



THE CANADIAN
ORTHOPAEDIC ASSOCIATION
L'ASSOCIATION
CANADIENNE D'ORTHOPÉDIE

advortho



May 5, 2022

RE: Spring Newsletter from the President and CEO

Topics Covered: AdvoOrtho, Government Meetings, Canadian Orthopaedic Care Day, Rebrand, Annual Meeting, Membership Renewal

Dear COA Member,

The first quarter of 2022 has been an incredibly busy and rewarding at the COA. Time has flown by, and it is hard to believe that we are less than two months away from our **first in-person [Annual Meeting](#) since June 2019.**

We are excited to share updates on our advocacy activities and planning for our upcoming Annual Meeting with you.

AdvoOrtho

This winter, the COA launched its advocacy brand, '[AdvoOrtho](#),' aimed at supporting orthopaedic care across Canada through public awareness and government relations. These efforts encompass not only the entire community of orthopaedic surgeons across the country but also allied health professionals, patients, caregivers and their families.

Our main priorities with this year's launch include:

- Advocate for orthopaedic participation on provincial and federal task forces for COVID-19 recovery plans, addressing backlog and resource allocation
- Build relationships with government and institutional representatives to communicate current state of orthopaedic care
- Launch a public awareness campaign to attain excellence in orthopaedic care in Canada
- Support for more research funding at a federal level
- Raise awareness of orthopaedic specialist training needs, job creation and the impact of nursing shortages

It's important to note that this initiative is being developed over the course of many months, with input not only encouraged but also essential from our membership, and will adjust and remain agile as issues arise or change. This was not developed as a temporary initiative but rather a permanent method of providing information and experiences in a meaningful and impactful manner as we endeavour to influence decision-making and policy. You can send feedback through policy@canorth.org as things develop.

Government Meetings

The COA is pleased to report that with the launch of AdvoOrtho, we have conducted initial government meetings over the last several weeks with CIHR, the Deputy Minister for Health Canada, the Ontario Ministry of Health, the New Brunswick Department of Health, and the Alberta Ministry of Health.

These meetings were collaborative and informative and marked the beginning of long-term, beneficial relationships for information/data sharing and overall advocacy.

The COA will also participate in the Health Action Committee with Minister Duclos and conduct second meetings with Health Canada and the New Brunswick Department of Health. More information surrounding these meetings will be shared as they take place.

What's to come? AdvoOrtho in 2022:

- Further develop partnerships and supporters both within the profession and with allied organizations and stakeholders
- Gather meaningful and accurate information provincially to regularly share and update
- Source patient, surgeon and allied health professional Lived Experiences
- Launch the French website for DroitsOrtho
- Develop a Take Action section where individuals can email their local government officials in support of orthopaedic care in Canada
- Continue lobbying government to meet with the COA with an aim to develop relationships and for orthopaedics to be a part of the conversation surrounding healthcare.

Canadian Orthopaedic Care Day

With the launch of **AdvoOrtho**, we were thrilled to develop and execute the inaugural **Canadian Orthopaedic Care Day** (COCD) on Wednesday, March 30. COCD is an annual day taking place on the last Wednesday of every March, dedicated to the Orthopaedic care team, including; surgeons, nurses, physical therapists, anesthesiologists, technologists, researchers, administrative professionals, patients as well as patient's families and caregivers. With this initial launch, our goal was to involve as much of our membership and allied health professionals across the country as we could by requesting to share messages of support and raising awareness surrounding Orthopaedic care in Canada, both provincially and federally, by using the hashtags **#OrthoCareCanada** and **#CdnOrthoDay**. We also requested support from health reporters and all provincial and federal government officials across the country.

We are pleased to announce that not only was this year's COCD a success, but it exceeded our expectations for engagement. The [press release](#) reached over 4,000 views, with 130 media outlets picking up our launch. We had over 500 shares across various social media platforms from surgeons, allied health professionals, patients, orthopaedic institutions, stakeholders, supporting organizations and government officials. The overall feedback and messaging surrounding this day was positive, with a sentiment score of 96.8%.

What's to come? COCD in 2023 and beyond:

- Further develop and engage with local, provincial and federal government officials
- Potential for corporate sponsors
- Merchandise
- Ad placements in key government media outlets
- Collaborative scripted video with COA membership
- Development of a Care Day award to be presented each year on the last Wednesday of March
- Opportunities for a nationwide celebration, as well as individual provincial celebrations

Rebrand

In addition to our advocacy efforts over the last three months, the COA has been planning for a rebrand which includes a redesigned and updated website and logo that better reflects what the COA means to its members, the orthopaedic community, and also the public. Get a sneak peek of our organizational rebrand at this year's

Your COA session during the [Annual Meeting](#) on Friday, June 10.

Annual Meeting

We look forward to seeing you in Quebec City from June 8-11. For more information on exciting new programming, social events and to reserve your hotel, please visit our [website](#). To register directly, [click here](#).

If you're not able to join us in person, the Virtual Only registration option keeps you connected with access to live and on-demand accredited programming and all the meeting highlights.

Renew Your Membership

Have you [renewed your COA Membership](#) yet? Your membership is essential to keep advocacy, policy and educational opportunities going, and we hope for your continued engagement and commitment in 2022 and beyond.

Thank you for taking a moment to stay connected with the COA.

Sincerely,



Dr. Kishore Mulpuri
President
Canadian Orthopaedic Association



Cynthia Vezina
Chief Executive Officer
Canadian Orthopaedic Association

