

2026 Canadian Orthopaedic Care Day

March 25, 2026

Media Kit

***A Day in the Life of an
Orthopaedic Professional***



Canadian
Orthopaedic
Care Day

Event Overview

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Canadian Orthopaedic Care Day

is a national initiative celebrating the people and teams who deliver musculoskeletal (MSK) care across Canada. The 2026 edition highlights **A Day in the Life of an Orthopaedic Professional**, sharing authentic moments that reveal the challenges, dedication, and impact of orthopaedic practice. The day encourages public awareness, government engagement, and a deeper understanding of the rising demand for timely MSK care.

Key Messages

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- An average of **3.73 orthopaedic surgeons per 100,000** serve Canada's population.
- Achieving a target of **7 orthopaedic surgeons per 100,000** would require tripling training output over the next decade.
- An estimated **25-30% of orthopaedic surgeons** are nearing retirement.
- **32% of the 2025 graduates identify as female** – a record high in orthopaedics
- Orthopaedic care is essential to mobility, independence, and quality of life.
- Understanding the daily realities of orthopaedic practice supports better system planning.
- Care Day is a moment to celebrate, educate, and advocate.

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Visual Assets

Download visual assets here

Care Day 2026 logo



Canadian
Orthopaedic
Care Day

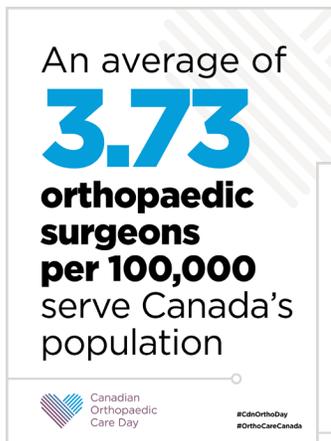
COLOUR



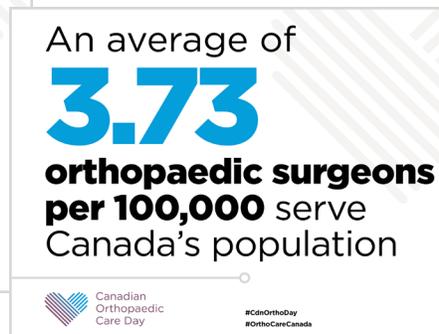
Canadian
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MONO

Social media graphics

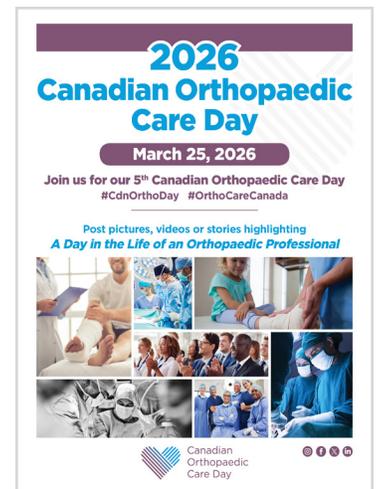


SQUARE



LANDSCAPE

One page print-out



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Messaging Toolkit

Tagline Options

- A Day in the Life
- Shining a Light on Orthopaedic Care
- Celebrating the People Who Keep Canada Moving

Elevator Pitch

The 5th Canadian Orthopaedic Care Day celebrates the people who keep Canadians moving. In 2026, we highlight **A Day in the Life of an Orthopaedic Professional**, sharing real moments that show the dedication and complexity of orthopaedic care and a few fun facts about the profession.

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Sample Social Posts

- Today we celebrate the 5th Canadian Orthopaedic Care Day!

Share your **Day in the Life moments**.

#CdnOrthoDay

#OrthoCareCanada

- Orthopaedic surgeons face daily challenges and triumphs that shape patient care.

Share your story.

#OrthoCareCanada

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Story Angles

- A Day in the Life of an Orthopaedic Professional
- Mobility as a foundation of health
- The role of team-based care

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Participation Guide

- Share photos, stories, and reflections using **#CdnOrthoDay** and **#OrthoCareCanada**
- Invite local representatives to visit your institution.
- Highlight your team's contributions to MSK care.

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Contact - Canadian Orthopaedic Association

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