



30 Years Of Advancing Skin Health And Wound Management - And Building Community

This year, Wounds Canada proudly celebrates 30 years of serving the Canadian wound care community - a milestone shaped by our commitment to advancing skin health, improving wound management and strengthening the community of patients who are at risk for, or living with, wounds, along with their families, health-care providers, health decision makers and related organizations and companies.

Since our founding in 1995 by a small group of passionate clinicians, Wounds Canada, originally known as the Canadian Association of Wound Care, has evolved into Canada's leading national charity in skin health and wound care. At the heart of our work is a vision for a healthier Canada where preventable wounds do not occur and everyone receives - equally - the best care.

Our efforts have always been grounded in four strategic areas: education, research, advocacy, and awareness. These pillars provide a foundation for our initiatives and partnerships.

Our focus on education has equipped tens of thousands of health-care providers and public members with the evidence-based knowledge and practical tools they need to deliver high-quality care and self-management. Our programs - whether in the form of conferences, online courses, workshops or community-based learning - have significantly enhanced clinicians' ability to provide care that is not only safe and effective, but also timely, patient-centred and equitable. Education is the foundation for long-term change, helping providers move beyond treatment to emphasize prevention and early, effective intervention.

In parallel, the action-oriented research we have prioritized has played a critical role in informing our work and driving the evolution of care standards nationwide. We have consistently championed the integration of scientific evidence into clinical practice and policy development. Our commitment to research ensures that care delivery today and in the future has, and will have, optimum benefits for patients and their families, care providers and health-care systems, regardless of where they are across the country. Each set of best practice recommendations we develop and each initiative we support is anchored in evidence and aimed at improving health outcomes for all Canadians.

In alignment with the principles that inform our education and research activities, our advocacy is rooted in the principles of high-quality care for all. It involves safety, effectiveness, patient-centredness, timeliness, efficiency and equity. Through strategic engagement with governments, health system leaders and not-for-profit allies, we continue to call for action that reflects these values and addresses the real needs of patients and caregivers.

Awareness ties all this work together. We believe that changing outcomes begins with changing mindsets. Through storytelling, public education campaigns and media engagement, we've helped bring the realities of wound prevention and care into the public consciousness over our entire 30 years. We've highlighted the challenges people face, their resilience and strength and the critical role that informed, compassionate care can play in their lives. In doing so, we've built a national community connected by shared knowledge and humanity.

Our new 10-year strategic plan calls on us to expand our reach and deepen our impact as we look to the future. We are committed to becoming Canada's most prominent and credible wound prevention and management voice. We will continue to grow a strong and sustainable organization, form influential partnerships and lead with innovation and empathy.

This 30th anniversary is a celebration of our past and a reaffirmation of our purpose. We are here for the long haul; to advance care, support providers, patients and families and build a healthier, more connected Canada. Thank you to our staff, volunteers, board members, partners, clinicians and, most importantly, the people we serve. You are the reason we've come this far, and you are the reason we will go even further.

Together, we are advancing skin health and wound care. Together, we are building a healthier Canada.

A handwritten signature in black ink, appearing to read 'M. Botros', with a stylized flourish at the end.

Mariam Botros DCH DE IIWCC

Chief Executive Officer
Wounds Canada