Annual Review
2009-2010

Moving better bone health forward
Osteoporosis Canada has witnessed both great successes and difficult challenges this past year. Most regrettable, in November of 2009, we were faced with a decrease in our revenue as a reflection of changing economic times. The significant funding gap required staffing reductions at OC’s National Office, with a concurrent increase in workload for remaining staff.

We are eternally grateful to our employees and volunteers for their continued faith and dedication. In an effort to adapt to new and challenging circumstances, our response must be one of ongoing change in order to ensure the health and sustainability of Osteoporosis Canada. We are reviewing our current products and services, and looking at some restructuring of our regular operations to bring about the most effective cost savings while providing high quality, value added services. One of the key areas of change will be within our publications, most notably: Osteoblast (member publication) and Osteoporosis Update (clinical publication). Exploration is underway to assess alternative, more efficient means of delivery of these publications.

One of the highlights of this past year has been the success of our virtual education forums. The response to these forums has been fabulous, with registration usually being full within a few days. This is turning out to be a valuable means of providing interactive information to many people across Canada, and is an opportunity to develop connections with stakeholders in a unique medium, in a cost effective manner, in addition to serving as a vehicle to enhance our online presence.

We appreciate the contribution of many talented professionals to our new Bone Fit™ program, aimed to train regulated health professionals to deliver a safe exercise program to people living with osteoporosis. The program pilot was led by the Ontario Osteoporosis Strategy, and after only a couple of successful sessions, discussions are already underway to provide this program in other provinces.

After significant contribution and much work on the part of many members of our Scientific Advisory Council, our 2010 Clinical Practice Guidelines for the Diagnosis and Management of Osteoporosis in Canada have been completed. We eagerly look forward to their publication and clinical uptake in the near future.

We would like to thank all of our friends and supporters as well as our staff and volunteers for their assistance with various strategies designed to strengthen the financial health of Osteoporosis Canada. Transitioning to new practices is never easy: your contributions will ensure the continuation of support to the millions of Canadians who are living with or at risk for osteoporosis.
Osteoporosis Canada, a registered charity, is the only national organization serving people who have, or are at risk for, osteoporosis. The organization has a national office in Toronto and 22 Chapters across the country, all working together to educate, empower and support individuals and communities in the risk-reduction and treatment of osteoporosis.

Osteoporosis Canada is governed by a national voluntary Board of Directors. A 50+ member Scientific Advisory Council, made up of medical and scientific experts from across the country, provides guidance in all medical matters. We represent the patient voice through our Canadian Osteoporosis Patient Network (COPN).

In June of 2009, Osteoporosis Canada welcomed new Chairs to the leadership of our Board of Directors, Scientific Advisory Council, COPN and the Operations Advisory Council (OAC). The Board of Directors, previously under the able leadership of Dr. Diane Thériault, is now led by a new Chair: Ken Chong. Ken has been with our organization since 2002 and has served the Osteoporosis Canada Board of Directors in the role of Treasurer, Chair of the Finance and Audit Committee and most recently, Vice-Chair of the Board of Directors.

Replacing Dr. Alexandra Papaioannou as Chair of the Scientific Advisory Council, we welcomed Dr. Bill Leslie, professor of Medicine and Radiology at the University of Manitoba and recent recipient of the Lindy Fraser Memorial Award. The Canadian Osteoporosis Patient Network welcomed Larry Funnell as Chair of its Executive Committee. Thank you to Marg MacDonell, past Chair of the COPN Executive Committee, for her able, energetic leadership, which has carried COPN forward since October 2005.

Lastly, our Operations Advisory Council had been ably led by Elda Clarke from Saskatoon; she passed the reins on to Rycarda Smith, who joined the Board of Directors as the new Chair of OAC.

Our Vision

Canada without osteoporotic fractures

Our 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
We are grateful to all our volunteer leaders and contributors, most especially ... 

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* Term end June 2009  
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3,000 COPN members nationally
ALL THE VOLUNTEERS WHO MAKE OUR CHAPTERS POSSIBLE, EMBRACING OUR CAUSE AND ENSURING IT HAS A NATIONAL VOICE
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Greater Montreal Chapter
Hamilton-Burlington Chapter
Kelowna Chapter
London & Thames Valley Chapter
Manitoba Chapter
Mid-Island Chapter
Mississauga Chapter
New Brunswick Chapter
Niagara Chapter
North Shore Chapter
Nova Scotia Chapter
Ottawa Chapter
Peterborough Chapter
Prince Edward Island Chapter
Quebec City Chapter
Regina Chapter
Saskatoon Chapter
Sudbury Chapter
Surrey/White Rock Chapter
Toronto & Area Chapter (closed as of May 2009)
Waterloo/Wellington Chapter

Please visit our website at www.osteoporosis.ca for Chapter activities as well as information about connecting to your nearest Chapter.
Osteoporosis Canada Chapters:
moving better bone health forward from coast to coast
In early 2010, Osteoporosis Canada and the Ontario Osteoporosis Strategy (OOS) launched Bone Fit™, a new training program for regulated health and exercise professionals. At its inception by the Ontario Ministry of Health and Long-Term Care, one part of the Strategy’s five focus areas was professional education to enhance the use of best practice in osteoporosis care. In broadening the OOS mandate beyond development of tools and educational material for practitioners, Bone Fit™ provides a comprehensive curriculum that combines online learning with a follow-up instructional clinical workshop. Piloted in Ontario, the program is expected to expand in the near future.

The Bone Fit™ course syllabus was developed with the assistance of a select advisory committee of expert clinicians and academics with express interest or practice in the area of osteoporosis and exercise. The course focus is on the most appropriate, safe and effective way to prescribe exercise and monitor progress for people with osteoporosis. In addition, the training addresses safety issues for health care professionals who are treating patients with osteoporosis who have injuries to muscles, bones and joints.

Bone Fit™ training is an unprecedented opportunity to expand access for a vulnerable group of patients and connect them with the specialized care and attention they need.

With a rapidly aging population and information driven patient load, the need for more innovations in osteoporosis care and management is clear. Our intent is to improve the effectiveness of our services to the professional osteoporosis community as well as our public. We are currently reviewing our programs and services to better serve health professionals; plans for the future include the possibility of creating a focused membership for health professionals, as well as assessing clinical communication needs heretofore served by Osteoporosis Update.
LEADING ADVOCACY

In keeping with our mission to educate, empower and support individuals and communities in the prevention and treatment of osteoporosis, Osteoporosis Canada communicates concerns about various aspects of care across Canada to provincial and federal governments. This is done through advocacy. Since the release of the first ever national report card on osteoporosis care in Canada in 2008, Osteoporosis Canada has been meeting with provincial ministry officials across the country in an effort to improve provincial access to BMD testing, access to osteoporosis treatment, and the development of provincial osteoporosis programs. Provincial meetings to date include British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Nova Scotia, and Newfoundland and Labrador.

In an effort to coordinate our advocacy efforts across the country and within each region, Osteoporosis Canada is working collaboratively with our volunteers to develop Provincial Advocacy Committees (PACs). The role of the PACs will be to address key issues facing osteoporosis care within their province as they relate to i) access to treatment, ii) access to BMD testing, and iii) access to post-fracture care.

Taking steps to ensure osteoporosis is at the forefront of national chronic disease management, Osteoporosis Canada continues to work with the Public Health Agency of Canada Osteoporosis Expert Working Group to discuss existing initiatives around osteoporosis in Canada to examine potential indicators, data sources, and surveillance approaches and to identify methods for diagnosing and treating osteoporosis.
EDUCATION AND RISK REDUCTION

Our newest addition to the arsenal of education and risk reduction materials for our public is an updated educational video entitled Osteoporosis: Meeting the Challenges. Intended for the general public, especially those newly diagnosed with osteoporosis and their caregivers as well as healthcare professionals, this 20-minute bilingual video contains information about osteoporosis and its management and is an indispensable, informative tool. Highlights include inspirational stories from an authentic patient cast, along with key sections such as diagnosis, nutrition, treatment, disease and lifestyle management, all designed to help individuals meet the challenges of living well with osteoporosis. In the words of Larry Funnell, Chair, Canadian Osteoporosis Patient Network (COPN), the video is “an excellent resource for all who are affected by osteoporosis. I wish this was there for me and my family when I was first diagnosed.”

In the spirit of continuing to expand risk-reduction and self-management tools, Osteoporosis Canada has established a committee to consider the area of post-fracture self-management. The committee will look at creating resources addressing the issues of pain management, the mental health/psycho-social issues that can accompany chronic pain, limitations on activities of daily living and continuing to work, falls prevention in order to help individuals not refracture and exercise for post-fracture rehabilitation.

BETTER CARE

In efforts to provide up-to-date health care management for osteoporosis, our SAC’s Best Practices Working Groups are developing the 2010 Clinical Practice Guidelines for the Diagnosis and Management of Osteoporosis. These guidelines are scheduled for release in the fall of 2010. In complement to the guidelines, two additional papers, one on adherence to treatment and one on post-fracture care, have been developed by members of Osteoporosis Canada’s Scientific Advisory Council. These papers address crucial care gaps in osteoporosis assessment and treatment and support the 2010 Clinical Practice Guidelines which aim to optimize patient outcomes in the management and treatment of osteoporosis in Canada.
ENGAGING OUR PUBLIC

This past year was a busy one for Osteoporosis Canada in terms of cultivating public awareness through the use of traditional as well as new communications vehicles. With the help of two new public service announcements (Stop The Silent Thief Before It Stops You and Feed Your Bones Now, Because You Can't Turn Back Time) and a new print advertising campaign, all placing osteoporosis within an every-day context, there has been a steady increase in national as well as local media exposure for the osteoporosis cause, putting osteoporosis onto the radar screen of a wider audience of Canadians. Our August 2009 press release, CaMos study adds new importance to fracture prevention, ranked within the top 10 national press releases disseminated that day and generated significant coverage focusing on the importance of fracture prevention.

Since the redesign of our public website in late 2008 and as a result of the success of our virtual education forums, our presence in the online health community has been steadily increasing. Keeping this in mind as we continue to review our public membership program and associated print magazine, Osteoblast, we are currently exploring different ways to use online vehicles to engage our interested public.
During the fiscal year ended March 31, 2010, Osteoporosis Canada’s revenue declined from the previous year by $563,629, a drop of 7.6%, with that shortfall cutting across various sources.

Throughout the year, staff and volunteers worked diligently to manage costs, and as a result Osteoporosis Canada was able to realize a Program Fund operating surplus of $113,345.

Two years ago, the Board of Directors established a Reserve Fund, with the ultimate goal of having six months of operating expenses set aside as a financial cushion. While we still have a ways to go in achieving our goal, the addition of $48,221 from this year’s surplus brings our Reserve Fund balance to $234,901.

The Research Fund, which is administered by the Investment Committee of the Board of Directors and is financially segregated from the

**REVENUES**

- Government Funding* $3,959,994 (58%)
- Individuals $1,325,747 (19%)
- Corporations and Foundations $1,365,095 (20%)
- Other** $208,545 (3%)

**Total Revenues** $6,859,381

* Ministry of Health and Long-Term Care, Ontario, other provincial funding/gaming

** United Way, community groups, sales
Program Fund, ended the fiscal year with a balance of $1,355,431. The Research Fund provides the financial resources for scientific research projects selected by the Scientific Advisory Council of Osteoporosis Canada.

On behalf of the Board of Directors, I would like to take this opportunity to thank the volunteers and staff of Osteoporosis Canada for their continued commitment and devotion to the organization, through both the good times and those more difficult times.

Fred Goddard, B.Sc., C.G.A., CFP
Treasurer, National Board of Directors

**EXPENSES**

- Ontario Strategy $3,262,141 (48%)
- Education, Advocacy and Program $2,138,554 (32%)
- Fundraising $787,386 (12%)
- Administration (includes Governance) $557,955 (8%)

**Total Expenses $6,746,036**
Thank You…

OSTEOPOROSIS CANADA WISHES TO ACKNOWLEDGE THE FOLLOWING FOR THEIR GENEROUS SUPPORT:

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