

# UPDATE FROM THE ARTHRITIS ALLIANCE OF CANADA

## TOWARDS A NATIONAL FRAMEWORK FOR ARTHRITIS

August 24, 2012  
25 days to the launch!

The focus of everyone's attention now is on the release of [JOINT ACTION ON ARTHRITIS: A Framework to Improve Arthritis Prevention and Care in Canada](#) and on the launch event in Calgary.

To find out more, please read on...

### Where are we now?

#### NATIONAL FRAMEWORK

The National Framework document is nearly ready! The Executive Committee will review the pre-release version on **Monday, August 27<sup>th</sup>** before it goes to print. Embargoed copies will be sent to members during the week of **September 10, 2012**.

#### PRE-LAUNCH

Two stakeholder Webinar meetings will be scheduled in early September leading up to the launch. These meetings are intended to be pre-launch briefings on the National Framework for Arthritis Alliance stakeholders and government officials. Over 150 invitations will be sent to stakeholders and officials to attend these meetings.

#### THE LAUNCH

As previously announced, the launch event will take place at the **McCaig Tower** in **Calgary, Alberta** at **10:00 AM mountain time** on **September 18, 2012**. A launch committee has been established and is working with our PR/GR partner, Edelman, through a detailed communications plan to support the event. Over one hundred invitations have been sent to potential attendees.

As of this date, we are expecting the following people to speak at the launch:

- Dr. Dianne Mosher, Chair, Arthritis Alliance of Canada
- Dr. Cy Frank, Executive Director, Alberta Bone and Joint Health Institute
- Ms. Janet Yale, President and CEO, The Arthritis Society
- Ms. Linda Wilhelm, Consumer Advocate
- Dr. Claire Bombardier, Co-Scientific Director, Canadian Arthritis Network



We are making arrangements to webcast the launch so that all interested stakeholders can participate. Webcast details will be sent prior to the launch.

### **MEMBERSHIP**

If you know of any organizations that would be interested in and aligned with the Arthritis Alliance initiatives, please let us know by contacting the Arthritis Alliance office.

[jcoish@mtsinai.on.ca](mailto:jcoish@mtsinai.on.ca) or 416-586-4770.

## **What's next?**

### **THE COUNCIL OF THE FEDERATION**

A request has been sent to Loretta O'Connor, Executive Director of the Council of the Federation (COF) to request a meeting with Alliance representatives to discuss how we can work with the provinces in identifying and delivering on mutual objectives and improving outcomes for those living with arthritis right across Canada.

### **FEDERAL GOVERNMENT LIAISON**

Meetings for Arthritis Alliance representatives to meet with key government officials to discuss the National Framework have been set. Upcoming meetings include:

Hon. Colin Carrie, MP and Parliamentary Secretary (Oshawa, ON)  
Policy Advisory to Ontario Health Minister Deb Matthews, MPP

## **How can you help promote the National Framework?**

We need your help to promote the National Framework? The following materials are currently being developed for you to include in your promotional activities:

- Summary paragraph describing the National Framework
- One page summary of the National Framework
- Weekly newsletters
- National Framework report and Models of Care tool

Finally, the National Framework is a living document and its priorities will continually be updated as new issues and challenges are revealed. To this end, keep sending us your suggestions and ideas for the National Framework.

## **How can you be part of the solution?**

You can also help and get involved by:

- Visiting [www.ArthritisAlliance.ca](http://www.ArthritisAlliance.ca)
- Providing feedback. Give us your ideas
- Give us an update to share with the group

- Tell us about your upcoming events, initiatives and announcements that are aligned with the National Framework
- Help promote the launch of the National Framework
- 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

## Calendar of Events

### September

### Arthritis Awareness month

September 13	Arthritis Alliance of Canada Steering Committee and AGM teleconference (5:00 pm eastern)
September 18	Launch Event for the National Framework, 10:00 AM (Mountain), McCaig Tower, Calgary, AB
September 21-23	The Arthritis Society/CAN Trainee Workshop, Deerhurst, Huntsville, ON
October 12	World Arthritis Day
October 16	World Spine Day
October 17	World Trauma Day
October 19	World Pediatric Bone & Joint Day
October 20	World Osteoporosis Day

**THE ARTHRITIS ALLIANCE NEEDS TO HEAR YOUR SUCCESSES, STORIES AND PROJECTS THAT WILL SUPPORT THE NATIONAL FRAMEWORK EFFORT. IF YOU WOULD LIKE YOUR ORGANIZATION TO BE FEATURED HERE, PLEASE FORWARD YOUR SUBMISSIONS TO [JCOISH@MTSINAI.ON.CA](mailto:jcoish@mtsinaion.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 20 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:**

Jaime Coish at 416-586-4770 or [jcoish@mtsinaion.ca](mailto:jcoish@mtsinaion.ca)  
[www.arthritisalliance.ca](http://www.arthritisalliance.ca)