

Association accomplishments by the numbers 2010-2011



The Canadian Diabetes Association is committed to helping people with diabetes live healthy lives while we search for a cure. We accomplish our mission across a variety of channels and activities including public programs and services, research and professional education, advocacy, fundraising and business development. We continue to raise awareness of the seriousness of diabetes through ongoing education. Please find more information on what we delivered in 2010-2011 in this insert.

Advocacy

We are working to address the burden of diabetes in Canada, to improve access to diabetes services, care and support, and to achieve equality for all Canadians living with diabetes. We are a strong voice for those living with the disease.

- ◆ We developed and released nine provincial Cost Models for Canadian provinces, creating significant and new opportunities to inform and educate key decision-makers, stakeholders and members. Garnered nearly 60 million media impressions.
- ◆ Following the recommendations made through the release of the Ontario Diabetes Cost Model in September 2010, and a subsequent pre-budget submission to the Ontario government, people living with diabetes were included amongst those Ontarians who could qualify for the Special Diet Allowance as part of the Ontario Disability Support Program.
- ◆ Following our June 2010 recommendation within the release of our New Brunswick Diabetes Cost Model, in March 2011, the New Brunswick government committed to developing and implementing a comprehensive diabetes strategy. (www.gnb.ca/0053/phc/pdf/2011/8023-e.pdf)
- ◆ In April 2011, in partnership with Diabetes Quebec, we released a report *Diabetes: Canada at the Tipping Point – Charting a New Path*, which assesses the burden of diabetes and government response across Canada. It provides extensive new data on the progress made in Canada to address the burden of diabetes, as well as Canada's response compared to peer countries regarding diabetes management. Garnered approximately 20 million media impressions.
- ◆ The Association held two major advocacy training forums – the National Advocacy Leadership Forum (December 2010), and the Ontario Advocacy Leadership Forum (April 2011), in conjunction with a lobby day and risk assessment booth event on the following day. The events presented significant opportunities to inform and educate key federal and Ontario provincial leadership on the burden of diabetes, and provided a strong learning opportunity for more than 100 diabetes advocacy volunteers.
- ◆ The National Advocacy Council oversaw the development of the Association's four new Area Advocacy Committees three-year advocacy strategies in June 2011. Each plan addresses how the areas can achieve their unique advocacy goals, while remaining aligned with the Association's overall five-year advocacy plan.

Media and Marketing

We continued to keep the focus on the seriousness of diabetes in 2010-2011.

- ◆ We educated Canadians using the media as a conduit to ensure people living with diabetes had the knowledge to make informed decisions.
- ◆ We achieved 597 million media impressions – the number of people who may have seen an article, heard something on the radio, watched something on television or read something online about the Canadian Diabetes Association and its resources.

Research & Professional Education

Research & Professional Education (RPE) is dedicated not only to providing educational services to both people living with diabetes and healthcare professionals, but to supporting diabetes research and translating that research into practical applications in order to improve the quality of life of people living with diabetes and, ultimately, to find a cure.

We are dedicated to supporting professional education and to funding the most innovative research in Canada.

RPE has two professional member groups:

- ◆ Diabetes Educator Section (DES) – currently 2,709 members
- ◆ Clinical & Scientific Section (C&SS) – currently 547 members
- ◆ We help to facilitate the exchange of ideas and knowledge between healthcare professionals and scientists, by holding an annual professional conference. The conference objective is to improve the understanding, care and management of diabetes and other endocrine diseases. Hosted in collaboration with the Canadian Society of Endocrinology and Metabolism (CSEM), the successful 2010 Conference had 2,572 attendees and took place in Edmonton from October 20-23.
- ◆ Since 1975, and the establishment of the Charles H. Best Research Fund—named for insulin co-discoverer and Association co-founder Dr. Charles Best—the

Association has awarded more than \$100 million in diabetes research grants.

- ◆ We publish three professional publications that present healthcare professional and diabetes educators with the most current research and practice-based information about diabetes care and management.

1. Canadian Journal of Diabetes

Canada's only diabetes-oriented, peer-reviewed, interdisciplinary journal for diabetes healthcare professionals.

- published five times in 2011
- sent to 6,700 physicians and healthcare providers, including 3,618 members

2. The Diabetes Communicator

Presents relevant, practice-based diabetes education information.

- published quarterly
- sent to all DES members

3. Canadian Diabetes

Offers practical information on clinical care and diabetes management articles for family physicians and healthcare providers across Canada

- published quarterly
- sent to 29,016 GPs and 3,618 members

- ◆ The third and fourth themes from the *Tool Kit for the Prevention and Management of Diabetes in Canada—Protecting Mothers and Children and Physical Activity and Exercise*—were distributed to approximately 40,000 physicians and healthcare providers across Canada.

- ◆ Since July 2011, more than 27,000 people have used the new searchable Clinical Practice Guidelines tool on our website (diabetes.ca).

- ◆ We fund six research collaborations which enable the Association to facilitate more diabetes research in Canada. These partnerships are:

1. Cardiovascular Complications of Diabetes
2. Canadian Diabetes Association Scientists – Centre for Research in Childhood Diabetes
3. Canadian Diabetes Association and the Canadian Society of Nephrology and the

Kidney Foundation of Canada Clinician
Scientist

4. Canadian Diabetes Association Chair in
Diabetes Management
5. Julia McFarlane Chair in Diabetes Research
6. American Diabetes Association (ADA)/
Canadian Diabetes Association (CDA)
Postdoctoral Fellowship

Public Programs and Services

A key element of our mission is delivered daily through our extensive programs and services for people with diabetes.

- ◆ We rely on the generosity of more than 20,000 volunteers to help us in the fight against diabetes, a number of whom have been with the Association for more than 30 years.
- ◆ This past year, the Community Pharmacy Outreach Program (CPOP) grew to 306 sites from 249 in 2009, increasing the opportunity for people with diabetes to access a pharmacist with specialized knowledge in diabetes management.
- ◆ We released *Kids in Your Care*, a resource kit that provides important information to people who care for children with diabetes, including parents, teachers and coaches.
- ◆ We increased our distribution of *Diabetes Dialogue*, a quarterly magazine for people living with diabetes featuring in-depth articles on research, medical updates, nutrition, lifestyle management and advocacy to 90,000 per issue from 38,000.
- ◆ We provided 909 Learning Series and 76 Diabetes Expos for people living with diabetes in communities across the country.
- ◆ We also delivered:
 - 651 Health Fairs
 - 145 Info Sessions
 - 83 Support Groups
 - 13 Youth events
 - Total touch points: more than 280,000 people

Clothesline®

Over the past 26 years, the Association's Clothesline® program has established itself as Canada's premier collection program of gently used clothing, small household items and electronics. Generating \$33.5 million dollars in 2011, Clothesline® offers Canadians a convenient way to donate in the form of free home pick-ups and access to 1,875 Clothesline® drop boxes in more than 1,000 communities from British Columbia to Newfoundland. It is our top priority at Clothesline® to make donating convenient and environmentally responsible, while also ensuring donor dollars are used responsibly. Some of this year's successes include:

In Fiscal 2011 Clothesline®:

- ◆ Continued to realize efficiencies through the implementation of technology and ensure donor dollars are used wisely:
 - Introduced a national web dialing program to reduce expenses and increase efficiencies. In 2012 Clothesline® is projected to make nearly 54 million phone calls, speak with more than 9 million Canadians, schedule over 1.7 million household pick ups and leave more than 6 million messages. The implementation of the web dialer as a business tool has revolutionized the Clothesline® business more than tripling the capacity of Clothesline® Customer Service Agents and increasing productivity by nearly 40%.
- ◆ Completed more than 1.3 million household pick ups.
- ◆ Received donations from approximately 1.2 million Canadians via the drop box program.
- ◆ Diverted more than:
 - 46 million kilograms of clothing and
 - 10 million kilograms of household items from landfills.

- ◆ Environmental impact:
 - 46 million kilograms of clothing diverted from Canadian landfills translates into savings of 840 million kWh of energy, equivalent to driving a compact car over 41 thousand times around the globe and reduces our carbon footprint by 115 million kilograms.
 - Recognized by the Municipality of Halton
 - Recognized by the Ministry of the Environment.
- ◆ Total media impressions for Fiscal 2011 are 67 M, up from 49 M in Fiscal 2010.
- ◆ Through its partnership and support of Value Village's on site donation program, Clothesline® also realized 257 million impressions on behalf of the Association.
- ◆ Diabetes.ca/clothesline received 175,000 page views and 120,000 unique visits from September 1 2010 to August 31, 2011.

Funds development

People ask us every day how they can help in the fight against diabetes. The support of generously-minded Canadians, corporations, and community clubs fuel our mission. Every donation makes a difference, and every donation is gratefully received and wisely invested. Donating is one thing – and an important thing. Taking on our cause to raise funds is another. We wanted to make it possible and easy for anyone to join us. So, we launched MyDiabetesFundraiser, a fundraising platform that enables individuals to raise funds for the fight against diabetes.

Our supporters dream up all kinds of ideas to raise money for the cause. Some join Team Diabetes, and raise significant sponsorships as marathoners around the world. They walk, run, cycle and swim. They hold bake sales, golf tournaments, dinners and galas. Others engage their whole school, community group, or social club to make a new camp building possible, or raise funds for a cure. Our grassroots supporters are the lifeblood of the Canadian Diabetes Association, and are an essential part of our mission to serve the more than 9 million people living with diabetes or prediabetes.

Across the country, the Canadian Diabetes Association is leading the fight against diabetes by helping people with diabetes live healthy lives while we work to find a cure. Our community-based network of supporters help us provide education and services to people living with diabetes, advocate for our cause, break ground towards a cure and translate research into practical applications.