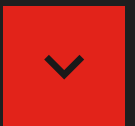


ANNUAL REPORT

FY April 1, 2020–March 31, 2021



Obesity
Canada





Introduction

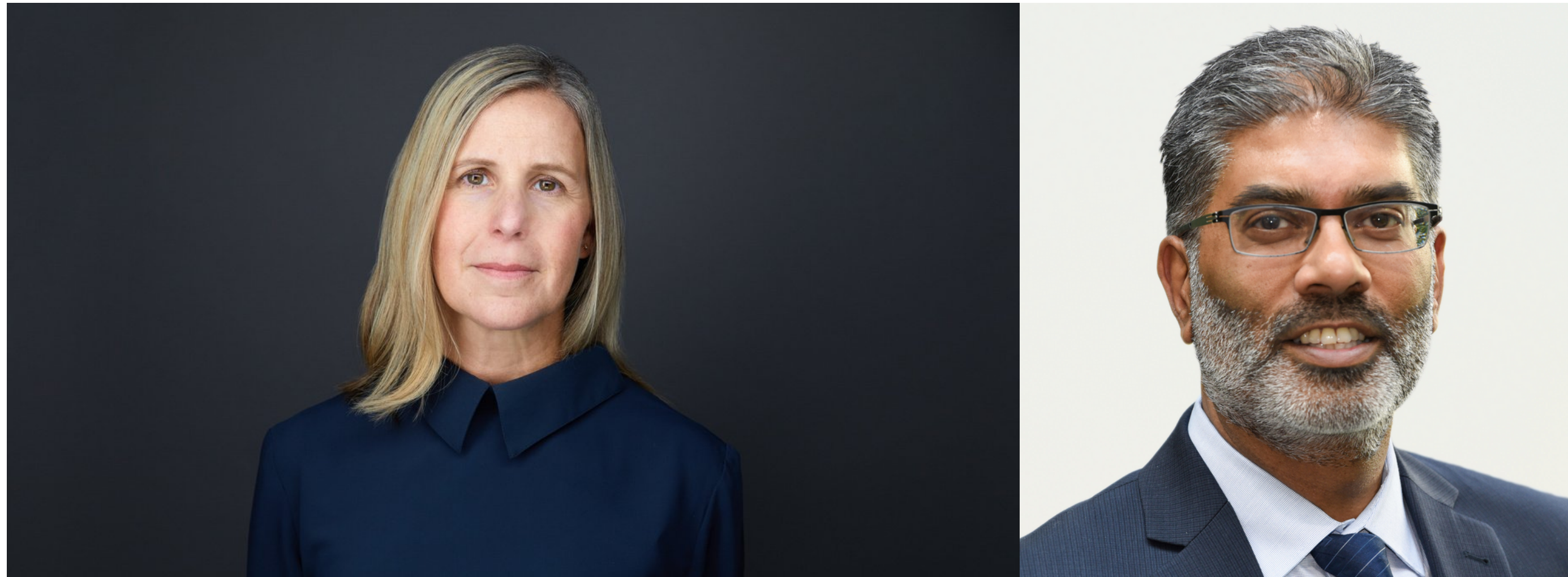


Despite the challenges of the pandemic, Obesity Canada (OC) has made steady progress on our mission to improve access to evidence-based obesity care. Fiscal year 2020–2021 saw the launch of our biggest undertaking ever, a shift toward successful online events (including our flagship conference, the Canadian Obesity Summit), and much more.

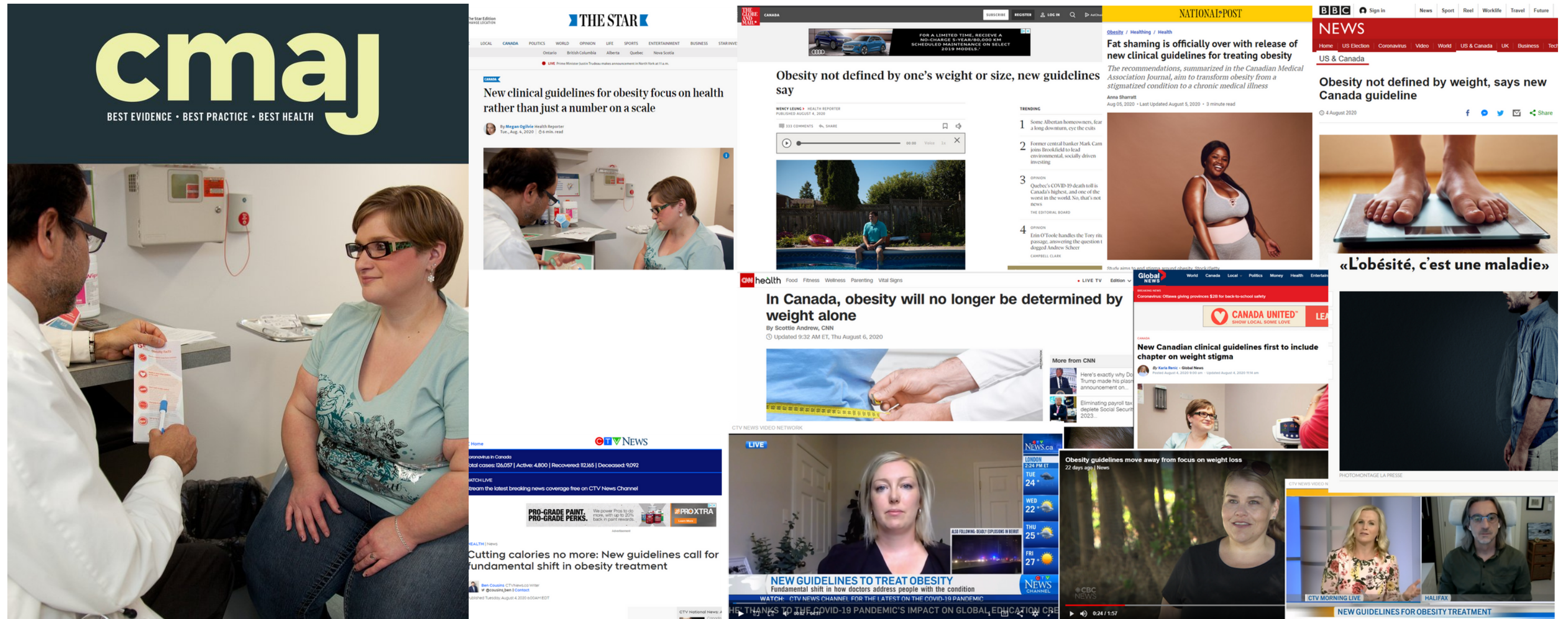
Obesity Canada is a small organization, with far fewer people than most NGOs working in the chronic disease space, and significantly smaller budgets. Yet, we manage to have significant impacts thanks to our dedicated members, volunteers, partners and staff. You can check out a little of what we accomplished on the following pages, and learn a little about some big changes coming up.



New Leadership for a Future-Ready Obesity Canada



Dr. Mary Forhan, Chair/Graduate Chair, Department of Occupational Science and Occupational Therapy, University of Toronto, is OC's new Scientific Director for 2021–2023. A volunteer for us since our inception, Mary brings a new perspective to the role as an occupational therapist, researcher and weight bias expert. We also welcome Bimal Mehta, Managing Director, Energy Intelligence, geoLOGIC Systems Ltd., as the new Chair of OC's Board of Directors. Bimal is a chemical engineer who brings a breadth of experience in the areas of strategy, analytics, operational excellence and communications.



Adult Obesity Clinical Practice Guidelines Launch

More than three years in the making, the Canadian Adult Obesity Clinical Practice Guidelines (CPGs) provide a much-needed evidence- and experience-based, patient-centred framework for healthcare professionals, patients and policy makers. They represent the first comprehensive update in Canadian obesity guidelines since 2007, and perhaps the most extensive review of published evidence yet conducted in obesity care worldwide.



Adult Obesity Clinical Practice Guidelines Launch



#1

read article in
CMAJ for 2020



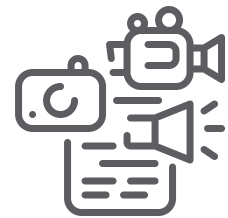
60+

expert Canadian
authors



500K+

published peer-reviewed
papers searched and assessed



85M

media hits during
launch week



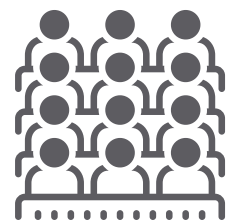
3

front page stories on
launch day: National Post,
Toronto Star, Globe & Mail



1.2M

social media impressions
during launch week



45K+

health professionals
reached via CPG
webinars and
presentations



19

detailed supplementary
chapters on the Obesity
Canada website

Access the complete CPGs at:

obesitycanada.ca/guidelines



Adult Obesity CPGs International Translation Project



The Canadian adult CPG authors performed a monumental task and created the most thoroughly researched obesity guidelines in the world to date, and the first to be truly patient-centred. OC saw a strong response from organizations and individuals working outside of Canada who asked how they could use the CPGs to improve obesity care in their own country. Our response was a pilot adaptation program, which is now underway in Chile and Ireland. More countries may be added in 2022.

Learn more about adapting the
CPGs at:

obesitycanada.ca/guidelines/cpg-adaptation



Pediatric Obesity Clinical Practice Guidelines Development



It's been more than a decade since Canada had guidelines for treating obesity in children and adolescents, and we've set out to update the CPGs to ensure they reflect current management strategies and incorporate emerging therapies and principles, including family-centred and inter-professional approaches. We are taking a systematic, evidence-based approach to updating the guidelines with partners who have extensive expertise in conducting knowledge syntheses to inform guideline development. We hope to release the CPGs in 2022!

Learn more about pediatric CPGs
development at:

obesitycanada.ca/guidelines/pediatrics



Canadian Obesity Advocacy Network

- 
- Canadian Society for Endocrinology and Metabolism
 - Canadian Association of Bariatric Physicians and Surgeons
 - Heart and Stroke Foundation of Canada
 - Canadian Psychiatric Association
 - Canadian Association of Occupational Therapists
 - Obesity Canada
 - Diabetes Canada
 - Dietitians of Canada
 - Canadian Association of Cardiovascular Prevention and Rehabilitation
 - Canadian Liver Foundation
 - Hypertension Canada
 - Canadian Medical Association
 - Canadian Network for Health Behavior Change
 - Exercise is Medicine Canada
 - Novo Nordisk Canada
 - International Behavioural Trials Network
 - Saskatchewan Medical Association
 - National Indigenous Diabetes Association
 - Fatty Liver Alliance
 - Global Liver Alliance

OC continues to grow the Canadian Obesity Advocacy Network (COAN), a diverse group of organizations that have come together with the purpose of changing the narrative of obesity in Canada. Participants include health professional associations committed to addressing obesity issues, education and advocacy.

Learn more about COAN at:
obesitycanada.ca/coan



Advocacy in Action

Laying the groundwork for a National Strategy on Obesity Care

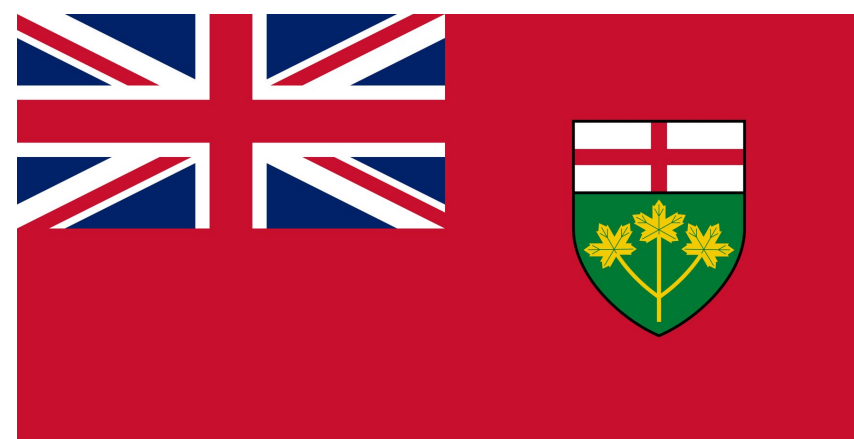
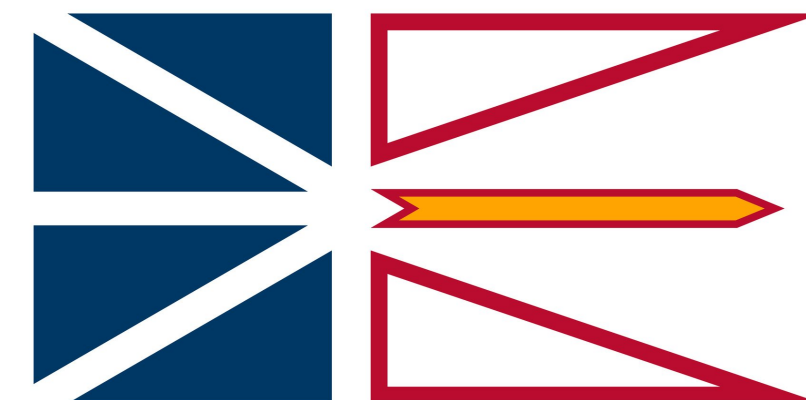
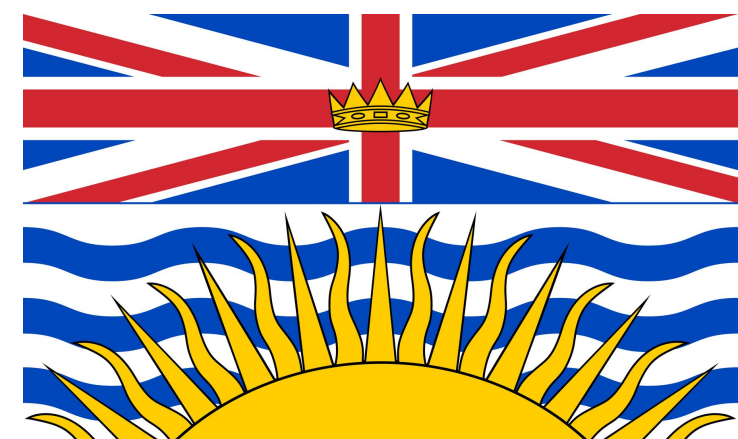


Canada is spending \$1 billion on much-needed prevention and treatment strategies for mental health, heart disease, diabetes and cancer. As many as 9 million Canadians may be living with obesity. We think a national strategy on obesity care should be in their near future, too. OC has begun work to create an evidence-based, real-world framework to inform a national strategy and action plan by 2025. Stay tuned.

Learn more about our work to create a
framework for obesity care:
obesitycanada.ca/strategy



Advocacy in Action

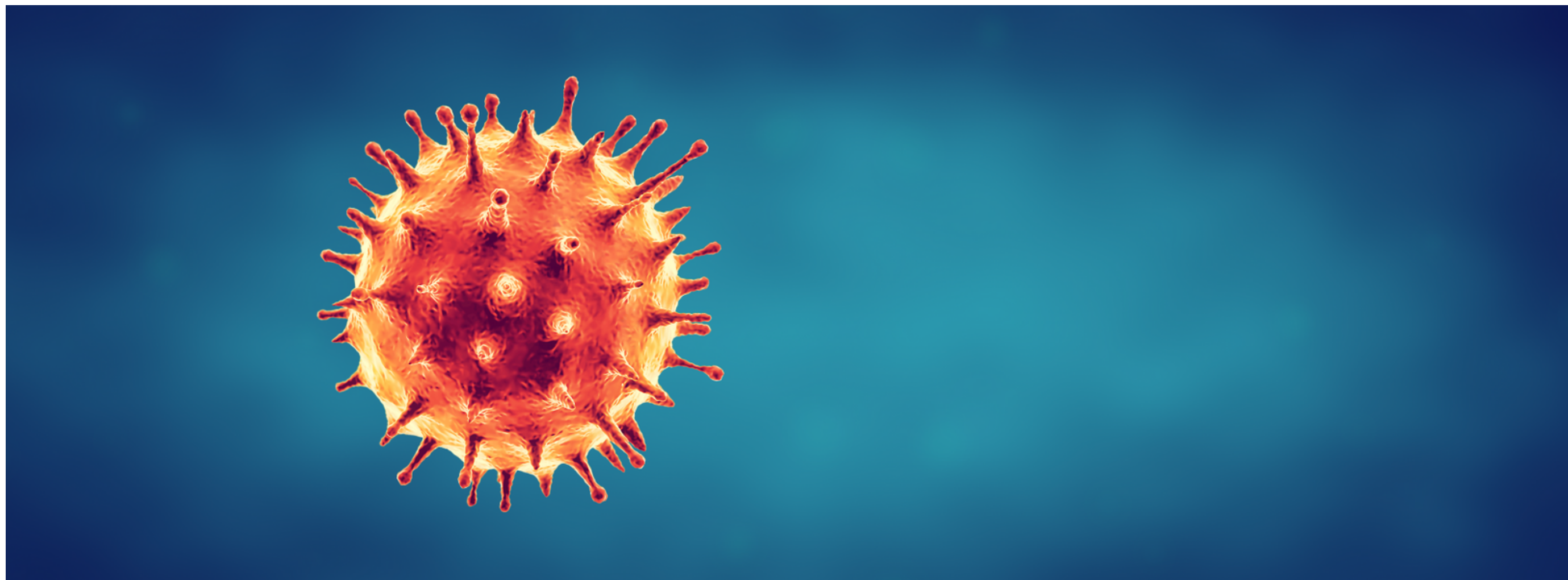


OC worked with our physician members to submit motions to their provincial-territorial medical associations to declare obesity a chronic disease. This year, we congratulate associations in British Columbia, Alberta, Ontario and Newfoundland and Labrador for taking this important step.

Learn more about organizations that have declared obesity a chronic disease at:
obesitycanada.ca/obesity



Advocacy in Action



Early on in the COVID-19 epidemic, evidence emerged that obesity was a risk factor for worse outcomes from infection from the SARS-COV-2 virus. Lockdowns and other restrictions also created challenges for people living with obesity to access healthcare services. OC worked with several provincial and federal agencies to ensure Canadians with obesity were added to vaccine priority lists, and worked to inform the public about the risks. Several successful webinars, an infographic, a social media campaign and collaboration with international obesity NGOs all contributed to raising awareness.

Learn more about the intersection of obesity and COVID-19, and view our COVID-19 resources, at:

obesitycanada.ca/covid-19



Advocacy in Action

OC Connect



OC launched an exciting new resource for Canadians living with obesity this year: OC Connect, a private and secure online community. Through Connect we are able to provide an engaging environment to educate and empower individuals to self-advocate for better obesity care, and to add their voices to OC's advocacy efforts. We also held our annual public conference with more than 400 registrants. An advocacy campaign on World Obesity Day resulted in thousands of letters being sent to policy makers from their constituents, raising awareness about the clinical practice guidelines and asking that they recognize obesity as a chronic disease.

Learn more about our public engagement and advocacy activities at:

obesitycanada.ca/public



Professional Education

Advancing Obesity Management Program

TAKE THE NEXT STEP IN YOUR LEARNING CONTINUUM

\$495 + HST

LEARN MORE



Calibre
CANADIAN ADVANCED LEARNING
IN BARIATRIC CARE

Updating our key continuing education to reflect the new clinical practice guidelines is no small task. We're pleased to report that the Advancing Obesity Management Program (AOMP) (created in partnership with MD Briefcase) is fully updated, and that the Certified Bariatric Educator designation will be revamped by the end of 2021. Work has also begun on a new, in-person deep-dive workshop on practical obesity management, Calibre, which will be launched in 2022.

Learn more about AOMP at:
obesitycanada.ca/resources/aomp



Broadening Obesity Canada's Reach



1,200 public and 1,600 professional users



40 new videos; 3,600 watched hours; 50,000 views



6,100 daily average impressions; 29,000 followers



857 impressions per tweet; 535 new followers; 405,459 impressions



390 impressions per post; 1,045 new followers



118,178 impressions; 1,200 new followers

OC's secure community platforms, OC Connect (for the public) and OC Connect Pro, were launched to instant success alongside the new adult clinical practice guidelines. Both communities continue to grow and foster insightful discussion and sharing on key topics in obesity care. Social media reach also increased significantly, helping us to amplify our messages to key audiences.



Our Partners



Obesity Canada collaborates with a wide range of partners, including those in government, local communities, businesses, other charities and individuals. Our Fund for Obesity Collaboration and Unified Strategies (FOCUS) leverages resources from Canadian leaders in research, business and the public sector to fund our research, education and outreach initiatives. We welcomed two new FOCUS partners this year, Desjardins Insurance and WW!

Learn more about partnerships at:
obesitycanada.ca/partners



Financials for the Year Ending March 31, 2021

Sources of income	2021 restricted funds	2021 unrestricted funds	% of 2021 total funding	2021	2020
Grants and subsidies	\$493,992	\$149,842	94	\$643,834	\$771,245
Education activities		\$6,863	1	\$6,863	\$144,950
Donations		\$14,369	2	\$14,369	\$11,714
Other income		\$20,399	3	\$20,399	\$4,438
Canadian Obesity Summit			0	\$0	\$495,009
Total	\$493,992	\$191,473	100	\$685,465	\$1,427,356
Expenditure of income	2021 restricted funds	2021 unrestricted funds	% of 2021 total funding	2021	2020
Administration		\$53,598	7*	\$53,598	\$354,923
Advocacy & public education	\$161,495	\$9,593	23	\$171,088	\$151,788
Healthcare professional education	\$169,847	\$161,850	44	\$331,697	\$87,009
Research & policy	\$179,306	\$11,547	26	\$190,853	\$428,811
Canadian Obesity Summit			0	\$0	\$504,529
Total	\$510,648	\$236,588	100	\$747,236	\$1,527,060

*Includes \$21,910 of website redesign amortization



Thank You to Our Volunteers

Obesity Canada Public Engagement Committee

Lisa Schaffer, Chair; Kelly Moen, Vice Chair; Doug Earle; Brenndon Goodman; Pascale Jenkins; Candace Vilhan; Ian Patton

Board of Directors

Bemal Mehta, Chair; Jacob Shelley, Vice-Chair; Mary Forhan, Scientific Director; Arya Sharma, Past Scientific Director; Audrey St-Laurent; Lisa Schaffer; Philip Sherman; David Sutherland; Andre Tchernof; Lee Pigeau

Executive Science Committee

Helena Piccinini-Vallis; Sara Kirk; Jennifer Kuk; Priya Manjoo; Mary-Ellen Harper; Geoff Ball; Audrey St-Laurent; Arya Sharma; Mary Forhan

Weight Bias & Stigma (EveryBODY Matters)

Sara Kirk, Chair; Ximena Ramos Salas, Vice-Chair; Angela Alberga; Erin Cameron; Mary Forhan; Shelly Russell-Mayhew; Sarah Nutter; Arya M. Sharma





Thank You to Our Volunteers

Population, Public Policy and Health Systems Committee

Chris Ardern; Jennifer Brown; Shauna Burke; Jean-Philippe Chaput; Rebecca Christensen; Yoni Freedhoff; Brenndon Goodman; Lesley Lutes ; Leia Minaker; Kim Raine; Kate Storey; Laura Vergeer; Marie-Claude Vohl

Reproductive Years: Preconception, Prenatal and Postpartum Family Health

Kristi Adamo; Rhonda Bell; Margie Davenport; Danilo Fernandes da Silva; Mary Forhan; Laura Gaudet; Rebecca Liu; Taniya Nagpal; Helena Piccinini-Vallis; Kara Nernberg; Sara Scremin Souza

Clinical Committee, Pediatrics

Geoff Ball; Nadia Browne; Annick Buchholz; Julius Erdstein; Stasia Hadjiyannakis; Ilona Hale; Melanie Henderson; Jill Hamilton; Rena LaFrance; Maryam Kebbe; Katherine Morrison; Julie St-Pierre



Photo: World Obesity Federation



Thank You to Our Volunteers

Clinical Committee, Adults

Jennifer Brown; Annalijn Conklin; Mary Forhan;
Jonathan Gabor; Stephen Glazer; Pam Hung;
David Lau; Michael Lyon; David Macklin;
Priya Manjoo; Daiana Masckauchan; Sue Pedersen;
Christian Rueda-Clausen; Arya Sharma; Judy Shiao;
Sanjeev Sockalingam; Laurie Twells; Michael Vallis;
Candace Vilhan; Shahebina Walji; Sean Wharton;
Ali Zentner

Biomedical and Basic Science Committee

Thierry Alquier; Eric Doucet; Joyla Furlano;
Mary-Ellen Harper; Jonathan Little; Sylvia Santosa;
Victoria Tokarz

Student and New Professional Committee

Rebecca Christensen; Kerri Delaney; Khushmol
Dhaliwal; Brenndon Goodman; Claudia Holody; Sylvain
Ictea; Marcus Moore; Sarah Rae; Malcolm Snow;
Audrey St-Laurent; Laura Vergeer





Thank You to Our Partners, Sponsors & Supporters

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Bausch Health Canada

Government of Canada

WW

\$20,000 – \$49,999

Canadian Institute of Health Research

Desjardins Financial Security Life Assurance Company

International Medical Press

Johnson and Johnson

Nestle Healthcare Canada

University of Alberta

\$5,000 – \$19,999

Physician Learning Program/Lifelong Learning

TOPS

\$1,000 – \$4,999

Canadian Surgeons Forum

Padmaja Naidu

Philip Sherman





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\$500 – \$999

Craving Change; Alberta Blue Cross; Anthony Dickinson; Stasia Hadjiyannakis; Bruce Edward Southcott; Steve Teoh

\$250 – \$499

Sarah Chapelsky; Priti Chawla; Gillian Davenport; Doug Earle; Margaret Egan; Psychological Expressions Inc.; Dana Gibson; Brad Hussey; Kelly Isfan; David Macklin; Nicole Pearce; Access Pipeline Inc.; Rhonda Reimer

\$100-\$249

Feria Bacchus; Jennifer Brown; Julius Erdstein; Jacqueline Geremia; Peter Jurgeneit; Patricia Katsilas; Jennifer Kuk; Priya Manjoo; Abdullah Mawas; Patricia Mazier; Ian Patton; Deborah Pauquette; Kenneth Petruk; Jane Player; Kenneth Petruk; Jacquelyn Stevens; Arya Sharma; Elaine Stapon

Up to \$100

Eugenie Elizabeth Anderson; Sameen Ateeq; Robyn Azar; Chantal Bemeur; Andrea Booth; Jean-Philippe Chaput; Diane Conte; Michael Crotty; Jennifer Dales; Natasha Dallaire; Paul Davidson; Anne Deslauriers; Mary Forhan; Janice Forsythe; Lee Halinen; Dawn Hatanaka; Jacklynn Humphrey; Kelsey Kennedy; Ana Kramar; Lauren Krope; Lisa Lane; Linda Martin; Connie McDonald; Janet McCleave; Huriye Elvan Sevinc Mesci; Maureen Miller; Joseph Nadglowski; Patricia Nece; Ryan Oughtred; Lee Pigeau; Bernardo Rea; Barbara Rybiak; Coreen Saikaley; Dorothy Seward; Ashley South; Audrey St-Laurent; Elizabeth Thurlby; Lorraine Townsend; Carmen Webb; Leslie Wood; Karen Woodworth; Sharon Zeiler



Thank You to Dr. Arya M. Sharma



We can't end without thanking the person who really helped to ignite the big bang for a movement to better understand obesity and how to improve access to meaningful care in Canada. Dr. Arya Sharma emigrated to Canada in 2004, seeking to work in an area few people were interested in, swimming upstream against rampant bias that impeded research and healthcare funding as well as public support for change. He shouted from the rooftops to anyone who would listen that we can and should do better; that people living with obesity deserve better, and should demand it. Along the way, he founded the Canadian Obesity Network (today, Obesity Canada), became a Canadian citizen, and raised a family...a family that now includes thousands. On behalf of everyone you've inspired, thank you, Arya. (But as OC's Past Scientific Director, we will see you at the next meeting).