



# OSTEOPOROSIS

**IMPACT REPORT**

**2022-2023**



## MY STORY

After 25 years as a teacher, many of them working with special needs students, Jackie retired at age 55. She and her husband had excitedly planned to move to the east coast where Jackie's husband, a carpenter, would build a little home on a piece of Nova Scotia land leading down to a riverbank.

Jackie and her husband thought it would be paradise. They were so looking forward to their retirement plans.

Then Jackie was diagnosed with osteoporosis.



**My diagnosis hit me hard.  
There was anger, anxiety and  
tears.**

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Jackie had started to feel a pain in her neck, shoulder, and back. After x-rays and a bone mineral density test she received the diagnosis that would change the rest of her life – osteoporosis — at 57!

To Jackie her diagnosis seemed so unfair. In her mind, this just wasn't how it worked.

She thought osteoporosis was something that women got in their 80s. If she ever had to deal with it, Jackie thought it would be decades away. She had done everything she thought she was supposed to do.

Jackie saw the freedom that both she and her husband had dreamed of – the freedom that they had worked and planned for – evaporating in front of her eyes.



**When I got home from the  
doctor, I logged on to the  
Osteoporosis Canada website  
and their resources changed  
everything.**

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Thankfully, Jackie wasn't as alone as she felt.

Through Osteoporosis Canada's online support groups – there were no obstacles to accessing vital information. Jackie and others living with osteoporosis share their stories and receive information on nutrition and exercise, medication treatments, as well as how best to avoid falls, prevent fractures and more.

Today, Jackie isn't mourning the retirement paradise that she had wanted — today Jackie is living it. With the information and support she has received from Osteoporosis Canada, Jackie knows the risks to avoid and how to reduce the ones she can't. She has become a stronger advocate for herself.



**I didn't have to figure this out  
all by myself.**

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**Jackie Herman**

*Osteoporosis Canada Advocate*

## DID YOU KNOW...

Bone health is important at every age but especially during childhood and adolescence when bones are still growing.

**As most people reach their maximum bone size and strength – peak bone mass – by age 30, bone-healthy behaviours are important from an early age in order to optimize bone health and reduce the risk of developing osteoporosis later in life.**

"I just wanted to tell you how much I am enjoying the Living Well with Osteoporosis weekly course. There has been some very good and useful information. I wish every doctor would tell women who have been recently diagnosed about your wonderful website and resources.  
Thank you so much"

*-Living well with Osteoporosis Program Participant*



# OUR REACH

2022- 2023

## THE DIFFERENCE YOU MAKE!

Thanks to you - making positive change happen is possible!

Building upon successes from the previous year, Osteoporosis Canada continues to connect, support, educate and advocate for more people, in more communities across the country to make bone health a priority and reduce their risk of fracture

With over 2.3 million Canadians living with osteoporosis, our organization needs to continue to innovate, strategize and impact those who need access to resources and support services most..

And we can't do that without you.


Due to the generosity of donors, supporters and partners Osteoporosis Canada's robust, responsive centralized virtual hub continues to grow with new content, digital tools and engagement opportunities to reach as many people as possible.

 **OSTEOPOROSIS**



## WEBSITE


*English*  
 **387,781**  
Web Users

 **1,152,389**  
Page Visits

*French*  
 **93,235**  
Web Users

 **204,942**  
Page Visits

## RISK TOOL


*English*  
 **14,899**  
Initial Landing  
Page Hits


 **8,812**  
Completions


*French*  
 **1,826**  
Initial Landing  
Page Hits


 **1,227**  
Completions

## CALCIUM CALCULATOR TOOL

*English*  
 **113,426**  
Initial Landing  
Page Hits

 **51,701**  
Completions

*French*  
 **8,937**  
Initial Landing  
Page Hits

 **3,428**  
Completions

## SOCIAL MEDIA



**302**

Total Posts



**540,242**

Total Reach



**1,065,567**

Total Impressions



**68,049**

Total Videos Views



**18**

New Videos

## PROGRAMS

**135**

Total Number of Programs

**2,201**

Total Attendees

**94**

Total Number of Support Group Sessions

**1,156**

Total Attendees

## DID YOU KNOW...

**OVER 2.3 MILLION CANADIANS**  
are living with osteoporosis

**OVER 80% OF ALL FRACTURES**  
in people 50+ are caused by osteoporosis

 **OSTEOPOROSIS**



**FORE!**  
**GOLFING WITH OSTEOPOROSIS**  
 WEDNESDAY, MAY 25TH  
 11:00am PDT | 12:00pm MDT | 1:00pm CDT | 2:00pm EDT | 3:00pm ADT | 3:30pm NDT

In Partnership With  
**COLLINGS STEVENS  
 FAMILY FOUNDATION**

**THAI VEGAN CURRY**

October 26  
 PHEC In Partnership With **Silk**

**OSTEOPOROSIS**

*Register Today*

**COMMON QUESTIONS ABOUT  
 OSTEOPOROSIS AND DRUG THERAPIES**  
 WEBINAR - TUESDAY, MARCH 21

# 21 WEBINARS

*30th November*

Register for this  
**OSTEOPOROSIS** In Partnership With **Arthritis**

*Watch Now*

**WEBINAR**  
**Nutrition in the Lifecycle**

OC REPLAY

In Partnership With **DANCINE** **OKOS** **Silk**

*Cooking Demo*  
**GRILLED STEAK MUFFULETTA SANDWICH**

Thursday, August 11  
 11am PDT | 12pm MDT | 1pm CDT  
 2pm EDT | 3pm ADT | 3:30pm NDT

**OSTEOPOROSIS**  
**THINKGREEN**

**RICOTTA AND YOGURT LABNEH**

**ROASTED RED PEPPER HUMMUS**

**ROASTED CHICKPEAS**

*Snacks & Stuff*

GET THE RECIPES  
**OSTEOPOROSIS.CA/RECIPES**

**OSTEOPOROSIS** #CookWithOC

*Dance!* **BALLET FOR BONE HEALTH**

**9,146 REGISTRATIONS**

VIRTUAL ADULT BALLET CLASS | TUESDAY, NOVEMBER 15

**OSTEOPOROSIS** In Partnership With **CANADA'S NATIONAL BALLET SCHOOL** *Spicing Dance!*

Webinar  
**DIABETES &  
 OSTEOPOROSIS**

**OC REPLAY**

FEATURING SOME OF OUR MOST POPULAR ONLINE CONTENT

"Thank you for the delightful cooking webinars - all tasty and fun and calcium rich! I remain an Osteoporosis Canada supporter through and through and value all the good work that is carried out on our behalf and for our well-being"

*- Cooking Demo Attendee*

# UNBREAKABLE - THE OC PODCAST

18 PODCASTS  
44,040 TOTAL LISTENS



# OC REPLAY

18 VIDEOS  
68,049 TOTAL VIEWS



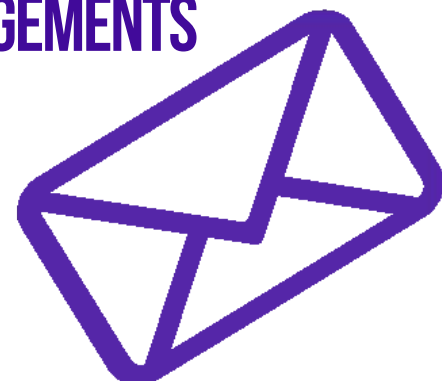
# OC BLOG

29 BLOG POSTS  
60,893 TOTAL VIEWS



# E-COMMUNICATIONS

139 EMAILS SENT  
288,884  
OPENS/  
ENGAGEMENTS







## FINANCIAL HIGHLIGHTS

### YEAR ENDED MARCH 31, 2023

Osteoporosis Canada's Program Fund, comprised of revenue and expenses related to education, advocacy and awareness, administration and fundraising, ended the year \$183,187 in deficit. The Program Fund balance at fiscal year-end was \$521,373.

The Reserve Fund, instituted to mitigate against unforeseen circumstances involving a revenue shortfall or unanticipated expenses, had a fiscal year end balance of \$1,269,063.

The Research Fund which provides the financial resources for scientific research projects selected by the Scientific Advisory Council of Osteoporosis Canada, had a balance of \$1,760,948 at the end of the fiscal year.

The Bequest fund which represents funds donated for specific projects closed out the fiscal year with a balance of \$0.

On behalf of the Board of Directors, I would like to take this opportunity to thank the staff, volunteers, and management of Osteoporosis Canada for their incredible dedication and hard work through the challenges of the rapid worldwide economic changes of the past year. Their resilience and steadfast professionalism have contributed to the success of the organization.

Sincerely,

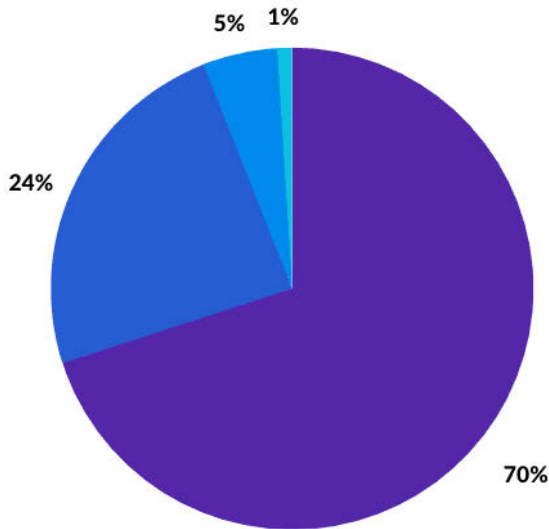


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**Celeste Munger**

Treasurer, National Board of Directors

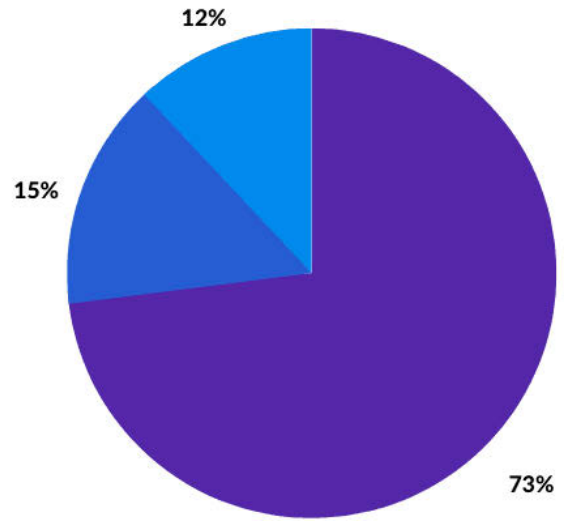
## PROGRAM FUND REVENUES



Government Funding*	\$3,965,090
Individuals	\$1,379,618
Corporations & Foundations	\$307,133
Other**	\$34,866

**TOTAL REVENUES** **\$5,686,707**

## PROGRAM FUND EXPENSES



Education, Advocacy and Program Development	\$4,294,564
Administration & Support	\$912,060
Fundraising	\$692,870

**TOTAL EXPENSES** **\$5,899,494**

\*Ontario Ministry, Federal Government & Other Provincial funding

\*\* Gaming, Community Groups & Interest/dividends

## DID YOU KNOW...

**1 IN 3 HIP FRACTURE PATIENTS**  
will re-fracture within one year

**22% OF WOMEN and 33% OF MEN** who suffer a hip fracture will die within one year



# A MESSAGE FROM OUR PRESIDENT & CEO AND CHAIR OF THE BOARD

The over 2.3 million Canadians living with osteoporosis are the driving force behind Osteoporosis Canada's mission to realize our vision of a Canada without osteoporotic fractures.

As fewer than 20% of fracture patients in Canada currently undergo diagnosis or adequate treatment for osteoporosis – our commitment to establishing more FLSs is resolute as it is the only intervention that has been proven to have a meaningful impact (i.e., with at least a two-fold improvement) on the post-fracture osteoporosis care gap.

We celebrate the establishment of over 50 FLS locations in Canada, but there is much more work to be done. There should be an FLS at every fracture clinic in the country, to ensure that all fragility fracture patients (outpatients and inpatients) receive the osteoporosis care they need to help prevent their imminent next fracture.

Our clinicians and researchers – volunteer members of the Scientific Advisory Council (SAC) diligently finalized their work on the upcoming release of the new Clinical Practice Guidelines while continuing to assist in participating in presentations, programming, podcasts and more.

We recognize and celebrate the work of our guidelines authors as they diligently completed this arduous work while at the same time managing their clinical duties as we emerged from the COVID-19 pandemic. The Osteoporosis Canada 2023 Clinical Practice Guidelines will provide up to date, evidence-based diagnosis, evaluation and management of osteoporosis and will guide optimal osteoporosis clinical care in Canada.

As we move forward as an organization, development of a refreshed strategic plan is underway by the strategic planning committee comprised of members from the Board of Directors, Osteoporosis Canada Executive, SAC and COPN members.

The refreshed strategic plan will document what Osteoporosis Canada hopes to achieve over the next five years and how this can be undertaken. The unprecedented transformation in the health care system – a transformation that will likely be driven by government policy to address funding shortages, accessibility, growing electronic health information that is shared between health professionals, and the need for a resilient healthcare workforce that provides high-quality, effective, and safe health care services will be considered and addressed within the refreshed strategic plan. A thoughtful strategy implementation plan developed and executed by Osteoporosis Canada leadership will follow and be delivered over a five year period.

Osteoporosis Canada is committed to equity, diversity and inclusion (EDI) and is actively working to create a culture where these principles are fully embraced and practiced. Since mid-2020, with a global awakening to racial equality and social justice, Osteoporosis Canada has increased its efforts to create a culture of inclusion and belonging for those who are traditionally marginalized. In the first year of this important work, the focus was to inform and educate on anti-black racism and systemic bias with this past fiscal year focusing on 2SLGBTQ+ education, awareness, and sensitivity training.

Lastly, our programs, support services and advocacy have been enthusiastically supported by partners, donors, volunteers, supporters and staff resulting in another fiscal year of successes and increased reach and significant impact across the country.

The work of the organization focused on education, advocacy, outreach and the development of resources or tools would not be possible without the continued generosity and investment of donors, partners, funders and volunteers.

You make it possible for us to do the work to support Canadians in their bone health and in managing osteoporosis and their risks of related fractures. We are deeply grateful for the continued support. Together, we will make Canadians unbreakable.

Thank you.



**Dr. Famida Jiwa**  
President and CEO, Osteoporosis Canada



**Jeannette Briggs**  
Chair, National Board of Directors