

# 2019 ANNUAL REPORT



# MISSION & VISION

Can we afford to ignore a disease that may be affecting over eight million Canadians, their families and loved ones? No, we cannot, but first we must understand that obesity is a disease, a complex, relapsing chronic disease that requires more than simplistic solutions. The good news is that obesity is treatable, which is why we are so positive and so passionate about improving the lives of people affected by obesity.

Obesity Canada (OC) is the only national organization exclusively dedicated to the prevention and management of obesity. We are a scientific and professional registered charity that provides a patient-centred and science-based forum on obesity for researchers, health professionals, trainees and students, policymakers and Canadians living with obesity. Our mission is to improve the lives of Canadians affected by obesity through research, education and advocacy.

As the largest organization of obesity professionals in the world, Obesity Canada is recognized as a one-stop source for credible, reliable and unbiased obesity expertise. We are leading the charge against weight bias, obesity stigma and weight-based discrimination, a key obstacle to making positive change happen in the prevention and treatment of obesity. Everyone deserves to be treated with respect and dignity, so we actively work to address the social stigma associated with obesity in order to ensure that policymakers and health professionals can approach obesity with a better understanding of its complexity — and to ultimately find better solutions for prevention, treatment and support.

## Our Mission

To improve the lives of Canadians through obesity research, education and advocacy.

## Our Vision

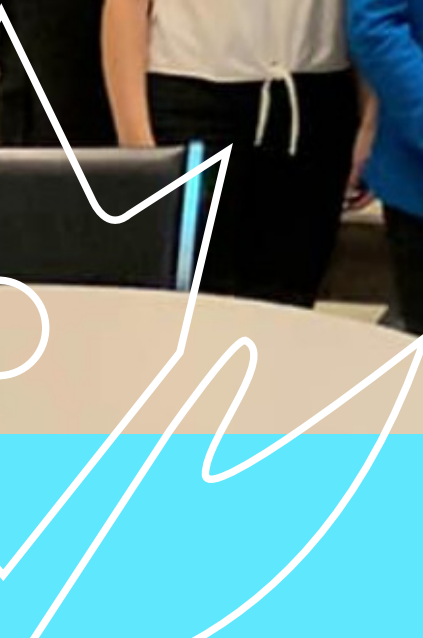
A day when people affected by the disease of obesity are understood, respected and living healthy lives.

## Our Difference

At Obesity Canada we work to increase the visibility of obesity researchers and their projects and disseminate research results to Canadians; we want to ensure that Canadians are aware that obesity is a misunderstood chronic disease that often gets overlooked.

Our work has local, regional, national and international reach and we see the collective impact that our work has in clinical practice, research, patient engagement and support and health policy. We see the collective impact that our work has in Canada.

Dans quel domaine, aimeriez-vous être impliqué ?



# RESPECT, KNOWLEDGE AND EVIDENCE-BASED ACTION

*“OC is a driving force in the improvement of obesity care in Canada. As the largest obesity organization in the world, OC has brought all aspects of obesity care to the forefront, from understanding obesity as a chronic disease, to breaking down the stigma and bias against obesity, to advocating for improved access to obesity treatment across our country. OC (together with CABPS) has led the charge in developing much needed, updated Canadian Clinical Practice Guidelines to help healthcare professionals take better care of people living with overweight or obesity.”*

– Sue D. Pedersen, MD, FRCPC



# VALUES & PRINCIPLES

Obesity Canada works to change the conversation around obesity guided by a threefold strategy. These strategic goals inform our research, education and advocacy initiatives:

1. Improve access to evidence-based prevention and treatment resources.
2. Address the social stigma associated with obesity.
3. Change the way policymakers and health professionals approach obesity.

## Charity

As a charitable entity, we can only address the challenges before us and take advantage of the opportunities we now have with adequate resources to act on our mission. Events such as our Obesity Summit currently provide a modicum of revenue for the organization. Obesity Canada also receives funding and support from a small committed group of Corporate Supporters who support its research and education.

## Leadership

Obesity Canada is held in high regard and respected among Canadian and international medical professionals, the healthcare community and policymakers because we inform with credibility. Our focus on fact-based analysis, best practice identification and sharing and on approaches that yield clinical outcomes has driven the support and engagement of professionals who share our team's passion for a science-based and patient-centred approaches to obesity care.

## Partnership & Collaboration

Obesity Canada seeks opportunities to work with groups from all sectors to provide innovative solutions and programs.

## Research & Education

We elevate the voices of people living with obesity by promoting and facilitating research projects that are person-centred and practical for healthcare professionals and policymakers.

We disseminate research results through education events, such as in-person meetings, conferences and webinars to both the public and healthcare professionals.

We inform health policy through research briefs, reports and workshops. We also advocate for evidence-based policies that reflect the lived experiences of people living with obesity.

Our website offers a wealth of resources for people living with obesity and their caregivers.

We provide certification programs to healthcare professionals so that they can use the most up-to-date obesity science and treatments in their clinical practice.

## Integrity & Accountability

Obesity Canada is committed to being accountable, transparent and ethical, practicing exemplary fiscal management with transparent financial reporting.

# OUR IMPACT: 2019–2020 KEY MILESTONES REACHED

With support from our generous donors and supporters, Obesity Canada is changing the obesity narrative in Canada and globally.

## RESEARCH

### Canadian Adult Obesity Clinical Practice Guidelines

We develop clinical practice guidelines and train current and future generations of health professionals and research trainees on obesity science and best practices. Here's how OC developed and disseminated our new clinical practice guidelines:

- 1) The guidelines were three years in the making and involved an iterative process that engaged researchers, clinicians and people living with obesity. Authors reviewed scientific articles, engaged knowledge users, prepared recommendations and wrote individual chapters;
- 2) Patients living with obesity were engaged throughout the process through the Steering Committee;
- 3) Indigenous communities were consulted through focus groups by chapter leads;
- 4) The team finalized 19 chapters with narrative context for each recommendation;
- 5) OC finalized 80 recommendations through an iterative process engaging primary care providers, people living with obesity and obesity scientists;
- 6) We submitted a summary manuscript to *Canadian Medical Association Journal (CMAJ)* in December 2019 to undergo international peer review process;
- 7) OC implemented an external peer review process for all 19 chapters;
- 8) The summary manuscript was accepted for publication in *CMAJ* in March 2020;
- 9) The publication process was initiated, including French translation of summary document, finalization of infographics and creation of a website where the guideline will remain as a living document that will be updated as new research emerges;
- 10) We created an implementation committee under the umbrella of OC's Science Committee to develop a plan;
- 11) OC developed a communications plan to launch the guidelines;
- 12) We launched online communities for people living with obesity (OC Connect) and healthcare professionals (OC Connect Pro) to disseminate the guidelines;

**OC Connect**

**OC Connect Pro**



13) Canadian Obesity Advocacy Network members engaged with OC to initiate endorsement discussions and activities;

14) An outreach plan was created to get the new guidelines into the hands of policymakers;

15) OC submitted abstracts to conferences to present and disseminate the guidelines, and coordinated podcasts in English and French through CMAJ;

16) We developed partnerships with the University of Alberta's Lifelong Learning Initiative to disseminate the guidelines through online webinars rather than in-person events due to the COVID-19 pandemic and;

17) OC initiated discussions with international partners to launch and disseminate the guidelines (e.g., OPEN network, The Obesity Society, The European Association for the Study of Obesity, Obesity Action Coalition, European Coalition for People Living with Obesity and the World Obesity Federation).

## 2nd Report Card on Access to Obesity Treatment in Canada

We conducted research to publish our 2nd Report Card on Access to Obesity Treatment for Adults in Canada and used it as an advocacy tool (see Advocacy section for more great information).



## EDUCATION

We educate healthcare professionals who are on the front lines with best practices and patient-centred and science-based approaches for obesity prevention and management. We also invest in programs and tools to help people living with obesity and their families understand obesity as a disease.

OC develops special events that promote and support our mission. Some of our most high-profile events include the Canadian Obesity Summit, a unique interdisciplinary networking event and cutting-edge research conference that attracts attendees from around the world.



**1<sup>ST</sup> OBESITY CANADA PUBLIC WORKSHOP**  
 April 27, 2019

The Public Engagement Committee hosted its first National Public Workshop in Ottawa

**SOLD OUT EVENT**

**Over 160 attendees**  
**12 exhibit booths**

**Topics included:**  
 Why is weight loss so hard: what we know  
 Happiness, self-care and mental health  
 Your relationship with food: Food addiction  
 Nutrition and regain after weight loss  
 Advocating for yourself and the care you deserve  
 Weight Bias and Discrimination: How do we move past the negative messaging



We encourage public action to strengthen obesity health services, policies and legislation. Obesity Canada established a **Public Engagement Committee (PEC)**, which is the voice of individuals affected by obesity within our organization. PEC helps to guide Obesity Canada's policies and activities to ensure that we capture the voice of people living with this disease. The Public Engagement Committee hosted its **first national public event** on April 29, 2019, in Ottawa, ON. This event was positively received by all attendees and sponsors. It was a sold out event with 160 attendees.

### INCREASED REACH

- Healthcare Professionals Education: 16,450 trained in HCP programs (online and in person)
- 70 obesity videos released to YouTube with over 27,000 views



## ADVOCACY

We advocate to provincial and federal governments and workplaces to recognize and treat obesity as a chronic disease and to improve access to evidence-based care for individuals living with obesity.

### 2nd Report Card on Access to Obesity Treatment in Canada

- We prepare data-driven appraisals of the degree to which adults with obesity have access to obesity treatments. Our *Report Card on Access to Obesity Treatment for Adults in Canada* was submitted, together with policy statements and briefs, to provincial, territorial and federal governments on behalf of all Canadians living with obesity. We have met with MPs, MPPs and MLAs personally and we encourage our supporters to send the Report Card to their representatives as well (almost 500 letters and 5,600 emails sent). The Report Card was launched during the 6th Canadian Obesity Summit in Ottawa, ON, in April 2019.
- OC hosts workshops with policymakers; for example, on April 23, 2020, we met policymakers in Ottawa to discuss the policy implications of the report card. Policymakers from AB, BC, NS, NL, NU, YT, NT, PE, QC, SK, Health Canada, National Research Council, Canadian Armed Forces, Women and Gender Equality Canada (formerly Status of Women Canada) and the Human Rights Commission participated.
- OC organized its first advocacy outreach with federal members of parliament in Ottawa. OC team members met with individual MPs throughout the day and also hosted a reception for parliamentarians where we shared the outcomes of the Report Card and educated MPs about the science of obesity as a chronic disease.
- To lead our federal advocacy efforts we enlisted Strategy Corp (Ottawa) to guide us in a strategic advocacy (supported by in kind support provided by Novo Nordisk Canada)



### March 4, 2020 — World Obesity Day

- For several years, various obesity days have been held in regions across the globe. For the first time and in the spirit of a global approach, OC joined together with the World Obesity Federation, the Obesity Action Coalition, The Obesity Society, the Obesity Medicine Association, and the European Coalition for People living with Obesity for World Obesity Day.

### Canadian Obesity Advocacy Network (COAN)

- We established and coordinate the Canadian Obesity Advocacy Network (COAN), which is a group of diverse organizations that have come together with the purpose of changing the obesity narrative in Canada. Participants include health professional associations and organizations working across many disease areas and health issues. Established in 2018, COAN is composed of 22 organizations that share a goal of establishing obesity as a chronic disease in Canada.
- COAN partners have supported OC's advocacy activities by disseminating the Report Card, providing opportunities to inform their members about the science of obesity as a chronic disease and informing others about future advocacy activities in Canada.

### INCREASED SOCIAL MEDIA REACH

- 27,465 Facebook followers (gained 2,529 in 2019)
- 7,074 Twitter followers
- 1,371 followers on Instagram



**OC Connect** obesity canada obésité canada

**CONNECTED 2020**  
Perspectives on Living With Obesity

**Dr. Arya Sharma, MD/PHD, FRCPC**  
*Why Obesity Is A Chronic Disease*

Saturday, October 24, 2020 @ 12:30 PM EST





# ANNUAL FINANCIALS

Obesity Canada receives funding through grants (70%), donations (1%) and education activities (29%). The majority of our funding is project specific and very little is unrestricted or available for operating costs. This means that most of our funding goes to activities and very little goes to operating costs. Due to the lack of operating funds, OC relies on part-time and project staff, as well as volunteers, to achieve its mission.

Sources of income	2020 restricted funds	2020 unrestricted funds		2019
Grants and subsidies	\$544,059	\$227,186	54%	\$867,988
Education activities	\$113,673	\$31,277	10%	\$120,723
Donations	-	\$11,714	1%	\$13,332
Other income	-	\$4,438	0.3%	\$10,483
Canadian Obesity Summit	\$495,009	-	34.7%	\$9,823
<b>Total</b>	<b>\$1,152,741</b>	<b>\$274,615</b>	<b>100%</b>	<b>\$1,022,349</b>
Expenditure of income	2020 restricted funds	2020 unrestricted funds		2019
Administration	\$144,800	\$188,212	23%*	\$249,439
Advocacy & public education	\$70,108	\$81,680	10%	\$170,589
Healthcare professional education	\$81,168	\$5,841	6%	\$159,507
Research & policy	\$422,146	\$6,665	28%	\$340,302
Canadian Obesity Summit	\$504,529	-	33%	-
<b>Total</b>	<b>\$1,222,751</b>	<b>\$282,398</b>	<b>100%</b>	<b>\$919,837</b>

\* includes \$21,911 of website amortization; paying off the cost of the website redesign.

# THANK YOU

We are deeply grateful to the individuals and organizations listed for their contributions and dedicated support. Obesity Canada extends a sincere thank you to our valued supporters, our incredible Board of Directors, volunteers, partners, sponsors and donors.

Without your support, nothing would have been possible.

## Project Team Members

**Dawn Hatanaka**, Governance and strategic planning

**Nicole Pearce**, Education events

**Ian Patton**, Public engagement and advocacy

**Brad Hussey**, Internal and external communications

**Ximena Ramos Salas**, Research and policy

**Dipika Parmar**, Finance

**Nathalie Dumas**, Translation

**Tristan Rutter**, Project coordination



## Our Volunteers

Board of Directors Members

**Kelly Isfan (Chair)** President & CEO, Norfolk General Hospital and the West Haldimand General Hospital

**Bemal Mehta (Vice-Chair)** Senior Vice President, Energy Intelligence, Glacier Resource, Innovation Group

**Arya M. Sharma (Scientific Director)**, Professor, University of Alberta, Faculty of Medicine

**Philip Sherman**, MD, FRCPC Professor of Paediatrics, Microbiology, Nutritional Sciences, & Dentistry at the Hospital for Sick Children, University of Toronto

**Feria Bacchus**, MHS Sc Managing Director, Health Standards Organization

**Laura Vergeer** OC-SNP Chair and Board Representative

**Jacob Shelley** Assistant Professor, Faculty of Law & School of Health Studies, Western University

**Lisa Schaffer** Chair, Public Engagement Committee

**David Sutherland** Core Consulting Capacity Coordinator, Fort Albany First Nations

**Andre Tchernof**, PhD, Director, Obesity, Type 2 Diabetes and Metabolism Research Division, Quebec Heart and Lung Institute  
Director, Obesity Biobank, Quebec Heart and Lung Institute  
Director, Research Chair in Bariatric and Metabolic Surgery  
Director, Graduate Programs in Nutrition

## Executive Science Committee

**Geoff Ball** – Clinical Pediatrics

**Mary-Ellen Harper** – Biomedical & Basic Science

**Sara Kirk** – EveryBODY Matters Collaborative / Weight Bias & Stigma

**Jennifer Kuk** – Population, Public Policy & Health Systems

**Priya Manjoo** – Clinical Adults

**Helena Piccinni-Vallis** – Reproductive Years; Preconception, Prenatal and Postpartum Family Health

# THANK YOU

## Public Engagement Committee

**Lisa Schaffer**, Chair  
**Kelly Moen**, Vice Chair  
**Doug Earle**  
**Brenndon Goodman**  
**Pascale Jenkins**  
**Candace Vilhan**

## Donors and Sponsors

Special thanks to the following donors and supporters for their generous contributions over the year. Together we are helping to make a difference.

### \$100,000+

Novo Nordisk Canada

### \$50,000 – \$99,999

Bausch Canada  
Medtronic

### \$20,000 – \$49,999

Arya M. Sharma  
Canadian Institute of Health Research  
Nestle Canada

### \$5,000 – \$19,999

Heart and Stroke Foundation  
Johnson and Johnson  
PGX - Natural Factors  
TOPS  
Novo Nordisk Global  
Physician Learning Program/Lifelong Learning

### \$1,000 – \$4,999

Calgary Marathon  
Celebrate Vitamins

Craving Change Inc  
Dawn Hatanaka  
Inbody Canada  
Kelly Isfan  
Lilly Canada  
NuPasta  
Padmaja Naidu  
Takeda Canada  
The Bridge Youth and Family Services  
Weight Watchers  
Your Weight What To Know

### \$500 – \$999

Alberta Blue Cross  
Bemal Mehta  
Toronto Marathon  
Wanda Morris

### \$250 – \$499

Douglas Earle  
Edward Southcott  
Hamilton Marathon  
Stasia Hadjiannakis

### \$100 – \$249

AMS Medical Consulting  
Candace Vilhan  
Chandra Ramasamy  
Dana Gibson  
Food Wise Weight Loss  
Frances Pender  
Jane Player  
Leaf Weight Management Clinic  
Marco Piani  
Obseinov  
Ontario Kinesiology Association  
Pascale Jenkins  
Priti Karunakaren



Pro Physio & Sport Medicine Centres  
Sarah Chapelsky  
Ximena Ramos Salas

### Under \$100

Albert Chang  
Angela Alberga  
Brad Hussey  
Dipika Parmar  
Ian Patton  
Jennifer Brown  
Jonathan Kaplan  
Nicole Pearce  
Theresa Wong  
University of Alberta



# THANK YOU

Thank you for your help to make this an incredible year!  
We can't wait to see what we will achieve together in 2020!

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