



The CAWC: A New Vision to Meet the Needs of Canadians

By Greg Archibald, MD, CCFP, FCFP, President, CAWC

On the heels of a very successful annual conference that saw the widest variety of health-care professionals yet, I am very pleased to let you know we are continuing to grow and change to meet your needs and advance the cause of wound prevention and care in all sectors of society in Canada.

While the CAWC has always been a leader in educating Canadian health-care professionals, through our conference, online modules and onsite workshops, we are much more than that!

evidence-based information for the public, government decision-makers—and of course our core audience of frontline clinicians—and disseminate it in the most appropriate forms for each of our audiences. Through this approach we will work with our partners to move wound prevention and care higher up the health-care agenda, right across the country.

To reflect this expanded approach, we have revised the CAWC's Vision and Mission statements.

Moving the Vision and Mission into Action

While our organization is already strong and will continue along our strategic path, our message will have more impact if we all band together and speak with one voice. To that end we have created the CAWC Ambassador program, which will provide anyone interested in furthering the cause of wound care in

Canada with key messages and tools to get the word out. Please visit [our YouTube channel](#) to see a short video on the program and information on how to get involved. We hope you'll join us.

A Strong New Year

2016 promises to be a dynamic year at the CAWC. Please check your email inboxes regularly for more on our educational programs, advocacy campaigns, research initiatives and online resources. 🍀

VISION

A Canada where preventable wounds do not occur and persons with wounds receive the best possible care.



MISSION

The Canadian Association of Wound Care (CAWC) is dedicated to *the advancement of wound prevention and care* by being the leading knowledge mobilization organization relating to wounds in Canada.

The association's efforts are focused on four key areas: education, research, advocacy and awareness, and partnerships.

Over the past two years in particular we have taken advantage of our multiple information dissemination channels for mobilizing knowledge in many forms and we will continue to capitalize on new technology to expand our reach.

An abundance of information is not useful, however, if it is not based on the latest evidence and relevant to our stakeholders' needs. Therefore, our new research and advocacy arms will combine their efforts with our education group to create

The CAWC: *The knowledge mobilization organization in wound prevention and care.*