



Empowered Healing: How
Herbalists Without Borders
Fosters Health Justice
Through Community
Engagement



"What you do makes a difference, and you have to decide what kind of difference you want to make."

JANE GOODALL



ABOUT DENISE

- HWB Co-Executive Director, Programs Director 2025
- HWB Executive Director 2017-2022, 2024-2025
- Clinical Herbalist
- Certified Aromatherapist (MIFPA)
- Permaculture Designer (PDC)
- US Donation Network Coordinator
- US Seed Grant Coordinator
- Veterans Resiliency Holistic Clinic Volunteer 2017-2022, Clinical Practice, 2013-2025
- Lead HWB Disaster Relief
- Founded Community Aromatherapy Project

OUR MISSION

Herbalists Without Borders (HWB) is a membership based 501c3 nonprofit global network devoted to providing compassionate holistic care to communities in need impacted by natural disasters, violent conflicts, poverty, trauma and other access barriers to health & wellness. Our programs include:



HWB AT A GLANCE

- Global nonprofit model
- Member and Chapter-based network
- Focus areas: relief, resilience, empowerment, education
- Mutual Aid & Community Resilience

Also:

- Providing those working in their communities more support via
 - webinars, eguides, resources & supplies, canva templates
 - clinical experiences & menteeship



WHAT IS MUTUAL AID?

- **Definition:** Mutual aid is voluntary, reciprocal support in communities, sometimes outside formal institutions.
- **Contrast with Traditional Models:** Mutual aid emphasizes horizontal collaboration, unlike top-down aid approaches.



PRINCIPLES OF MUTUAL AID

Collective Responsibility: Everyone in the community shares responsibility for each other's well-being, fostering a sense of belonging and support.

Solidarity Over Charity: Emphasizes mutual respect and partnership rather than a donor-recipient relationship, promoting empowerment instead of dependency or power over



PRINCIPLES OF MUTUAL AID

- In mutual aid, reciprocity fosters relationships where everyone both gives and receives.
- It shifts away from transactional aid to a system of shared care and responsibility.



OUR ENGAGEMENT MODELS

- Grassroots, community-driven
- Local chapters & coordinators shaping their own programs with HWB model
- Models to help not reinvent the wheel
- Global network - not alone



Care Pack

paquetes de apoyo

MUD Kit

CONTAINS:

Uplift & Connect Spray/atomizadores de aromaterapia

Chamomile Tea Bags/Té de Manzanilla

Freedom Rollerball/bolitas de aromaterapia

Calm Inhaler/Tranquila inhaladores de aromaterapia

Soothed Skin Salve/ calmante pomada

Bagged 4/14/25

Best by 4/26

Donated to HWB, Not for Resale.

Deerfield, WI hwbglobal.org

OUTREACH & EDUCATION

- **Community Gardens:** Promoting self-sufficiency and food security through local gardening initiatives.
- **Education and Training:** Providing education to enhance skills and knowledge.
- **Make & Take:** Bringing community into their own wellness journey, build trust





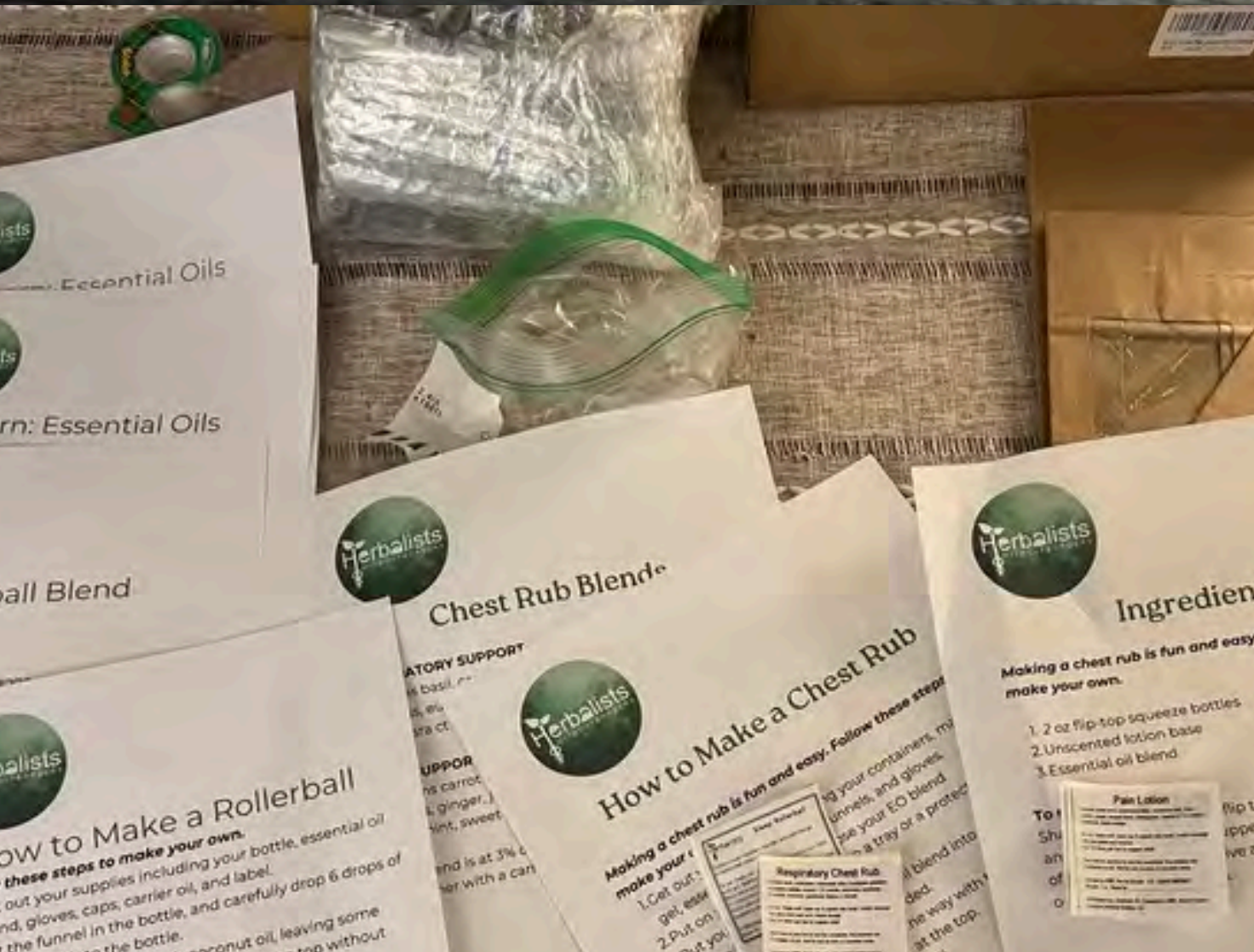
EMPOWERMENT & ENGAGEMENT

- Free clinics serving underserved populations
- Community engagement and relationship building
- Community relief & self-care
- Disaster response: free clinics, care packs, self-care stations, free classes, community gardens
- Education builds resilience



COMMUNITY AROMATHERAPY

- **Education** for coordinators to develop skills & knowledge
- **Tools & programs** to integrate aromatherapy into relief efforts
- **Make & Take** resources & supplies to take aromatherapy into community
- Developing **support** for clinicians in clinical settings



DISASTER RELIEF

- **Evaluating Skills:** Assess the skills and strengths to determine how best to organize and respond.
- **Goal:** Being proactive in understanding these elements allows for more organized and effective responses
- Be prepared **IN ADVANCE** to respond more quickly & effectively





SELF-CARE STATIONS

- Based on the community served, location,
- GRAS items with clear explanations, nothing that can be misused

Locations:

- Health food or herb shop entry
- Farmers market or community event
- Manned or unmanned
- Tabling or food events (Food Not Bombs, etc.)
- Protest support (tips)
- Unhoused encampments



FREE CLINICS

Setting up mobile or fixed free clinics for disaster response may rely on

- Location and permissions
- Experience of clinicians, or who is available
- Access to running water, power, sanitation
- Safe spaces
- Volunteers
- Supplies

In between?

Consider manned care stations with options such as menu items, pick 3, general support, but with assistance.

THEMES - help ensure supplies



CARE PACKS

Overview of care kits: essential GRAS items

- Chest rub, salve, ointment/balm, sunscreen, pet care, aches & pains lotions, immune support, tea, inhalers, rollerballs, aromatic sprays, syrups, lozenges, eye bags
- Sleep, stress, anxiety, stomach issues, heat/cold, cold/flu, immune support
- Best practices in assembling kits



EMPOWERING COORDINATORS

- Webinar series for training & support
- eGuides, Make & Take guides, supplies
- On-demand video library
- Canva templates for outreach & work
- Community models + engagement via technical assistance
- Connections and collaboration with others doing similar work

US DONATION NETWORK

- Connections and **shared systems** prepared before a disaster hits leads to a stronger, more effective response.
- Sharing donated aromatherapy and herbal tools
- Intake and **equitable distribution** of supplies
- Distributing made products and care packs **nationwide**
- Recipes, guides, support, templates





BUILDING LONG-TERM RESILIENCE

- Beyond immediate relief—creating sustainable systems
- Local leadership development
- Mutual aid, community partnerships, and resilience hubs
- Webinars, clinical opportunities, mentorship opportunities
- Affordable for all

RESOURCE SHARING AND MANAGEMENT

- Best Practices:
 - Transparent resource distribution
 - Volunteer coordination
 - Mutual accountability
 - Reciprocity system
 - Culturally relevant allocation of supplies
 - Language appropriate tools



KEY TAKEAWAYS

- Health justice requires grassroots engagement
- Coordinators are empowered with tools & resources
- Community resilience grows through education, access, and empowerment
- Everyone has a role in fostering equity in health
- We all can do more to support our communities



HOW YOU CAN GET INVOLVED

- Individual, Business, Nonprofit, School memberships
- Chapter, Clinic, Project Coordinators
- Volunteering with local HWB groups
- Donating supplies into our network
- Sharing resources into our member portal
- Volunteering with our core - magazine, translations, menteeship, clinical case study presentations, remote disaster response assistance

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FILM NEGATIVE

FILM NEGATIVE

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FILM NEGATIVE

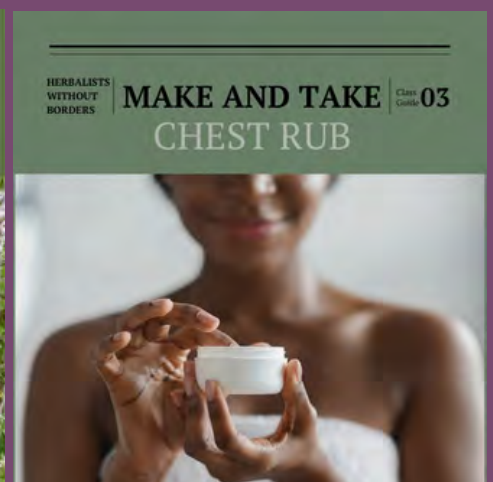
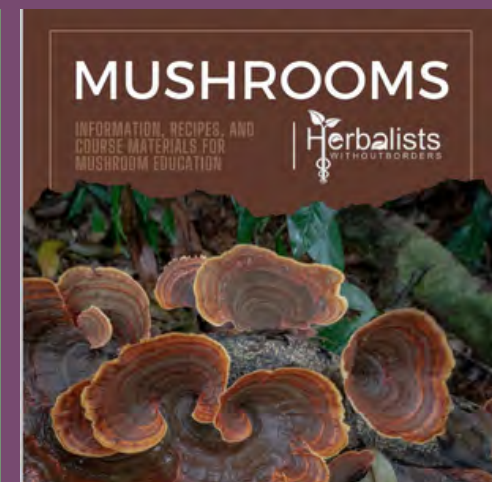
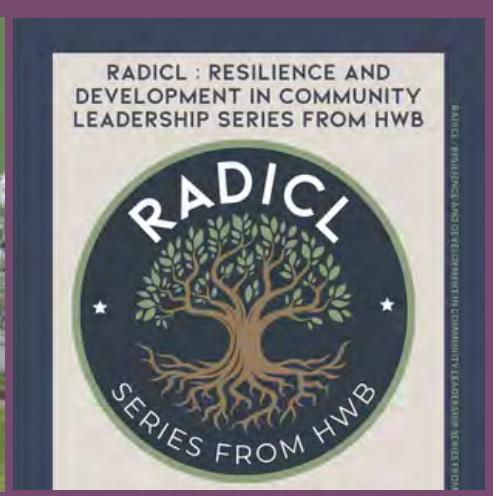
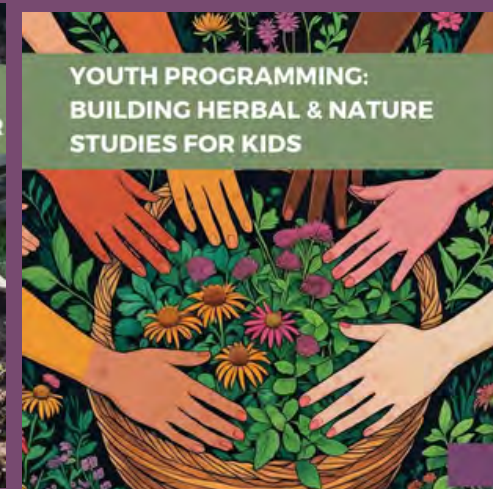
VOLUNTEERS

- Join as a Member
- If Interested, Form or Join a Local Chapter/Clinic/Project
- If Interested, come to a volunteer hangout to hear about core opportunities
- Access the member portal
- Reach out for clinical experience, mentee opportunities
- Reach out if offering case study for clinical round table
- Be engaged!



HWB MEMBER PORTAL

- eGuides
- Make & Take Guides
- Recipe Collections
- Magazine Bonus Content
- Webinars
- Canva forms
- Connection
- Support





SCAN ME



Scan to access our How to Form a Chapter, Clinic, or Project Manual now!



Q&A

