

OSTEOPOROSIS

STRATEGIC PLAN

2024- 2029

TOGETHER, WE WILL MAKE CANADIANS

UNBREAKABLE





MISSION

Empower Canadians to Optimize Their Bone and Muscle Health and Improve the Lives of Those Affected by Osteoporosis





VISION

Canada Without Fragility Fractures





VALUES

- Respect
- Integrity
- Inclusivity
- Innovation



WHERE WE ARE GOING: OUR IMPACT BY 2029

Our goal by 2029 is to ensure that more people, in more communities across the country are being diagnosed and receiving treatment for osteoporosis and related fractures while ensuring Canadians have access to the information, tools and resources they need to optimize their bone and muscle health.

- We are driving and guiding fracture reduction.
- We are increasing Canadians awareness to optimize their bone + muscle health.
- We are driving organizational resilience to ensure sustainability and growth.

Leading with a strong brand and an organization that reaches across Canada we will with our committed donors and partners and the addition of new supporters - raise new funds year over year to grow, support and meet the current and growing needs to support bone and muscle health.

Our organization made up of diverse staff and volunteers who reflect the make-up of our country and those who we support - are committed to meeting and surpassing the goals set out so that together, we will make Canadians unbreakable.

HOW WE WILL GET THERE: STRATEGIC PLAN

Drive + Guide Fracture Reduction

Enhance and expand prevention of secondary fracture.

Guide consensus and consolidation of osteoporosis screening and treatment guidelines.

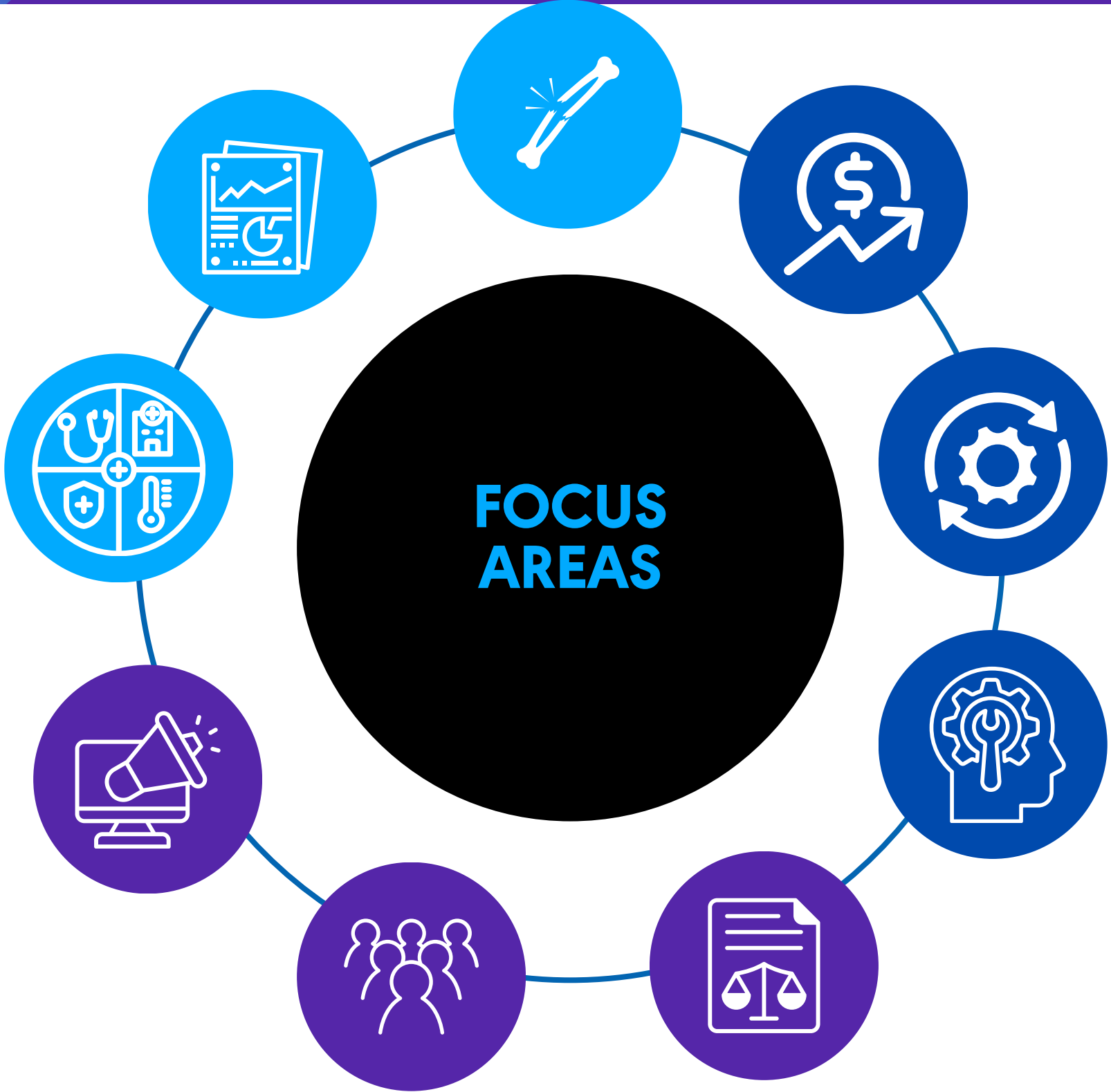
Champion greater access to post-fracture care and treatment to address systemic inequities in healthcare.

Optimize Bone + Muscle Health

Increase awareness and understanding of the importance of bone and muscle health and osteoporosis through education outreach, tools and resources.

Enhance stakeholder engagement & relationships via purposeful, transparent outreach.

Anticipate, identify, and respond to changes in government policies.



Drive Organizational Resilience

Define and enhance culture and employee experience through building next-generation skills and competencies.

Optimize OC's business processes, technologies, and tools.

Expand and safeguard revenue streams.

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