



# Twenty Years of Advancing the Cause... with the Best Yet to Come

By Mariam Botros, Executive Director, Canadian Association of Wound Care

**T**wenty years after its establishment in 1995, the Canadian Association of Wound Care (CAWC) continues to be a strong force for advancing the cause of skin health and wound management in Canada. Dedicated staff and volunteers work continuously to improve the health of Canadians at risk for skin breakdown and the practice of the health-care professionals who care for them. I am excited to outline the programs we have planned that support our ideals.

In 2015, the CAWC will be focused on four priorities:

## 1. Professional education

- The organization continues to offer high-quality general wound education online and in the form of two-day onsite workshops across Canada. By the end of spring 2015, workshops will have been held in Yukon, Ontario and Nova Scotia.
- Specific diabetic foot education is delivered in the form of workshops to professionals with a special interest in managing the complications of the diabetic foot.
- The CAWC's annual conference is the largest wound-specific conference in Canada, and this year it will be held October 29 to November 1, 2015, at the Westin Harbour Castle in Toronto.
- Issues of *Wound Care Canada* and *Diabetic Foot*

*Canada e-Journal* are sent several times per year to the largest skin and wound database in the country.

- eBlasts and social media channels provide a means for the CAWC to send educational messages to health professionals.

## 2. Public information

- The CAWC has created programs to help patients manage their own health, including:
  - Prevention of diabetic foot complications, in the form of peer-led onsite workshops and web-based information (PEP Talk: Diabetes, Healthy Feet and You program)
  - A patient- and family-focused program on the prevention of pressure ulcers
- The CAWC uses the latest technology to connect with the public through social media and an interactive online community.
- With James Elliot as the new Director of Advocacy and Government Relations, 2015 will be a big year for advocacy at the CAWC. The CAWC has stepped up its advocacy efforts, with a national media campaign encouraging early intervention in the treatment of PAD and a government-targeted campaign aimed at policy changes to improve prevention of diabetic foot complications, leading to reduced rates of amputation. See CAWC News on page 9 for more on both these programs.

### 3. Research

The CAWC is pleased to announce that Dr. Michael Stacey has joined us as chair of the CAWC's Research Committee.

Over the course of the next two years, the committee will focus on:

- Participating and collaborating with others in wound research
- Identifying potential funding opportunities
- Contributing to and promoting the evaluation of new wound prevention and management strategies based on patient outcomes and health economic analyses
- Collaborating with the advocacy committee to use evidence to develop wound-related policies and disseminate the findings

### 4. Creating and nurturing partnerships

The CAWC connects with other groups through:

- Participation in conferences around the country
- Connecting with Health Canada and provincial/territorial health ministries to advance skin health and wound care across Canada
- Creating partnerships with other not-for-profit organizations with shared interests, universities, government health ministries, product and service companies and private and work-related insurance boards, among others

These are exciting times for those working in the area of wound prevention and management, and the CAWC is proud to support their efforts. Please visit [www.cawc.net](http://www.cawc.net) for regular updates.



**CAWC**Education  
PEER EDUCATION

# Do you have PEP?



## The CAWC can deliver *PEP Talk: Diabetes, Healthy Feet and You to your region*

The CAWC's popular and effective peer education program (PEP), called PEP Talk, is an innovative workshop program, whose development was funded by the Public Health Agency of Canada, for persons with diabetes. Held in communities across the country, the workshops are conducted by a trained peer leader (a person with diabetes) partnered with a diabetes health-care professional.

The program has demonstrated the effectiveness of peer educators, who work in partnership with the diabetes health-care community and empower people living with diabetes to adopt self-management behaviours that can help them prevent foot complications by increasing their knowledge of risk factors and linking them to resources in their communities.

For more information on the PEP Talk program, please visit <http://diabetespeptalk.ca/en/diabetes>.

### Get PEP!

To get a PEP Talk training session in your region, please email [info@cawc.net](mailto:info@cawc.net).

