

Best Life Rewarded and CAWC Collaborate to Promote Foot Care Awareness for People with Diabetes

The Canadian Association of Wound Care (CAWC) and Best Life Rewarded (www.bestliferewarded.com) are pleased to announce a collaboration to raise awareness of diabetic foot care and steps that patients can take for healthy feet, including recognition of early

warning signs and taking preventive measures.

Free to all Canadians, Best Life Rewarded is an innovative health loyalty program that offers healthy incentives for people who are learning about and tracking healthy behaviours. Best Life Rewarded is a hub of credible health information in partnership with many national not-for-profit groups, which coordinates Canadian health information in a way that is meaningful for the user.

View the module and associated tools at www.bestliferewarded.com. For further information regarding the CAWC's PEP (Peer Education Program) Talk: Diabetes, Healthy Feet and You foot care peer-education program, please visit <http://diabetes.peptalk.ca/en/>.



CAWC Conference Keynote Speaker Announced

The CAWC is pleased to announce that Meg Soper will be the keynote speaker at the opening plenary of the 2012 annual conference in London, Ontario. Meg is a professional speaker and comedienne, and has been recognized as one of the premiere motivators speaking on life balance in Canada. She combines a remarkable sense of humour with her unique perspective on life to captivate her audience and leave them both motivated and entertained. With more than 25 years' experience in the healthcare industry and as a registered nurse, Meg understands how attitudes affect those around you in both the workplace and home environments.

Her presentation, entitled *Wit, Fit and Balance...Strategies for Success*, examines the stresses of everyday life and sheds a humorous light on them. This presentation will also tackle such issues as life balance and our ability to bounce back when faced with stress. Meg uses her stories to emphasize the fact that humour is one of the key techniques to decreasing the everyday stress that is a part of our lives. Attendees are sure to leave in stitches, armed with a number of practical strategies geared toward a healthier, happier and more productive workplace environment while maintaining a sense of balance.



CAWC Executive Director Receives Marketing Hall of Fame Award

The Canadian Association of Wound Care is pleased to announce that Peggy Ahearn, Executive Director, was inducted into the 2012 Canadian Healthcare Marketing Hall of Fame. Presented at the 2012 National Pharmaceutical Congress earlier this year, the award is presented to "individuals who represent a cross-section of the qualities that have contributed to the uniqueness of the industry and are an inspiration to others." Congratulations to Peggy on a lifetime of excellence in health education and marketing endeavours!



CAWC and Canadian Diabetes Association Collaborate on Diabetes, Healthy Feet and You Initiative

Over the past few years, the CAWC has developed numerous educational materials for patients and healthcare professionals alike, branded as the *Diabetes, Healthy Feet and You* initiative. Materials include brochures, pamphlets, waiting room posters and even an educational video, all of which are available at <http://cawc.net/public/feet>.



Earlier this summer, the CAWC established an agreement with the Canadian Diabetes Association (CDA), which will provide the CDA with open access to all *Diabetes, Healthy Feet and You* tools for the purpose of sharing them with their broader diabetes-related audience. The tools will be co-branded and then launched to healthcare providers in Canada in print and electronic formats; select content from the patient education tools will also be reproduced at the CDA's website (www.diabetes.ca). "We are pleased to be working with the Canadian Diabetes Association on this very important educational initiative and collaboration," says Peggy Ahearn, CAWC Executive Director. "This is just the beginning of what we expect will lead to other opportunities to work together, and thereby reach a much larger audience of diabetes healthcare professionals and patients."

CAWC Partners with iMD to Provide Point-of-care Information for Patients

The CAWC is collaborating with iMD, an organization that provides a unique service to help healthcare professionals and patients navigate the complexity of the healthcare literacy system together: iMD is an interactive health terminal that uses a touch-activated interface to visually display regions of the human body, medical conditions, diseases, illnesses, medical resources and treatment options. The health terminal is located directly in the physicians' examination rooms and is driven by the physician or healthcare provider.

The CAWC will provide information regarding wound care prevention and management, which will be uploaded to the iMD terminals currently being used by more than 600 physicians, medical specialists, diabetes education centres, chronic disease clinics and other healthcare providers across Canada. The iMD terminals are connected to a private bidirectional communication system, whereby users will have direct access to digital medical content and industry information as they need it.

The iMD terminal serves as a medical medium for instant communication and provides a wide range of medical illustrations, industry guidelines, videos, documents, drug information, product monographs, research documents, continuing health education, patient literature and counselling tools.

The CAWC is currently forming an advisory group to help determine the most appropriate information from the association to be shared.



2012 CAWC Institute Educational Events

The CAWC Institute of Wound Management and Prevention is offering Levels 1 to 3 Series educational sessions at the following locations. Register now!

- Kelowna, BC: October 11–14
- Toronto, ON: November 29–December 2

The CAWC Institute will also administer the Level 4 International Interprofessional Wound Care Course at the following location:

**Michener Institute, Toronto, ON:
September 20–23.**

For course descriptions and registration information, please visit: <http://cawc.net/index.php/educational/>.

Conference Early Bird Winners Announced!

Each year, the Canadian Association of Wound Care holds a draw for those conference attendees who have registered early. Three lucky winners are drawn from all early bird registrants to win free conference registration. This year's lucky winners are:

- Alice Carter; Dashwood, Ontario
- Leann Nelson; Strathroy, Ontario
- Patricia Maclean; Watson, Saskatchewan

We look forward to seeing you at the 18th annual CAWC conference in London, Ontario, which will be held this year from November 8 to 11! For registration information, please visit www.cawc.net/conference.

National Wound Alliance Stakeholder Roundtable

In late June 2012, Wound Care Alliance Canada hosted a National Stakeholder Round-table in Mississauga, Ontario. The Alliance speaks with one voice for the Canadian Association for Enterostomal Therapy, the Canadian Association for Wound Care, the Ontario Woundcare Interest Group and the wound care industry as represented by MEDEC's Wound Care Committee. The purpose of the meeting was to start the conversation about a Canadian Wound Care Innovation Centre of Excellence. Co-chaired by Janet Davidson, Canadian head of KPMG's Global Healthcare Practice, and Tom Closson, a healthcare executive and consultant, the meeting was attended by representatives of 35 Canadian healthcare and innovation organizations. For further information, please contact the Wound Care Alliance Acting Executive Director Maureen Latocki via email at maureen.latocki@woundcarealliance.com.

CAWC's PEP Talk Peer Education Program



Rolls Out Across Canada

The CAWC's PEP (Peer Education Program) Talk: *Diabetes, Healthy Feet and You* Program has now launched in all 10 provinces. The program consists of workshops that are co-led by volunteer peer leaders who are living with diabetes, and neuropathy and volunteer healthcare professionals committed to improving the lives of people with diabetes. For information regarding workshop dates and locations, please visit the PEP Talk website at <http://diabetespeptalk.ca/en/>.

The website also contains a multitude of information regarding foot care, including resources for people with diabetes, an "ask the expert" section and "your stories," where individuals are encouraged to share their experience regarding foot care management and foot care challenges.