products and talk with you about any questions they may have.
- Offer some **FREE** promotional gift basket, serve some herbal teas, with those of you who have herb plants, perhaps offer some plants or do a seed trade or giveaway, depending on the community you live in, and what is available.
- Advertise with posters, ads in the local shop windows, FB fans, ad on local groups you belong to.
- Try to generate as many people as you can with your personal family and friends and other people in the herbal field, to make it a fun and festive atmosphere.

Consider giving a talk on local medicinal plants.

- Check out what your local library has in the herbal section and guide book sections, and maybe you can offer a talk there as well. Or meet at the library and do a Herb Walk around you local area.

Organize an event at your local community gardens.

- Do a talk on herbs and their healing benefits
- Have a herb plants of a few to donate to the local community garden
- Bring tea with fresh herbs to share.
- Maybe organize a pot luck picnic with participants, that features food made with herbs.

Lead a Herb Walk in your neighbourhood.

- Herb walks are always well attended, and very educational to the public.

Advertise a FREE 10 min consult to the public for the whole week.

- Could be a great way to get people into your clinic who might not otherwise consider. Time and duration would be a personal choice.
- This could result is sale of product and repeat clients, as well as referrals.

Contact a local restaurant or Cafe and as if they would be interested in doing a cooking with fresh herbs demonstration.

- Many people are now realizing food is a medicine
- By getting your local restaurant involved would mean more business for them, as well as free advertising.

Talk to your local clubs and community centers.

- Some of the local clubs and community hall offer space free of charge to hold meetings and classes.
- Arrange to do a talk or short course on a Herbal subject. i.e. Herbal First Aid, Herbal Teas for Health, Growing a Herb Garden, etc.

Join together with you local health food shop or fresh food market, or even local practitioners.

- Develop a combined event for the sake of Herbal Awareness Week with them. Promote the Herb of the Year in different variations.
- Perhaps discuss a particular health condition that affects you local community.
- Offer a question and answer with the public.
- Have an information table set up with brochures, business cards, and rack cards.

Approach Local Schools.

- Approach your local schools to do a talk on herbalism to their students, in the older grades.
- Approach the local elementary schools with a coloring competition using a picture of the Herb of the Year.
- Talk with the school to see if they would be into the students getting involved in the local community gardens to tend a medicinal herb plot, and you can come in and demonstrated the medicinal uses of those plants.

Visit the local Old Age care homes.

- Help plant a herb garden by donating some potted herbs.
- Give free samples of homemade ointments and creams to the elderly.
- Talk to the residents about herbs, if they every used them and how and what they did use.
- Do a talk on how herbs can help some of the common complaints of the elderly.

Visit your local plant nurseries.

- Invite them to be a part of Herbal Awareness week, and ask if they would consider perhaps offering a discount on their potted herbs for that week, in exchange for free advertising.
- Or if they would feature their potted herbs for that week of the year.