

## March of Dimes Canada

March of Dimes Canada is a nationally registered charitable organization that provides support services to people with disabilities, their families and caregivers through three innovative programs; *Polio Canada*, *Stroke Recovery Canada* and *Conductive Education Canada*.



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STROKE  
RECOVERY  
CANADA

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MARCH OF DIMES  
CANADA LA MARCHÉ  
DES DIX SOUS  
DU CANADA

**Peer Support Services** (Stroke Recovery Canada and Polio Canada) aims to provide stroke and polio survivors, their families, caregivers and health care professionals with information, resources and support. During 2006-2007 the programs focused on expanding key stakeholder relationships and increasing program profiles through membership recruitment and community activities. Below we grade ourselves on performance.

### Building Key Stakeholder Relationships **Grade: A**

In 2006 Stroke Recovery Canada developed a partnership with Allergan Canada, BioMed Content Group and National Public Relations to create “*A Patient’s Guide to Stroke Recovery*.” This 16-page publication helps stroke survivors, their families and caregivers with the information needed to “survive & thrive” after stroke and each organization involved played a key role in its creation.

Stroke Recovery Canada provided expertise and content, Allergan Canada funded the project, BioMed Content Group published the guide and National Public Relations actively promoted the publication through a series of public relations initiatives that included television, radio and print advertising. Over 30,000 guides were distributed to various rehabilitation centres and doctors’ offices across Canada. After the release of the publication, hits to the Stroke Recovery Canada Web site more than doubled in the months of May and June from 924 to over 2000.

The success of “*A Patient’s Guide to Stroke Recovery*” promoted discussion of a second edition, due out in the summer of 2007, that would be larger and provide more content for the reader.



Charitable Registration No.: (BN) 87958 5214 RR0001

Incorporated as Rehabilitation Foundation for Disabled Persons, Canada

“Focus on Performance” is the theme for the 2006-2007 Annual Reports for Ontario March of Dimes and its subsidiary corporations.

Another unique partnership was formed when Stroke Recovery Canada was asked to be a part of The Look Closer Coalition, an international group of heart disease, stroke and diabetes organizations from six different countries to improve the management of cardiovascular diseases. The Look Closer Coalition, an initiative of Bristol-Myers Squibb, kicked off its campaign in Barcelona in 2006 and Kimberly Dowds, *Associate Director, Chapter Based Programs*, March of Dimes Canada was asked to participate and represent Canada through Stroke Recovery Canada.

### Awareness Activities **Grade: B**

There was an overall increase in polio awareness and stroke activities. Polio groups had over an 80% participation rate which exceeded the target participation rate of 60% and stroke groups met their target participation rate of 60%. Currently, there are 13 provincial and 11 national Polio Support Chapters and 25 provincial Stroke Recovery Support Chapters operating.

Activities ranged from hosting public seminars to having municipal declarations made to advertisements and announcements in community newspapers. In addition, chapters sent out Polio and Stroke Awareness Month materials to doctors' offices, rehabilitation and local community centres. 'Polio Awareness Month' is celebrated in March and 'Stroke Recovery Month' is celebrated in May.

Peer Support Services also gained international recognition by participating in the International Post-Polio Conference held in Miami, Florida, which led to the development of a World Polio Discussion Group.

### Chapter Development & Support **Grade: B+**

With the addition of new staff, Sheila Casemore, *Group Development and Support Coordinator* and Mike Fogarty, *Education and Health Promotion Specialist*, the Peer Support team is better positioned to focus on chapter development and support both provincially and nationally. Initiatives like monthly Chapter conference calls and training and leadership conferences have resulted in positive outcomes for both the Polio and Stroke Support Groups. Over the past year, the number of Stroke Support Groups has increased in Ontario from 18 to 20 groups; the number of Polio Groups has remained steady at 28 groups.

The addition of staff has allowed the Warmline<sup>®</sup> service to grow. The Warmline is a non-crisis community information and support line for people with disabilities, their caregivers and healthcare professionals. Calls are answered by trained staff and volunteers who help callers navigate through the healthcare and community service systems. Calls and requests for information through the Warmline have increased over the past year and are projected to reach over 1100 requests in 2007-2008.



(L to R): Mike Fogarty and Sheila Casemore

**Conductive Education (CE)** is a unique program that merges elements of education and rehabilitation together to help children and adults with neurologically-based conditions improve their mobility and independence. Program participants are led by specially trained instructors called Conductors. This program is especially beneficial for stroke survivors, individuals with acquired brain injuries, children with cerebral palsy and adults with multiple sclerosis or Parkinson's disease.

## Program Delivery **Grade: B-**

Conductive Education currently operates programs in Ontario (Toronto, London and Woodstock) and Nova Scotia (Halifax, Annapolis Royal, Middleton and Antigonish). Ontario participant numbers have slightly declined over the past year. Program participants in Toronto decreased from 194 to 168 (13%) and the London and Woodstock program participants decreased from 44 to 41 (7%) while participants in the Nova Scotia programs increased from 12 to 33 (over 150%).

With the addition of Brent Page, *Manager of Conductive Education Services* there is a renewed focus on developing a strategic direction for the program. One of the first initiatives was to improve the internal and external communication of the program which resulted in a new publication, *CE Canada*.

*CE Canada* is a newsletter distributed twice a year with a circulation around 1000. This new communication vehicle allows program participants, family members and potential new clients to gain insight into the program by highlighting individual success stories, new CE programs and community events that advocate and raise funds for CE.

The new manager has improved administration, provided professional development to the staff and completed a risk management plan to identify and mitigate risks within the program.

## Program Marketing **Grade: C+**

March of Dimes Canada presented Rock for Kids® in Halifax in October 2006. This event was instrumental in building brand recognition outside the province and raised money for Conductive Education Program. In November 2006, Conductive Education was chosen by the Dalhousie School of Health Professionals as its charity of choice for the 2006 "For the Health of It" fundraiser and provided a rare opportunity to speak to 1200 of Nova Scotia's up and coming healthcare professionals.

Discussions in Nova Scotia are taking place to secure a site for a residential children's camp for children with physical disabilities to begin in 2010.

Other CE events are planned for the spring and summer of 2007 which include, Rock for Kids Toronto, Ride for Kids and Scramble Walk. For a full list of events, visit [www.marchofdimes.ca](http://www.marchofdimes.ca).



**Brent Page**

*Manager of Conductive Education Services*

## Conductor Development **Grade: B+**

Nova Scotian, Rachel Salsman, was the recipient of the March of Dimes 2006 Transamerica Life Canada Conductive Education Award. The award funds her tuition at the University of Wolverhampton. The university partners with the National Institute of Conductive Education in Birmingham, England to deliver a three-year honours BA in Conductive Education. This also results in Qualified Conductor Status (QCS) – a certification requirement for all Conductors.

Rachel is a graduate of Dalhousie University where she received her BSc in Biology and Psychology. She joins 2004 award winners, Beth Brydon and Vishali Malhotra, who graduate in June 2007, and Karli Emmett, who will be entering her final year at the University of Wolverhampton in September.

## Financial Report

(A complete audited report is a part of the consolidated financial statements of Ontario March of Dimes)

### MARCH OF DIMES CANADA Summarized Statement of Revenue and Expenses March 31, 2007, with comparative figures for 2006

	2007	2006
<b>Revenue</b>		
Fundraising*	\$247,673	\$0
Peer Support Services	679	31,181
Conductive Education	15,547	8,530
Contributions from Ontario March of Dimes**	204,495	232,232
	<b>\$468,394</b>	<b>\$271,943</b>
<b>Expenses</b>		
Fundraising	\$116,215	\$0
Peer Support Services	265,110	248,995
Conductive Education	87,069	22,948
	<b>\$468,394</b>	<b>\$271,943</b>
<b>Excess of revenue over expenses</b>	<b>\$0</b>	<b>\$0</b>

\*In 2006-2007, Rehabilitation Foundation for Disabled Persons, Canada initiated fundraising efforts under March of Dimes Canada

\*\* Rehabilitation Foundation for the Disabled O/A Ontario March of Dimes has provided financial contributions to RFDP Canada to offset expenses incurred in excess of reported revenues.

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