

Osteoporosis Canada

Ostéoporose Canada



*Fabulous
for Life*

Annual Review | 2005-06

www.osteoporosis.ca

New name, vision and mission for the future

Osteoporosis Canada was approved by the organization's members as the new name for the only national charity serving those with osteoporosis and those at risk, at the Annual General Meeting (AGM) of the former Osteoporosis Society of Canada in June 2005 in Winnipeg.

The new name highlights our reputation as the leading source of information about osteoporosis. It is also shorter, more memorable and reflects our continued commitment to the bone health of all Canadians.

New vision and mission statements for Osteoporosis Canada were also approved at the June 2005 meeting.

Vision

Canada without osteoporotic fractures.

Mission

To work towards a future where all Canadians will:

- Be knowledgeable about osteoporosis
- Be empowered to make informed choices about their bone health
- Have access to the best osteoporosis care and support
- Benefit from research into the prevention, diagnosis and treatment of osteoporosis.

Building a fabulous future – free of fractures

Fabulous for Life is the theme of our Annual Review for 2005-2006. This past year, the Board of Directors, as well as volunteers and staff from across Canada, have worked together to set the organization's priorities to ensure Osteoporosis Canada is helping all Canadians achieve optimal bone health and enjoy a better quality of life.

Our new vision and mission statements were valuable guides as we developed our strategic plan for the next three years. Osteoporosis Canada will focus on five strategic priorities through to 2009:

- Promote education and awareness in collaboration with Chapters and Divisions
- Embrace advocacy for quality patient care across Canada
- Engage a greater number of qualified people to develop and implement the organization's priorities throughout Canada
- Drive the osteoporosis research agenda throughout Canada
- Explore new fundraising frontiers.

Great strides were made this past year in all of these priority areas.

- We developed and launched **Break Through**, a new osteoporosis education and exercise program, with funding from the Ontario Ministry of Health and Long-Term Care. The **Break Through** program resources are available to our Chapters and to individuals across the country.
- Osteoporosis Canada launched its first national television advertising campaign in the fall of 2005, resulting in a 20 per cent increase in visitors to our top-ranked Web site at www.osteoporosis.ca.
- Advocacy efforts by the Manitoba

Chapter and the BC Division have led to government funding announcements to address bone health issues in both provinces. The Manitoba Chapter and the B.C. Division will be involved in the initiatives.

- With the increasing demand for our services, our need for volunteers and staff is growing. Dedicated volunteers have created three new Chapters: Mid-Island in B.C., Sudbury in Ontario and Greater Moncton in New Brunswick. Work is also



Osteoporosis Canada's President & CEO Karen Ormerod, left, and Board Chair Jacqui Wigginton taking a power-lunch along Vancouver's English Bay.

Building a fabulous future (cont.)

underway to establish Chapters in Guelph, Montreal and Prince Edward Island.

Several Chapters have hired employees and a team of staff has joined the National office to fulfill our mandate within the Ontario Osteoporosis Strategy.

- The research committee of our Scientific Advisory Council (SAC) has established a renewed research grant program and SAC members are engaged in researching new recommendations for clinical practice guidelines.
- Our new “Pearls of Wisdom” campaign got off to an amazing start in February 2006. By Mother’s Day, we had sold more than 1,500 white pearl bracelets for \$20 each and more than 1,000 purple pearl bracelets at \$10 each.

In the area of governance, the Board of Directors held several working sessions to better define its role as a policy-making Board and to ensure it had the information necessary to maintain effective governance. The new Board committees are: Steering Committee, Board Development Committee, Governance Committee, Investment Committee and the Audit Committee. The Scientific Advisory Council and the Operations Advisory Council (composed of Chapter and Division representatives) each elect an individual to sit on the National Board.

Other notable accomplishments this year include the moving of our National Office to larger premises in Toronto, a series of educational forums and our Annual General Meeting in Winnipeg last June, and preparations to welcome the international osteoporosis community at the IOF World Congress on Osteoporosis taking place in

Toronto, June 2 to 6, 2006.

Finally, we are reminded of how we accomplish all that we do, and why. We are very grateful to our volunteers, donors, sponsors and staff for all of their outstanding contributions. We are also inspired every day by those we serve – Canadians with osteoporosis and those at risk. They remind us that life is fabulous and that our efforts are helping everyone to enjoy a fabulous future – without fractures!

Jacqui Wigginton
Chair, Board of Directors

Karen Ormerod
President & CEO

Advocating for a fabulous future

Now in its third year, the Canadian Osteoporosis Patient Network (COPN) has continued to meet its mandate of representing people with osteoporosis on all issues related to the disease.

COPN members attended the Ministry of Health Information and Training sessions, *Patients Have Power*, which were held concurrently across Canada. Two of the topics were drug management and drug accessibility.

Sitting on research committees with the Canadian Institutes of Health Research Peer Review, the Knowledge Exchange Task Force, and Best Medicines Coalition has allowed COPN members to help make research language understandable to patients, while ensuring that the goals of the health care system are relevant to Canadians.

They also participated at the Health Charities Coalition of Canada conference on pharmacare, the International Bone and Joint Decade – Mid-Decade Conference and the Canadian Patient Advocacy Forum. Participation by COPN members in legislative breakfasts and other meetings with provincial parliamentarians helped to make the Ontario Osteoporosis Strategy a reality.



Gail Lemieux, left, and Priscilla Cole, two of the founding members of COPN with Charles Hain, Director of Government Relations.

One of the pillars of Osteoporosis Canada’s Strategic Plan, 2006 – 2009, is to *embrace advocacy for quality patient care across Canada*. COPN plans to be in the forefront of this initiative.

We invite you to become a member of COPN and receive our free e-newsletter *COPING*. For more information call 1-800-463-6842 or e-mail copn@osteoporosis.ca.

Saluting our fabulous volunteers

How often do we say to our volunteers, either individually or at a group recognition function, *We couldn't do it without you?* The truth about Osteoporosis Canada goes beyond that – *we wouldn't be here without you.* In 2005, the 1-800 line volunteers put in more than 2,000 hours and handled about 10,000 calls. People who have recently been diagnosed call, fearful as to what the diagnosis means. When a new drug is approved for the treatment of osteoporosis, callers want to know if they should change their medication. News reports, such as the recent articles on the efficacy of calcium and vitamin D, result in many calls from people looking for reassurance and information. Invariably callers are grateful for, and encouraged by, the support they get.

Across the country, Chapter development relies on a few dedicated local people investing their time, energy and commitment into getting a group going, often carrying out all the work of the Chapter as volunteers. Fund development, information groups and seminars, and many local events depends on their efforts.



Elzia Landry, left, our longest serving 1-800 line volunteer of 12 years and Vivian Racioppo who has volunteered for 11 years.

Members of the Board of Directors and Scientific Advisory Council are volunteers, as are the Steering Committee members of COPN.

To say they are fabulous barely covers it, but they are and we salute them.



Stretching the limits of active living

A yoga instructor for more than eight years and member of his local Seniors' club, Philip Joseph, 80, is a champion of physical fitness. Philip enriches his life with adventure, challenge and exciting opportunities. He ran his first marathon at age 74 and continues to walk or run five kilometres every day. Philip recently celebrated his 80th birthday, and is keen to complete both the renovation of his cottage and a work of historical fiction before he turns 90. He feels activity of the mind, body and spirit is an essential part of healthy living.



New program designed to *Break Through* the challenges of osteoporosis

This spring Osteoporosis Canada launched *Break Through*, an exciting new exercise and education program being delivered by more than 500 recreational and seniors' groups across Ontario.

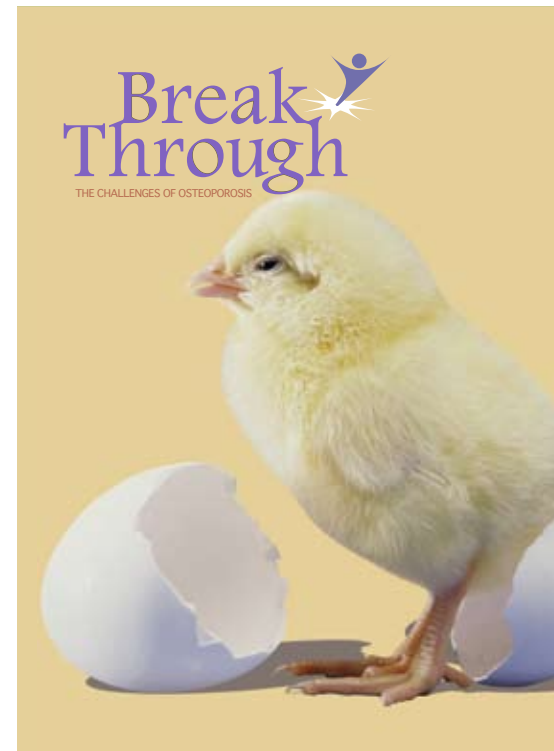
The development of the *Break Through* resources and the delivery of the program in Ontario are funded by the Ontario Ministry of Health and Long-Term Care. Osteoporosis Canada will share the *Break Through* resources and processes with all Canadians through our national network of Chapters, our Web site (www.osteoporosis.ca) and our information line (1-800-463-6842).

Based on Osteoporosis Canada's clinical

practice guidelines, the *Break Through* program is designed for people 50 and older, and is composed primarily of an exercise program (including two *Break Through* DVDs – one for those with osteoporosis and the other to maintain bone health) with an interactive osteoporosis education program to be delivered by an instructor. There is also a *Break Through* information package of printed materials for program participants as well as individuals who are unable to attend a community program.

Break Through focuses on prevention and stresses the importance of education and the need for people at risk for osteoporosis to be well informed long before the onset of the disease. The exercise program will further increase strength, co-ordination, balance and flexibility, thus reducing the risk of falls, fractures and further bone loss. Most importantly, public awareness of the disease and its risk factors will increase, empowering people to make informed choices about their bone health.

In the coming year Osteoporosis Canada will be undertaking further initiatives under the Ontario Osteoporosis Strategy, including new recommendations for osteoporosis clinical practice guidelines and the placement of staff within fracture clinics to educate and follow up with fracture patients in Ontario.



Osteoporosis awareness week in Manitoba

During Osteoporosis Awareness Week, June 12 to 19 in Manitoba, the Manitoba Chapter of Osteoporosis Canada hosted a series of educational events for the public and health care professionals across the province as well as the organization's Annual General Meeting (AGM) and related events.

Visiting National Board members Drs. Diane Thériault and Suzanne Morin, along with local osteoporosis experts, delivered continuing education to family doctors and other health care professionals at a symposium for physicians, telehealth lectures broadcast to 10 sites and three presentations to health care professionals, as well as a public forum.

Hundreds attended the public forum called *Osteoporosis, What's New, What's Tried and True*, enjoying presentations and discussion by Dr. Thériault, Pat McCarthy Briggs and Andrea Bedard.

The entire Manitoba Chapter, all of its volunteers and staff, are to be commended for their outstanding hospitality, organizational



Lieutenant Governor of Manitoba, the Honourable John Harvard, greets National Board member Dr. Suzanne Morin at a reception at Government House in honour of Osteoporosis Awareness Week in Manitoba.

abilities and tireless efforts on behalf of Osteoporosis Canada.

First television advertising campaign boosts



Still photo from the *Bone China* advertisement.

Osteoporosis Canada launched its first national TV ad campaign in the fall of 2005 with two bilingual 15-second commercials. One spot, *Bone China*, was distributed as paid advertising to 34 markets across the country; and the other, *Nutcracker*, was released as a public service announcement (PSA) and promoted by our Chapters.

The ads were seen an estimated 15 millions times and both ads directed viewers to our Web site for more information about osteoporosis. During the eight-week campaign, visits to the Osteoporosis Canada Web site increased by 20 per cent.

Beating the odds to fulfill a marathon dream



Emma Farracane, left, Daniela Franca, centre, and Donna Brown are all part of Team Osteo.

Osteoporosis affects 1.4 million Canadians and Emma Farracane is one of them. But you would never know it. Until she was diagnosed in March of 2005, Emma was training to run the Boston Marathon.

"Looks like you're not going to Boston." Those were the words Emma heard one year ago when her doctor revealed the results of her

bone density test.

Osteoporosis may have prevented her from running the 2005 Boston Marathon, but it didn't prevent her from supporting Osteoporosis Canada later that year by running for Team Osteo at the Scotiabank Marathon.

"This was our first time participating in the Scotiabank Toronto Waterfront Marathon and we're very proud of Team Osteo's achievement," said Suzanna Cohen, Chair of the Toronto Chapter. "We raised \$6,500 for Osteoporosis Canada."

Emma reminds us that osteoporosis may change your lifestyle, but it doesn't have to change your life. With proper bone care including nutrition and exercise, osteoporosis patients can still achieve their goals.

Plans are already underway for this year's Scotiabank Toronto Waterfront Marathon. Come out and show your support on September 24, 2006. Better yet, join Team Osteo and help raise money for a worthy cause.

public awareness

The *Bone China* ads ran in tandem with 15-second commercials for Caltrate, a calcium supplement made by Wyeth Consumer Healthcare, as part of a partnership agreement between the two organizations. The ads were created and produced for Osteoporosis Canada by the Toronto office of Anderson DDB, which also creates the Caltrate ads.

This fall, the campaign will be repeated with *Bone China* sent out as the PSA, and *Nutcracker* distributed as paid advertising. To view the ads, visit the news archives section for 2005 on our Web site at www.osteoporosis.ca.



Still photo from the *Nutcracker* advertisement.

Financial Highlights

During this fiscal period, Osteoporosis Canada measured up on the financial front with a net surplus in the Program Fund of \$337,278 at March 31, 2006. Total revenue for the Program Fund was \$4,390,933 with total expenses of \$4,053,655.

The charts below detail the results of operations from the Program Fund. The majority of revenues are derived from individual donations and bequests as well as corporate donations and sponsorships.

Expenses incurred by the Program Fund serve to fulfill the mission of Osteoporosis Canada in key service areas.

Operations of the organization were given a significant boost this year when the Ontario Ministry of Health and Long-Term Care provided funds for activities related to Ontario's multi-year Osteoporosis Strategy, which aims to improve the bone health of all Ontario residents.

The Research Fund, which operates independently and is segregated from the Program Fund, closed the year with a balance of \$1.3 million. The Research Fund receives and manages financial resources available for scientific research projects selected by the Scientific Advisory Council of Osteoporosis Canada.

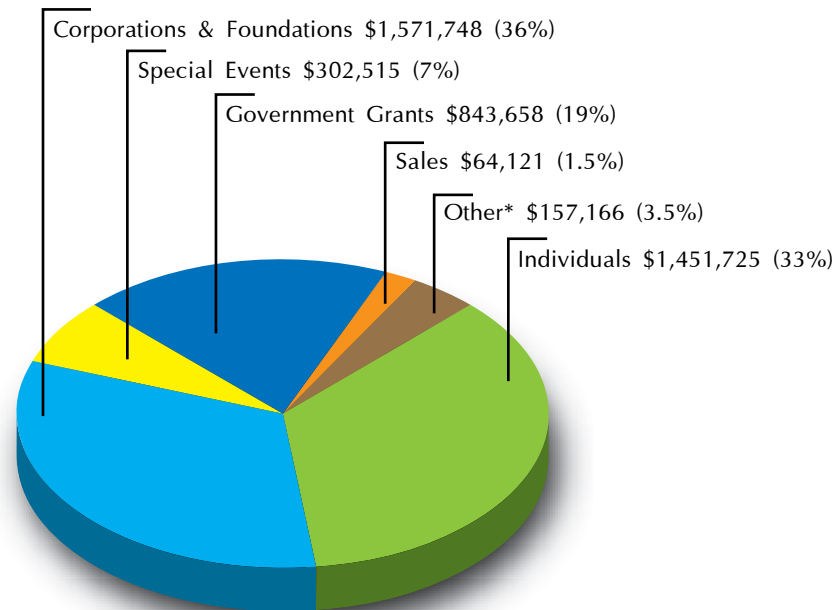
Finally, I would like to thank the volunteers who serve as Chapter Treasurers and the

Finance Committee, as well as Osteoporosis Canada staff for their hard work and dedication over this past year.



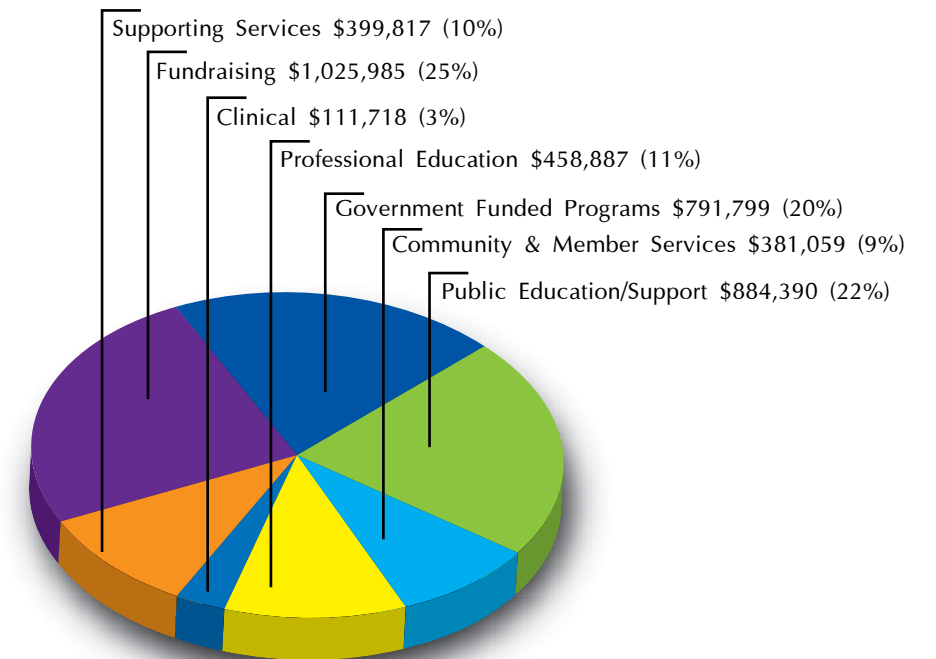
Ken Chong, C.A., C.G.A.
Treasurer

Revenue



* Other includes interest income and miscellaneous.

Expenses



Audited statements are available from the National Office upon request.

Osteoporosis Canada funding vitamin D research

This year Osteoporosis Canada granted research funding, in partnership with the Dairy Farmers of Canada (DFC), to Dr. David Cole and Dr. Reinhold Vieth, both of the University of Toronto.

“We are proud to support the research community in the fight against osteoporosis,” said Karen Ormerod, President and CEO of Osteoporosis Canada. “This partnership with DFC allows for larger grants to be awarded than each organization could support separately.” Osteoporosis Canada will contribute \$20,000 each year in 2006 and 2007 towards this research.

Dr. David Cole and Dr. Reinhold Vieth’s research proposal titled *Effect of High-Dose Vitamin D Therapy on Leptin Metabolism: A Mechanistic Probe of the Calcium Intake/Weight Loss Hypothesis* received the highest ranking from the scientific advisory committees. “Achieving high rankings is extraordinarily difficult in the research



Dr. David Cole

Dr. Reinhold Vieth

community, given the competition,” says Lucy Bonanno, Director, Clinical Programs, Osteoporosis Canada.

The researchers have stated that they will study “the effect that high dose vitamin D plays on the metabolism of the hormone leptin, a master regulator of both body weight control and bone turnover. In this way, we hope to understand how vitamin D and body weight interact in healthy older humans to protect against osteoporosis.”



A woman on the go!

Paulette Moisan, 73, recently invested in a cell phone because her four sons just could never get in touch with her. Diagnosed with osteoporosis four years ago, Paulette gave up her precious heels for a pair of running shoes and was determined to overcome the disease. Rain or shine, Paulette bowls with friends, delivers meals to seniors, walks an hour a day, gives cooking classes to men and plays golf twice a week during the summer and petanque in the winter. An active lifestyle, both physically and socially, has contributed to Paulette’s well being and undeniable “joie de vivre.”



Dancing to the groove of health!

Douglas Martin, 91, is known to his friends as one of the best dancers on the seniors’ club circuit. An avid dancer for more than 40 years, Douglas likes to cut a mean rug and tries to make it out to his community dance hall at least once a week. When Douglas isn’t busy perfecting his dance moves, he can be found teeing off on the golf course, or serving up a tennis game at the local tennis courts.

Douglas’ passion for new things and his motivation to stay active is what makes him a champion, in snooker as well as in life!



Like pearls your bones are precious!



More than pearl bracelets link the three generations of this family. Priscilla Cole, centre, has osteoporosis, her daughter-in-law Jeannine, right, has low bone density, and granddaughter Nora is determined to keep her bones healthy. The bracelets remind them all to eat right and exercise to reduce their risk of osteoporosis and fracture.

Over 2,500 Pearls of Wisdom bracelets have been sold! Sponsored in part by the Dairy Farmers of Canada, the Pearls of Wisdom program started at the beginning of February and is going strong. You can get your genuine freshwater pearl bracelet, complete with a heart-shaped, sterling silver clasp, for just \$20, including taxes and shipping.

Packaged in a purple organza bag, these lovely bracelets make a great gift for special occasions. It’s a beautiful way to remind those you love to take care of their bones. Treat yourself to this timeless and lovely accessory, and when others notice it, tell them how they too can support Osteoporosis Canada.

Please visit our Web site at: www.osteoporosis.ca for further information and order forms. If you would like more information, please call 416-696-2663, or 1-800-463-6842.



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Elizabeth Banman, Manager, Individual Giving, stands beside the Recognition Wall, which incorporates the figure of our logo. At the centre we acknowledge all of our individual donors since 1982. Thank you for your contributions.

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Fabulous for Life calendar inspired this year's Annual Review

Twelve dynamic Canadians were featured this year in our *Fabulous for Life* calendar, and some of them appear in this *Annual Review*. Partnering with the Active Living Coalition for Older Adults, and Canada's Association for the Fifty-Plus, Osteoporosis Canada produced the calendar with sponsorship from Merck Frosst

Canada & Co. The *Fabulous for Life* calendar recognizes men and women, 65 to 93 years old, from across the country who inspire others to lead an active and healthy lifestyle – despite having, or being at risk for, osteoporosis.



Riding along the path of healthy living

Marion Harris, 80, suffering from severe osteoporosis in the spine, goes just about everywhere on her bicycle, participating in two cycling groups in her hometown of Ottawa. Together they cycle more than 100 kilometres a week, through Ottawa's trails and city streets. When she's not on a bike, her friends can find Marion at the local community centre weight training or participating in aerobic classes. A graduate at the age of 75 with a degree in political science, Marion has a passion for the political scene in Ottawa.



Division & Chapters

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BC Division

Kelowna Chapter

Mid-Island Chapter

North Shore Chapter

Surrey/White Rock Chapter

Greater Moncton Chapter

Hamilton Chapter

London/Thames Valley Chapter

Manitoba Chapter

New Brunswick Chapter

Niagara Chapter

Nova Scotia Chapter

Ottawa Chapter

Peterborough Chapter

Québec City Chapter

Regina Chapter

Saskatoon Chapter

Sudbury Chapter

Toronto Chapter

For more information on the Division or Chapter near you visit the Community Contacts section of www.osteoporosis.ca or call 1-800-463-6842.

For a list of National Office staff, visit the Osteoporosis Canada section of www.osteoporosis.ca.

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