

Improving lives

Know who to turn to



CANADIAN
DIABETES
ASSOCIATION

ASSOCIATION
CANADIENNE
DU DIABÈTE

Proud of our history

In April 2003, the Canadian Diabetes Association marked 50 years of improving the lives of people affected by diabetes.

After the discovery of insulin in 1921, diabetes associations began forming in countries such as Portugal (the first, in 1926), the United Kingdom, Belgium, the United States and Holland. Dr. Charles Best, co-discoverer of insulin had two close friends who were actively involved in the formation of diabetes associations in their own countries. According to Dr. Best's son, Henry, regarding his father's 1947 visit to Belgium, "He saw and heard for himself how such organizations helped diabetics and their families, were advocates for diabetics with government agencies, and provided information to the general public. On his return to Canada he set about trying to set one up in his own country."



Dr. Charles H. Best



Learning the basics

To accomplish his dream, Dr. Best and his colleagues drew in diabetes professionals, business executives, people with diabetes and parents of children with diabetes. Momentum picked up from coast to coast and Dr. Best enlisted the support of the Honourable Paul Martin, Minister of National Health and Welfare. On April 9, 1953, the charter for a Canadian Diabetic Association was secured. In 1979, the name was changed to the Canadian Diabetes Association.

Focused on our future

Since 1953, the Canadian Diabetes Association has been raising awareness, providing service and supporting Canadians affected by diabetes. We remain a vital organization whose work improves the lives of Canadians every day.

Thousands of volunteers and employees carry on Dr. Best's legacy, according to the Canadian Diabetes Association's **MISSION:** to promote the health of Canadians through diabetes research, education, service and advocacy.

Our everyday work *improving lives* moves us toward a future in which we reach our **ENDS:**

- The attainment of optimal quality of life by persons affected by diabetes.
- The realization by all people in Canada that diabetes is a major health issue.
- The elimination of diabetes.

Improving lives... every day

The Canadian Diabetes Association is improving lives of people affected by diabetes. Thanks to the work of the Association, every day...

An employer no longer discriminates against those with diabetes

A doctor stays informed about diabetes advances through our professional publications

A newly-diagnosed person with diabetes gains confidence and hope at a peer-support group

A person with diabetes receives up-to-date information through *Diabetes Dialogue* magazine and www.diabetes.ca

A child benefits from attending a diabetes camp, making new friends and learning to better manage her condition

A person at risk realizes type 2 diabetes can be prevented after attending a diabetes awareness presentation

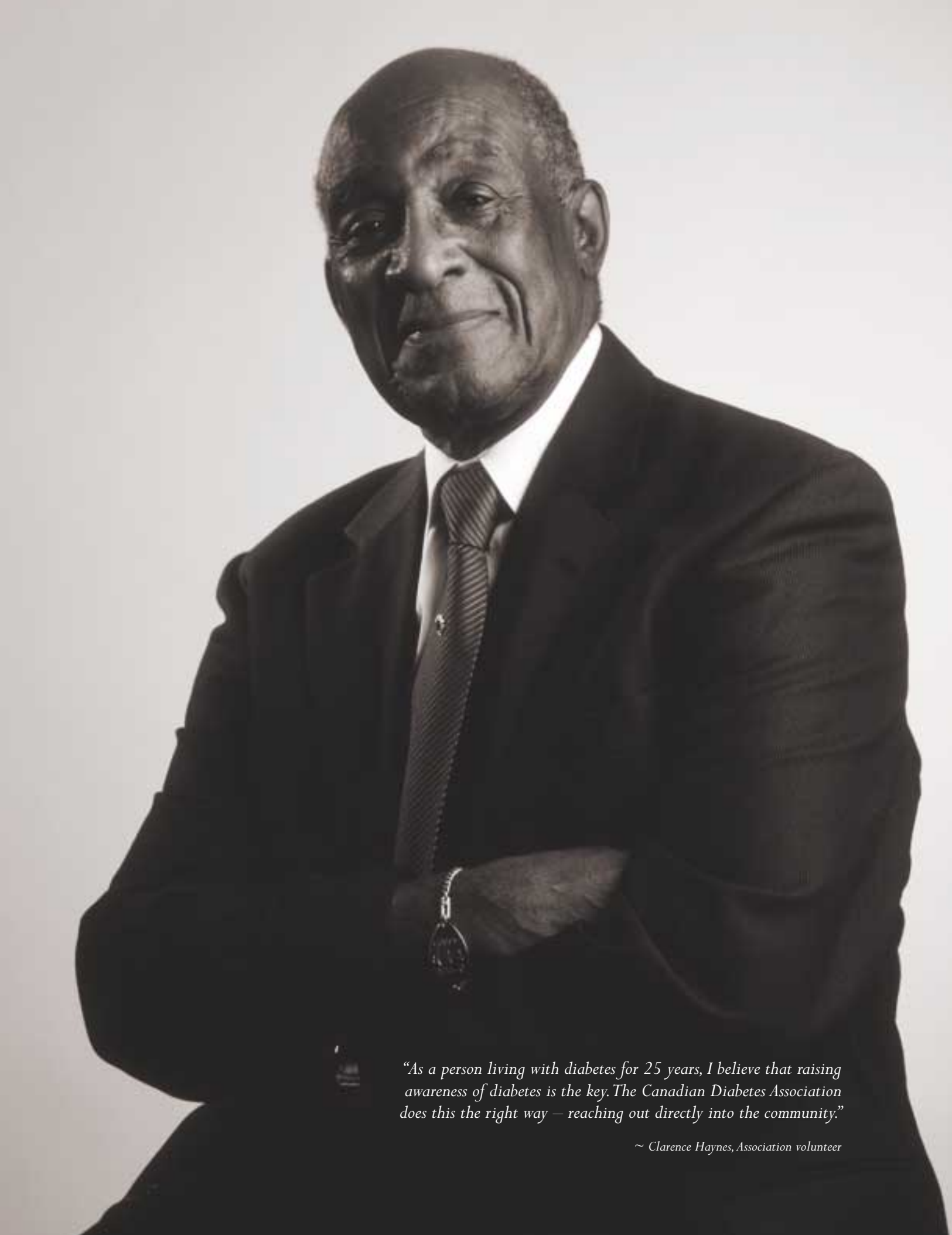
A mother makes healthier food purchases using information learned through *Healthy Eating is in Store for You™*

A teacher understands the needs of his student with diabetes thanks to materials such as *Kids with Diabetes in Your Care*

A diabetes educator uses Association resources and information to teach diabetes management to her clients

A Canadian diabetes researcher, with the support of Association research funding, is a step closer to finding a cure

...and so much more.



“As a person living with diabetes for 25 years, I believe that raising awareness of diabetes is the key. The Canadian Diabetes Association does this the right way – reaching out directly into the community.”

~ Clarence Haynes, Association volunteer

From the Association's leadership...



Over 2 million people in Canada have diabetes, which costs the Canadian healthcare system over \$9 billion every year.

I was shocked to learn

these statistics when I joined the Canadian Diabetes Association in December 2002. Having family with diabetes, I am acutely aware of how it affects the quality of their lives, yet I was surprised to learn of the extent to which it affects all of us. What struck me the most was the fact that we can prevent many of its effects – through awareness, education and prevention.

Over the 50-year history of the Association, we have earned the respect of the international diabetes community and have influenced the decisions and directions taken by partners, corporations and governments. I commend our passionate volunteers, committed employees, caring donors and loyal supporters for their ongoing dedication to funding research, providing programs, offering information and championing our cause.

I am committed to contributing my experience from the private sector in applying sound business practices to the operations of this vital organization. We will maximize every generously donated dollar, continuing to make a difference for those affected by diabetes. I ask you to help us inform, educate and create awareness of diabetes – equipping Canadians with the knowledge they need to eradicate this condition. Thank you for taking the time to review our Annual Report. I'm certain you will find it informative.

*Michael C. Howlett
President & Chief Executive Officer*



Never has the role of the Canadian Diabetes Association been more pivotal. We are raising the profile of diabetes, improving the lives of those who

have it, reaching out to those at risk and, with an ever increasing commitment to research funding, accelerating the search for a cure.

When Charles Best envisioned a national diabetes organization, he saw people coming together from all walks of life to lend support and service to people affected by diabetes. Dr. Best realized his dream when he formed the Canadian Diabetes Association and 50 years later, we continue to embody his vision.

The Association is also increasingly part of a larger vision – a national vision of diabetes care and prevention, working with the health care sector, governments, corporations and others regarding the future of diabetes in Canada. We are grateful for the solid support of our volunteers, employees and donors who come together to improve the lives of people affected by diabetes. We are proud of our solid history and have our sights firmly focused upon the future.

*W. Paul McCarten
Chair of the Board of Directors*

“The Canadian Diabetes Association, through the Diabetes Educator Section and the Clinical and Scientific Section, is at the forefront of setting standards of care, based on scientific evidence, for the effective management of diabetes.”

~ Dr. Bernard Zinman
Director, Leadership Sinai Centre for Diabetes
Professor of Medicine, University of Toronto



Achieving an optimal quality of life

The Canadian Diabetes Association works every day to achieve the optimal quality of life for people affected by diabetes. With a presence in over 150 communities across Canada, we offer many programs and services such as peer-support groups, diabetes information and referral, retreats, camps, cooking classes and grocery store tours, physical activity and nutrition promotion. Our Diabetes Educator Section and Clinical and Scientific Section work with health professionals, providing information, tools, guidelines and a network for sharing to support them in caring for people with diabetes.

PROVIDING DIABETES INFORMATION

- Through our resource centres in Vancouver, Winnipeg and Toronto, we answer almost 25,000 diabetes information requests each year with many more calls and visits paid to our local branches. In the Golden Horseshoe area of Ontario, our partnerships with over 50 pharmacies have broadened our community networks, enhancing our ability to provide up-to-date diabetes information. Our website, www.diabetes.ca, receives over 100,000 visitors per month. Our suite of consumer health materials continues to grow with materials available in additional languages and new topics such as *A Guide to Being Hospitalized for People With Diabetes* and *Commonly Used Diabetes Pills*. We offer public information events such as *ANSWERS: A Diabetes Forum 2003*, in Winnipeg and similar events tailored to local audiences in many communities such as Saskatoon, Kingston, Fredericton and Toronto.



Getting answers at
Manitoba's Diabetes Forum



New Brunswick's
Diabetes Forum



Cooking For Your Life!
Demonstration in B.C.





Helping people affected by diabetes achieve optimal quality of life

TEACHING SKILLS, OFFERING SUPPORT

- In the summer of 2003, over 1,400 campers attended one of the 12 Canadian Diabetes Association camps for children and youth across the country. The year 2003 marks 50 years of the Association providing special camping opportunities and Camp Banting in Ottawa, Ontario is the longest running camp of its kind.
- Through special retreats and camps in provinces such as Nova Scotia, Saskatchewan and Newfoundland and Labrador, we also offer opportunities for education and support to older adults living with diabetes and families of young children with diabetes.
- This year, the Association launched our *Healthy Workplace Initiative* with major corporations participating in Edmonton, Saskatoon and Toronto, representing the health interests of over 6,000 employees. Through this program, we work with employers to create a supportive management culture, and then build on the initiative of employees to take the lead in their own well-being.
- The *Cooking For Your Life!* program in British Columbia offers people classes on how to cook healthy, nutritious, and delicious meals in a supportive classroom setting. This year, the program expanded into additional communities and was also made available in Cantonese.
- In June 2003, the Canadian Diabetes Association and Dietitians of Canada launched *Healthy Eating is in Store for You™*, a new program funded by Health Canada, designed to help shoppers read and interpret food labels and make healthy food choices. A special website provides access to easy-to-read fact sheets, activities and a fun-filled, interactive shopping game – visit www.healthyeatingisinstore.ca!
- Whether it's qualifying for a driver's licence or budgeting for medication and supplies, young people with diabetes face many hurdles as they move into adulthood. In November of 2002, in communities across British Columbia, the Association launched *Youth On It* – a free educational tool for youth 16-24 that helps inform people about a range of issues affecting youth living with diabetes.

GUIDING DIABETES CARE

- This year, a great deal of work has been done to update and revise the evidence-based *1998 Clinical Practice Guidelines for the Management of Diabetes in Canada*. The new guidelines will be published in the December 2003 issue of the *Canadian Journal of Diabetes* and will help health professionals provide the optimal quality of care for people with diabetes.
- This year, *Canadian Diabetes*, a 12-page, quarterly newsletter which focuses on practical issues regarding the diagnosis and management of diabetes, undertook a circulation increase from approximately 24,000 to over 36,000. This publication is now delivered to all Association professional members, primary care physicians across Canada, and specialists such as cardiologists, orthopedic surgeons, and ophthalmologists.
- *Diabetes Quarterly*, the Diabetes Educator Section newsletter, underwent an increase in size and scope from 12 to 16 pages to allow

diabetes educators to receive more information in each issue about the latest research, practical tips, resource reviews, and Canadian Diabetes Association news.

REACHING ABORIGINAL COMMUNITIES

- In a partnership with Blue Hill Productions, the Canadian Diabetes Association produced *The Sweetness in Life: A Diabetes Story*. This 13-part national television series about diabetes in Canada's Aboriginal communities aired on the Aboriginal Peoples Network and featured interviews with elders, role models and health experts.
- We host events and reach out to Aboriginal communities across Canada. For example, participants in Aboriginal forums in Saskatoon and Regina heard how diabetes affects Aboriginal cultures through guest speakers and interactive, traditional activities and methods.



Happy campers in Saskatchewan



Youth On It launch in British Columbia



“Everyone living with diabetes has the right to a good quality of life. I volunteer for the Association because I believe strongly in the need to eliminate some of the numerous barriers faced by Canadians with diabetes.”

~ Shawn Shephard, Association Advocacy Champion

Recognizing diabetes as a major health issue

If you know someone with diabetes, you know how serious it is. At the Canadian Diabetes Association, we want all Canadians to recognize that diabetes is a major health issue. We move toward this goal in our work with media, the general public and all levels of government.

RAISING AWARENESS

- This year, the Association worked with numerous partners to inform Canadians about diabetes in publications such as *Fifty Plus Magazine*, *Maclean's*, *L'Actualité*, *Healthy Woman*, *Chatelaine Magazine*, the *National Post* and *Reader's Digest*. Furthermore, Association experts delivered diabetes messages via newspaper interviews, television panel discussions, radio talk shows and other opportunities through media such as the *CBC*, *Globe and Mail*, *CKPR-AM Thunder Bay*, *Prince Albert Herald*, *CHEX-TV Peterborough*, *Charlottetown Guardian*, *CFCN-TV Calgary* and *Victoria Times Colonist*. With partners Health Canada and Wal-Mart, we also delivered a type 2 diabetes prevention campaign that ran for the month of November on the national *Global* television network.
- In 2002, we launched a suite of awareness presentations on the seriousness of diabetes, preventing type 2 diabetes, living with diabetes, diabetes research and the Canadian Diabetes Association. In the program's first year, over 180 presentations have been delivered to almost 3,500 Canadians.
- In partnership with the Institute for Clinical Evaluative Sciences (ICES) the Association released the *ICES Practice Atlas: Diabetes in Ontario*, which draws our attention to emerging diabetes trends and issues in the province and the potential for similar trends across the country. For example, while people with diabetes only make up 6% of Ontario's population, they account for 32% of heart attacks, 51% of new dialysis patients and 70% of amputations.

TAKING A STAND

- Canadian Diabetes Association *Position Statements* offer a broad summary of where we stand on topics related to diabetes and Canadian public policy, discrimination, diabetes education and health services, medication, supplies and medical devices. Available at www.diabetes.ca, these statements represent our public commitment to making substantive changes in policy.

WORKING WITH GOVERNMENTS

- In May 2003, at the second National Diabetes Symposium in Winnipeg, Manitoba, 200 participants representing governments, Aboriginal communities, as well as health care and diabetes organizations, gathered to make recommendations on the future direction of diabetes research, prevention, care, education, and data collection in Canada. The Canadian Diabetes Association was a key participant and organizer of this important event.
- Also in May 2003, two major announcements were made related to the Association's government relations work. Alberta's Minister of Health and Wellness announced a \$10 million diabetes strategy including an additional \$8 million for the Canadian Diabetes Association-administered Alberta Monitoring For Health financial assistance program. The government

of Saskatchewan announced that additional diabetes supplies would be covered by the provincial formulary for individuals and families who are eligible for government assistance, representing an investment of \$8.1 million by 2005.

- Our provincial lobbying efforts have resulted in the Liberal Party in New Brunswick and Progressive Conservative Party in Nova Scotia including diabetes coverage on their election platforms. Our government relations in Ontario focus on alleviating the financial burden of diabetes on individuals and families and in Prince Edward Island we are advocating for a supplies coverage program for those with low-income. In Newfoundland and Labrador we are a key stakeholder in the development of both a Provincial Diabetes Strategy and a Provincial Wellness Strategy.





“To eliminate the burden of diabetes, we need to examine all facets of this condition; the causes of diabetes, risk factors for complications, optimal care, and so much more. Association funding promotes innovative research and creates opportunities to explore these complex issues.”

*~ Gillian Booth MD MSc, Assistant Professor, University of Toronto
Division of Endocrinology & Metabolism, St. Michael's Hospital*

Working to eliminate diabetes

Ultimately, we want diabetes eliminated. This is why the Canadian Diabetes Association is heavily involved in diabetes prevention efforts and in funding and supporting diabetes research in Canada.

COLLABORATING FOR TYPE 2 DIABETES PREVENTION

- The Association is involved in many diabetes and chronic disease prevention partnerships. We have participated in the Integrated Pan-Canadian Healthy Living Strategy, the Alberta Healthy Living Network, the New Brunswick Healthy Eating Physical Activity Coalition, and the British Columbia Alliance for Chronic Disease Management, to name a few, and are a founding member of the Chronic Disease Prevention Alliance of Canada.

FUNDING LEADING-EDGE RESEARCH

- In 2003, the Canadian Diabetes Association awarded over \$5 million to 94 research teams from coast to coast. Grants promote innovation and discovery in diabetes and support the wide variety of research areas required to address the wide range of diabetes related issues.

BUILDING FUTURE CAPACITY FOR CANADIAN DIABETES RESEARCH

- We have entered into a new partnership with the Canadian Institutes of Health Research's Institute of Nutrition, Metabolism and Diabetes. Together, we are providing six new doctoral studentships, which support PhD students engaged in diabetes research in the areas of basic, clinical, health services/health systems and population health research.

PROMOTING INNOVATION

- The 2002 CDA/CSEM Professional Conference and Annual Meetings, held in Vancouver, brought together a record-breaking 2,000 educators, clinicians and scientists to share their knowledge, ideas and experiences in diabetes and other endocrine disorders, from bench to bedside.



*"I have diabetes and it runs strongly in our family.
I've joined Team Diabetes to help eliminate this condition,
and hopefully prevent my two young boys from ever
having to face the challenges of living with diabetes."*

~ Scott Watkinson, Team Diabetes Canada participant

Improving lives with your support

Every day, thousands of generous Canadians contribute time and financial support so that we can continue to improve the lives of Canadians affected by diabetes. Thank you to all supporters of the Canadian Diabetes Association.

WITH YOUR TIME

Association volunteers carry out many roles, delivering awareness presentations, representing their communities, organizing local events, canvassing for donations, providing their expertise and experience on our committees and councils, lobbying their local governments, supporting the administrative operations of the Association and so much more.

WHILE SUPPORTING THE ENVIRONMENT

Through our innovative business operations, we collect resaleable items from 2.5 million homes across Canada, diverting them from landfill and generating funds. This year, our clothing and household items collection program, *Diabetes Recycle Ink.* (used printer cartridges recycling program) and our vehicle donation program have all expanded thanks to the generosity of our supporters. We are currently working on several new projects with a continued focus on conservation, recycling and reuse.



Tireless call centre volunteers, Vancouver



All decked out in denim and diamonds, Calgary

WITH THE TEAM

This year, over 250 Team Diabetes Canada participants trained for high-performance events such as the Mardi Gras Marathon in New Orleans and the Fire and Ice Marathon in Reykjavik, Iceland while raising almost \$2,000,000. Amazing people and organizations have supported Team Diabetes. For example, Rowena House, of Fort Severn, Ontario trained indoors to avoid polar bears after one too many sightings. The Reykjavik team, ranging in age from 16 to 78 years old, raised close to \$460,000. Media partners such as the Edmonton Radio Group have provided tremendous support, joining the Team, recruiting participants and promoting the program.



Team Diabetes on the run at the Dublin Marathon 2002



Josiah Taschuk and family

WITH YOUR GENEROSITY

Many Canadians inspire us with their generosity. For example, eight-year-old Josiah Taschuk donated his 'birthday' ten dollars toward a cure for his little brother's diabetes, an anonymous donor in Brant County, Ontario established a million dollar endowment fund, and supporters of *Quest for Discovery* in British Columbia have raised over \$228,000 for diabetes research.

WITH YOUR COMMUNITY

Community events have demonstrated the power of people coming together for the diabetes cause. Just a few examples include the

residential campaigns in Nova Scotia and in Ontario, *The Meal* gourmet event, in London, the *Diabetes Walk/Run-a-thon* in Alliston, and the *Flame of Hope Trail Ride and Carriage Drive* in Elmira. In Calgary, Alberta, the *Denim and Diamonds Benefit Event* has become a signature event of Stampede week and in St. John's, Newfoundland and Labrador, volunteer Donna Hagerty, has raised over \$20,000 for camp selling Christmas ornaments over the past three years. Through events across the country, Lions Clubs in Canada have raised diabetes awareness and hundreds of thousands of dollars for the diabetes cause.

Improving lives with your generosity

Thank you to the following generous supporters who are improving lives through a leadership gift of \$5000 or more during our past fiscal year.

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The Canadian Diabetes Association has a presence in over 150 communities across the country. To find out more about the work of the Association, or for the location nearest you, consult our website, toll-free information line or your local phone directory.

1-800-BANTING (226-8464)

www.diabetes.ca

info@diabetes.ca

National Office

15 Toronto Street, Suite 800

Toronto, ON M5C 2E3

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