

October 5, 2012

## **JOINT ACTION ON ARTHRITIS: A Framework to Improve Arthritis Prevention and Care in Canada** launch was a success!

Welcome to the post-launch edition of our Alliance newsletter. We would like to share with you some updates on the release of the Framework – **Joint Action on Arthritis** – as well as some exciting activities underway by our member organizations.

To download the full report and executive summary please click here

<http://arthritisalliance.ca/home/index.php>

## **THE LAUNCH EVENT**

We would like to give a special thank you to Alberta Health Services for hosting the launch at the McCaig Tower. The launch event was fantastic with more than 80 attendees in person and over one hundred participants joined via live webcast.

All of the speakers gave moving and passionate accounts at the launch event:

- Dianne Mosher, President, AAC
- Sandra Jansen, MLA Calgary Northwest
- Janet Yale, President and CEO, The Arthritis Society
- Dr. Cy Frank, Alberta Bone and Joint Institute
- Linda Wilhelm, patient with Rheumatoid Arthritis

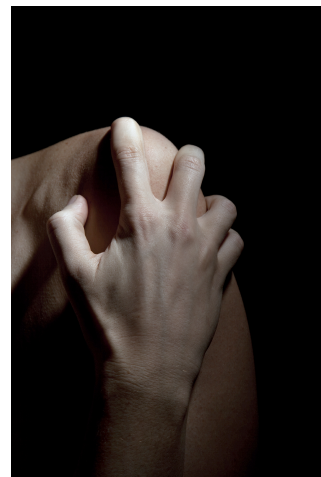
To view the **live event** please click the following link

<http://www.youtube.com/watch?v=Vpr5hU5sf6Y&feature=youtu.be>

## **Media Coverage**

### **Print**

- *Metro Toronto, Metro Calgary, Metro Edmonton, Metro Ottawa, Metro Regina, Metro Saskatoon, and Metro Vancouver* – article ran on Tuesday, September 25 and featured Linda Wilhelm's story with arthritis, mentions the Framework and quotes Dr. Dianne Mosher regarding the growing prevalence of arthritis in Canada



## Radio

- *AM650's The Dr. Don Show* (Vancouver, BC) – live interview with Tania Reitsman and Cheryl Koehn ran on Monday, September 24. The interview can be seen at: <http://www.am650radio.com/Episodes.aspx?PID=2221>. Currently it is the second podcast.

## Television

- *CTV: Morning Live* (Ottawa, ON); live interview with Tracy Reid and Janet Yale ran on Friday, September 21 : <http://www.youtube.com/watch?v=FGLWWJ21TOM>
- *CTV Atlantic: Morning Live at 6AM* (Halifax, NS) – live interview with Nicolas Harris, juvenile arthritis patient and Bianca Lang, pediatric physician ran on Thursday, September 20 <https://www.box.com/shared/gf83l5aouzaw18rqf4oi>
- *CTV News* (Winnipeg, MB) – pick-up of *Lifetime with Pauline Chan* ran on Wednesday, September 19
- *CTV News: Lifetime with Pauline Chan* (Toronto, ON) – interview with Dawn Richards, RA patient, and Mercedes Reeb, occupational therapist ran on Tuesday, September 18 <https://www.box.com/shared/pp89oxetj630vrpxff34>

## Online

- [Metronews.ca/Toronto](http://Metronews.ca/Toronto), [Metronews.ca/Edmonton](http://Metronews.ca/Edmonton), [Metronews.ca/Ottawa](http://Metronews.ca/Ottawa), [Metronews.ca/Regina](http://Metronews.ca/Regina), [Metronews.ca/Saskatoon](http://Metronews.ca/Saskatoon), [Metronews.ca/Vancouver](http://Metronews.ca/Vancouver), [Metronews.ca/Calgary](http://Metronews.ca/Calgary) – online articles ran on Tuesday September 25
- *CTV Atlantic: Morning Live at 6AM* ([atlantic.ctv.ca](http://atlantic.ctv.ca));– live interview with Nicolas Harris, juvenile arthritis patient and Bianca Lang, pediatric physician available online as of Thursday, September 20 - [link is no longer available](#)
- *Canadian Medical Association Journal* – online article featured Linda Wilhelm's story and quotes from Drs. Dianne Mosher and Cy Frank on Wednesday, September 19 [http://www.cmaj.ca/site/earlyreleases/19sept12\\_a-joint-effort-to-fight-arthritis.xhtml](http://www.cmaj.ca/site/earlyreleases/19sept12_a-joint-effort-to-fight-arthritis.xhtml)
- *Huffingtonpost.ca* – blog post written by Nikolas Harris, youth with arthritis, published on Wednesday, September 19 focused on his experience with juvenile arthritis and the launch of the Framework: [http://www.huffingtonpost.ca/nikolas-harris/juvenile-arthritis\\_b\\_1898080.html](http://www.huffingtonpost.ca/nikolas-harris/juvenile-arthritis_b_1898080.html)
- [toronto.ctvnews.ca](http://toronto.ctvnews.ca); *Lifetime with Pauline Chan* interview with Dawn Richards, RA patient, and Mercedes Reeb, occupational therapist available online on Tuesday, September 18 <http://toronto.ctvnews.ca/more/lifetime>
- *Digital Journal* – picked-up the news release on Tuesday, September 18 <http://www.digitaljournal.com/pr/889332>

## Federal and Provincial Government outreach

Pre-launch efforts, including a multi-staged outreach to government officials across Canada, has paid-off!!! We are very pleased with the interest and the number of meeting requests we have received from governments to discuss the Framework and some of the initiatives that may be of particular interest to them.

Meetings between AAC representatives and government officials have already occurred in:

- Alberta
- Ontario; and
- Saskatchewan

Other meetings are currently being scheduled including:

- House of Commons, Standing Committee on Health
- British Columbia; and
- Newfoundland

## What Can You Do?

You can help and get involved by:

- Visiting [www.ArthritisAlliance.ca](http://www.ArthritisAlliance.ca)
- Send promotional material (Joint Action Executive Summary and website information) to your friends, family and colleagues
- Providing feedback. Give us your ideas
- Giving us an update to share with the group
- Telling us about your upcoming events, initiatives, and announcements that are aligned with the Framework
- Helping us to promote Joint Action on Arthritis
- Telling our story and telling yours
- Telling your friends and family
- Writing and calling your local MP/MPP, your Premier, Minister of Health, etc
- Sharing on Twitter, Facebook, and other social media channels

## Updates from our members

### Canadian Institutes of Health Research (CIHR)

The Canadian Institutes of Health Research (CIHR) and the Rx&D Health Research Foundation (HRF) have partnered to better meet the needs of patients and improve the quality and efficiency of Canadian health care systems. This partnership will fund research projects that address health care delivery priorities, engage patients throughout the research process, and produce results that help strengthen health care systems across Canada.

<b>Funding Organization</b>	Canadian Institutes of Health Research
<b>Program Name</b>	Partnerships for Health System Improvement: 2012-2013
<b>Partner(s)/Collaborator(s)</b>	CIHR and its partners
<b>Program Launch Date</b>	2012-06-26

### Important Dates

<b>Competition</b>	<b>201211PHE</b>
<b>Application Deadline</b>	2012-11-01
<b>Anticipated Notice of Decision</b>	2013-06-21
<b>Funding Start Date</b>	2013-06-01

<http://www.researchnet-recherchenet.ca/rnr16/vwOpprtntyDtIs.do?prog=1587&view=currentOpps&org=CIHR&type=AND&resultCount=25&sort=program&all=1&masterList=true>

## **Chiropractic research is improving arthritis care**

Dr. Carlo Ammendolia explains the stooped posture associated with ankylosing spondylitis (AS), a type of inflammatory arthritis that affects the spine. “AS is a progressive condition that can lead to chronic spinal pain, limited mobility, and deformity,” says Dr. Ammendolia. “Our research is focused on developing a patient self-management program to be used in combination with pharmacological treatment to improve outcomes.”

The team is studying ways to help AS sufferers maintain consistently erect posture and determine what types of exercise are most effective at improving mobility and reducing the risk of developing a stooped posture. He is also developing and testing a tool, the “posturometer” that AS patients can use at home to monitor their posture.

Dr. Ammendolia is the Principal investigator of the Lumbar Spinal Stenosis Study, a randomized controlled study to evaluate whether a multi-modal, non-invasive program of care is more effective than usual care on functional improvement among patients with neurogenic claudication due to lumbar spinal stenosis.

“We anticipate the results of this RCT will provide the public, clinicians, and policy makers with much needed evidence on the effectiveness of a non-operative approach for the management of this condition,” says Ammendolia.

The Canadian Chiropractic Association is proud to be a supporter of Dr. Ammendolia’s work and a member of the Arthritis Alliance of Canada.

## **Join E-health Experts at “Wired Café: Arthritis Management in a Digital World”**

On **Tuesday, October 16<sup>th</sup>**, join us – in person or online – for lively discussion on the use of digital media in the management of chronic pain and arthritis. This free, interactive event will be held at the W2 Media Café in Vancouver, and will be webcast live across the country.

Hosted by the Arthritis Research Centre of Canada and sponsored by the Canadian Institutes of Health Research, we invite all members of the public to come learn and discuss opportunities that the latest online and mobile technologies are offering people with arthritis and chronic pain. Arthritis is a leading cause of disability in people of all ages. Digital media, such as Facebook, Twitter, interactive websites, and mobile apps, are increasingly being used to share health care information with patients and health professionals.

Leading the conversation will be speakers from the University of British Columbia, Simon Fraser University, BC Children’s Hospital, and the Arthritis Research Centre of Canada.

For more information, go to [www.arthritisresearch.ca/wiredcafe](http://www.arthritisresearch.ca/wiredcafe) or follow us on Twitter [@Arthritis\\_UBC](https://twitter.com/Arthritis_UBC) for updates.

## What's new in Ontario?

Work continues to be done to qualify and quantify the impact of Inflammatory Arthritis (IA) on the health care system. Although there is agreement that inefficiencies exist in the current health care system, a systematic understanding of these, as well as the coordination of care for IA patients across health system levels is needed before implementation of a new model can be delivered. The Ontario Rheumatology Association (ORA) Models of Care (MOC) is collaborating with the Ontario Biologics Research Initiative (OBRI) platform to undertake this much needed research.

Recently the OBRI/MOC submitted a Notice of Intent to the Health System Research Fund (HSRF) at the Ministry of Health and Long-Term Care (MOHLTC) and a specific research plan has been outlined:

- Understand the impact of IA on the Ontario health care system –the burden and coordination of care for IA patients across health system levels, providers, and regions
- Synthesize and integrate findings for knowledge user networks to inform the design and implementation of novel health care models.
- Measure the impact of these system level changes on health services provision, and quality of care and health outcomes for all Ontarians living with IA

With this fundamental understanding, full design and implementation of the model can be regionally disseminated. Impact on the health care system can be measured to include provision of health services, quality of care and health outcomes for patients with IA

## Calendar of Events

October 12	World Arthritis Day
October 13	Arthritis - Active for Life!, 9:30 am - 1:00 pm (PT), Pacific Vancouver Public Library (live web stream)
October 16	Wired Café: Arthritis Management in a Digital World
October 16	World Spine Day
October 17	World Trauma Day
October 19	World Pediatric Bone & Joint Day
October 20	World Osteoporosis Day
October 29	AAC Members meeting

**THE ARTHRITIS ALLIANCE NEEDS TO HEAR YOUR SUCCESSES, STORIES AND PROJECTS THAT WILL SUPPORT THE FRAMEWORK EFFORT. IF YOU WOULD LIKE YOUR ORGANIZATION TO BE FEATURED HERE, PLEASE FORWARD YOUR SUBMISSIONS TO [JCOISH@MTSINAI.ON.CA](mailto:JCOISH@MTSINAI.ON.CA).**

## **ABOUT THE ARTHRITIS ALLIANCE OF CANADA**

The Arthritis Alliance of Canada, formerly the Alliance for the Canadian Arthritis Program (ACAP), was formed in 2002. Its goal is to improve the lives of Canadians with arthritis.

With more than 35 member organizations, the Arthritis Alliance brings together arthritis health care professionals, researchers, funding agencies, governments, voluntary sector agencies, industry and, most importantly, representatives from arthritis consumer organizations from across Canada. While each member organization continues its own work, the Alliance provides a central focus for national arthritis-related initiatives.

**For more information about the Arthritis Alliance, please contact:**

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[www.arthritisalliance.ca](http://www.arthritisalliance.ca)