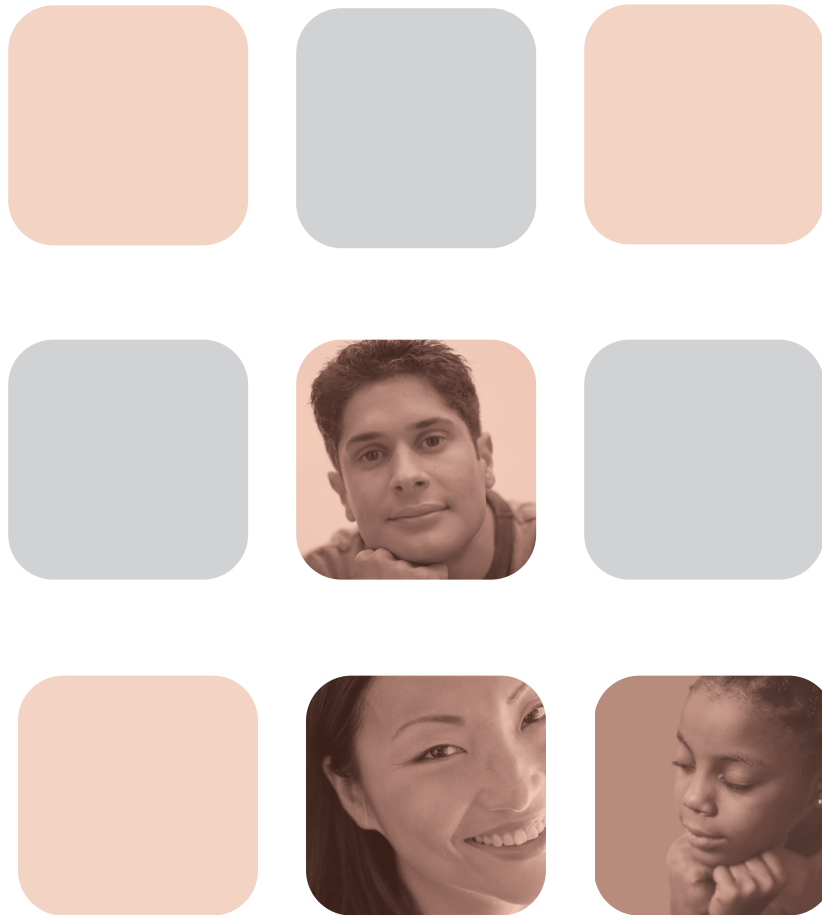




# ANNUAL REPORT

2002/2003

Making a Difference Through **Information**



# Chair's Message

## Getting Better All the Time



Patrick Cupido

CATIE is the national agency mandated within the Canadian Strategy on HIV/AIDS to develop and deliver treatment information products and services. CATIE continues to grow and evolve with the changes and complexity affecting the HIV/AIDS sector – as evidenced by our new Strategic Plan developed in 2002/03.

**Revised Mission:** CATIE is committed to improving the health and quality of life of all people living with HIV/AIDS in Canada. CATIE serves people living with HIV/AIDS, and the people and organizations that support them, by providing accessible, accurate, unbiased and timely treatment information. CATIE works in partnership with a network of other information providers to ensure that people have access to the information they need, in the form they desire, to make informed health-care choices.

Since the early days of the pandemic, a vibrant infrastructure of community and health-care intermediaries has developed to serve many communities. And, understandably, people usually want to obtain treatment information within their communities. Recognizing this, CATIE has adapted its focus over time. **CATIE's new Vision** includes:

CATIE will be a major partner in the complex network of HIV/AIDS treatment information providers throughout Canada. CATIE will collaborate, provide leadership and support capacity-building throughout the network to ensure that treatment information is comprehensive, accurate, and accessible to everyone who could benefit from it. Committed to being a learning organization, CATIE will also seek to learn from and respond to other treatment information network partners.

CATIE's mutual capacity-building approach has been exemplified in a myriad of recent projects in which people living with HIV/AIDS have been centrally involved, including:

- The developing of a Web site for youth called [www.livepositive.ca](http://www.livepositive.ca) in partnership with Kids Help Phone/ Parents Help Line, the Teresa Group, and CATIE's National Youth Advisory Committee;
- Developing a treatment information brochure, *pre\*fix*, with the involvement of HIV+ injection drug users and front-line workers in collaboration with the Canadian Harm Reduction Network;
- Working with the Alliance for South Asian AIDS Prevention to identify CATIE materials most appropriate for translation into Tamil; working with the Asian Community AIDS Services to support their development of Fact Sheets in Chinese, Vietnamese, Tagalog, translating them into French and assisting in distribution; supporting the African community by hosting a Web site for Africans in Partnership Against AIDS; co writing and focus-testing a series of Inuit Fact Sheets with Pauktuutit Inuit Women's Association;
- Assisting British Columbia's Positive Women's Network by providing print and electronic versions of CATIE's Workshop *Introduction to Researching Your Own HIV/AIDS Treatment Information* within their Women and HIV Education Toolkit; and
- Initiating a Virtual Volunteer Project with seven partnering AIDS Service Organizations to support online volunteer initiatives including the integration of volunteers working from home through the Internet.

...continued p.2

These are some of the many initiatives continued throughout 2002/03 to give life to  
**CATIE's Strategic Directions:**

1. Promote the empowerment of people living with HIV/AIDS and their caregivers
2. Enhance access to CATIE programs and services
3. Build network capacity for information exchange
4. Respond to diverse and evolving needs
5. Enhance organizational development

CATIE is increasingly outcome-focused in our program development and evaluations. For example, we seek to achieve:

*90% of respondents to a recent consumer survey said that CATIE is either helpful or very helpful in improving the health and quality of life of People Living with HIV/AIDS.*

- **Increased perceived and actual wellness and quality of life for people living with HIV/AIDS** – and:

*95% of CATIE member organizations said CATIE connected either well or very well to their needs, and that CATIE has helped strengthen their organizations' capacity to understand, manage and exchange treatment information.*

- **Improved capacity of the treatment information network to integrate different elements of health information, including prevention, care, treatment and support** – and:

*"I would like to thank CATIE... Because of CATIE, I am able to work, etc. The treatment information is great. I have always used the information when making treatment choices, so thank you. I'm 45 and getting better every day." — Person Living with HIV/AIDS*

- **Improved self-care and improved care, treatment and support of people living with HIV/AIDS across Canada as a result of better access to treatment information** -- and consumers tell us, for example:

Thanks to the support of Health Canada, and to directional support through its AIDS Division, CATIE is stronger today than ever before. As a result of an operational review of CATIE's earlier years, this past year saw us develop:

- a new Research and Information Assessment Strategy;
- a new Publication Strategy;
- a new Service Marketing Strategy; and
- more extensive governance and management frameworks: from a risk assessment plan to extensive development of policies and procedures.

On behalf of our Board of Directors, we express our appreciation to staff, to CATIE's volunteers, and to the many representatives of Canada's treatment information network who have worked with us towards the achievement of such crucial shared objectives.



Patrick Cupido  
Chair, Board of Directors

## Highlights 2002/2003

CATIE's achievements this year have been extensive, with exciting new growth in all areas and consumer response exceeding all expectations. Here are just a few highlights from this past year that have made CATIE stronger than ever!

### Connecting with you

Our Treatment Information Service Representatives interpret complex treatment information for people from all walks of life, living in all kinds of places – from big cities to remote towns to prisons – via workshops, conferences, the telephone and by e-mail.

Through our 1-800 service, CATIE representatives provide unbiased, up-to-date, and confidential information on a full range of treatment topics in both French and English. We also offer an expanded repertoire of workshops on topics as diverse as drug therapies, complementary therapies, decision-making, depression, and pain management. This year, we answered more than 2,500 information requests from across Canada, and we presented 49 workshops to approximately 1,300 participants.

*“The accessibility of CATIE’s services is invaluable to the lives and health of people living with HIV/AIDS in our community, and in the rest of Canada. The flow of information from CATIE to ASOs is another essential component of the services from which we all benefit.” - Rural ASO*

### Building Canada's Treatment Information Network

CATIE has been working with communities nationwide to help provide treatment information to people living with HIV/AIDS. A big step this year was our annual general meeting and educational conference delivered in partnership with the Canadian AIDS Society. Bringing people together from across the country, the event provided opportunities for regional planning, as well as many workshops designed to help participants bring vital treatment information back to their communities. Next year, look for our exciting new training and skills development opportunities to support communities providing their own treatment information.

*“I am very pleased about CATIE’s accessibility to information, and I feel that you are the leader in our nation... Chi Meegwetch! Thank You! Merci!” - Aboriginal person living with HIV/AIDS*

### Choice Words

From plain and simple fact sheets to practical guides to cutting-edge research news, CATIE's publications speak to people living with HIV/AIDS and to the caregivers who support them. Our publications empower people and help them work together to make informed decisions.

With something for everyone, CATIE's family of publications includes *Treatment Update*, *CATIE News*, *Innovations*, *the Practical Guide Series*, *Managing Your Health*, *The Positive Side*, *Plain and Simple InfoSheets* and *In-Depth FactSheets*. We are also collaborating with different community partners to provide treatment tailored to specific community needs.

*More than 90% of The Positive Side readers say the magazine helps them feel less isolated and/or more connected with the HIV/AIDS landscape in Canada.*

This year saw the launch of our new booklet *pre\*fix: Harm Reduction for + users*. We also launched a new edition of *Practical Guide to HIV Drug Side Effects* as a sister publication to the *Practical Guide to HAART* and several new fact sheets about Hepatitis C co-infection and treatment. We were proud to bring you *Sisters are Doing it for Themselves!* - a special issue of our holistic health magazine *The Positive Side*, with treatment information specifically for women, including 35 inspiring stories from across Canada.

You have been asking us for more material in easy, accessible language, so we have been working in partnership with the Asian Community AIDS Services (ACAS) and Pauktuutit Inuit Women's Association to bring you a series of *Plain and Simple InfoSheets*. Check them out on our Web site. Many are available in Chinese, Tagalog and Vietnamese through ACAS.

Community feedback on these initiatives has been tremendous. And not just in Canada! AIDS Foundation East-West has asked permission to translate material from *pre\*fix* into several languages for the former Soviet Union.

This year, we distributed:

- 60,373 print publications;
- 23,230 publications through e-mail;
- more than one million pages through the Web.

The translation, reprinting, reproduction, and dissemination of CATIE material by many others in Canada and around the world greatly multiplied these distribution efforts.

## Anywhere, Any time, Day or Night

Our bilingual, award-winning Web site, [www.catie.ca](http://www.catie.ca), offers leading-edge HIV/AIDS treatment information from around the world – including all of CATIE's publications and access to CATIE's National Reference Library resources. We now have more than 10,000 pages. Many publications are available in PDF formats for easy printing and distribution. Try our new search engine to find quality treatment information at your fingertips.

The use of CATIE's Web site continues to grow, with more than 320,000 visitors last year – nearly triple the number who visited five years ago! And many of our publications are re-distributed by partners across the World Wide Web, like [TheBody.com](http://TheBody.com) and [AEGIS.com](http://AEGIS.com).

For youth, we developed a vibrant new Web site, [www.livepositive.ca](http://www.livepositive.ca), in partnership with Kids Help Phone/Parent Help Line, the Teresa Group, and our National Youth Advisory Committee. Here you will find accessible, youth-friendly information about HIV and its treatment, as well as the stories of youth living with

*“The web site you have for youth is fabulous....Your web site is currently helping a 14 year old HIV+ girl deal with adolescent issues and I am very grateful to you.” -ASO worker*

HIV/AIDS. We also collaborated with Africans in Partnership Against AIDS to help bring their Web site online. In February, we conducted a survey of our Web visitors and found that CATIE's Web site is highly regarded in Canada and around the world.

Here are some of the ways people use information from our site:

- |   |     |
|---|-----|
| • To manage their health                  | 44% |
| • To share with friends or family members | 29% |
| • For professional development            | 28% |
| • For a research project                  | 23% |
| • To give to clients or patients          | 12% |

## Here for all of your research needs

Through our 1-800 line and by e-mail, our friendly library staff and volunteers help people living with HIV/AIDS and their caregivers find the treatment resources they need. This year, our National Reference Library grew to include 1,400 books and 10,000 documents on more than 500 subjects, as well as subscriptions to more than 75 medical journals and periodicals. The library catalogue is available on our Web site ([www.catie.ca/e/library/index.html](http://www.catie.ca/e/library/index.html)) and items are available upon request.

*“CATIE service is excellent. If I have a question, CATIE will get back to me promptly, and I can trust that they have done the research.”* – Health-care provider

This year, we launched a new Web service listing free e-journals and e-news sources. You can also strengthen your own research skills with our easy-to-use online workshop - *An Introduction to Researching Your Own HIV/AIDS Treatment Information*.

## Accessible, trustworthy and empowering

This fall, Dr. Arnold Love, former president of the Canadian Evaluation Society, evaluated our accomplishments over the past five years. He found that, true to our mission, we were able to make a difference for people living with HIV/AIDS and their caregivers by providing treatment information that is **accessible, trustworthy, empowering** and presents a **Canadian** perspective. We also are making an important impact on the overall network of information providers as we progressively evolve to a **genuinely national organization**.

*“The major outcome for CATIE is being identified by the HIV/AIDS community as the voice of treatment information in Canada.”* – People Living with HIV/AIDS network representative

CATIE’s main strengths, according to Dr. Love’s evaluation are:

- A mandate to focus on treatment information and related resources
- An ability to produce high quality treatment information
- An ability to explain treatment information in plain language
- An ability to provide a Canadian perspective, in both official languages
- The use of multiple channels for dissemination, including print, telephone and Internet
- Efforts to address the needs of diverse groups affected by HIV
- Efforts to develop regional capacity to deliver treatment information through collaboration and partnerships

## The Value of One, the Power of Many

Volunteers are the heart and soul of CATIE. We are proud to recognize and celebrate the contributions our amazing volunteers have made - and continue to make. This year, volunteers contributed more than 18,371 hours of service to CATIE, which translates into \$291,000 based on Statistics Canada wage rates. Continued dedication, enthusiasm, and commitment make a real difference in the lives of the people we serve. Thanks to the Ontario government, we are pursuing a Virtual Volunteering Project that will strengthen volunteer involvement in AIDS-related organizations, first in Ontario and then throughout Canada.

## 2003 Caring Corporate Partner Awards

Each year CATIE selects private sector partners to be acknowledged through the Caring Corporate Partner Awards. Awards are based on the sponsoring organizations' commitment to improving the health and quality of life of all people living with HIV/AIDS through the sponsorship of specific CATIE programs. The award winners for the year 2003 are:

**Bank of Nova Scotia** provided customer service training for CATIE staff at no charge. The bank is committed to helping build the communities in which it does business – in Canada and around the world – by dedicating both financial and human resources to help meet today's social needs. In 2002, the bank contributed more than \$25 million to numerous organizations, including direct donations and community support. We gratefully acknowledge the Bank of Nova Scotia for providing support services for CATIE's staff at no charge.

**Levi Strauss & Co.'s** corporate values of empathy, originality, integrity and courage serve as the hallmarks of the Levi Strauss Foundation. These values underlie how Levi Strauss & Co. competes in the marketplace, enable the company's vision of the future and reflect the legacy of its founder, Levi Strauss, who devoted substantial time and resources to charitable and philanthropic activities.

We gratefully acknowledge the Levi Strauss Foundation for funding the Getting Families and Youth Connected Project.

## Partners

In 2002/2003, we were honoured to collaborate on various projects with these, and other, community partners:

- Africans in Partnership Against HIV/AIDS (APAA)
- AIDS Committee of Ottawa
- AIDS Committee of Toronto
- AIDS Community Care Montreal
- AIDS Niagara
- AIDS Vancouver Island
- Alliance for South Asian AIDS Prevention (ASAP)
- Asian Community AIDS Services (ACAS)
- Association of Volunteer Administration
- Bruce House
- The Centre for Applied Health Research (CAHR)
- Canadian Aboriginal AIDS Network (CAAN)
- Canadian AIDS Society
- Canadian Association of Nurses in AIDS Care (CANAC)
- Canadian College of Naturopathic Medicine
- Canadian Harm Reduction Network
- Canadian HIV/AIDS Information Centre
- Canadian HIV Trials Network (CTN)
- Canadian Treatment Action Council (CTAC)
- Comité des Personnes Atteintes du VIH du Québec (CPAVIH)
- Community Linked Evaluation AIDS Resource (CLEAR) Unit
- DOCH Program, Faculty of Medicine, University of Toronto
- Electronic Children's Health Network (eCHN)
- Faculty of Information Studies, University of Toronto
- Georgian College International Internship Program
- HJC New Media
- Hospital for Sick Children
- Kids Help Phone/Parent Help Line
- National Health Products Directorate
- Pacific AIDS Resource Centre
- Pauktuutit Inuit Women's Association
- Positive Women's Network
- Positive Youth Outreach
- Prisoners with AIDS Support and Action Network (PASAN)
- Regional AIDS Coalitions and Networks
- Two – Spirited People of the First Nations
- TeenNet at the University of Toronto Department of Public Health Sciences
- Teresa Group
- Toronto HIV Harm Reduction Network
- Toronto People with AIDS Foundation
- Voices of Positive Women
- Volunteer Canada
- Volunteer Centre of Toronto
- YouthCO
- All our volunteers

## Donors & Supporters for 2002/2003

### Platinum (\$50,000 or more)

Levi Strauss Foundation

### Gold (\$20,000 - \$49,999)

Bristol-Myers Squibb Co.

GlaxoSmithKline in partnership with Shire  
Biochem

### Silver (\$5,000 - \$19,999)

Abbott Laboratories Limited

CLEAR - Community Linked Evaluation AIDS  
Resource Unit

Hoffman-LaRoche Limited

Merck Frosst Canada Inc.

### Bronze (\$1,000 - \$4,999)

AIDS Committee of Toronto (ACT)

- Community Partners Fund

Boehringer Ingelheim

Canadian HIV Trials Network (CTN)

Ontario HIV Treatment Network (OHTN)

Shoppers Drug Mart

In addition to the above, we had many friends and supporters who have generously donated money, products or their services, including the gifts in kind from the following:

- Borden Ladner Gervais LLP
- Canadian Society of Association Executives
- POI Business Interiors
- POZ Magazine
- Studio Bello!
- Volunteer Software
- Warren Shepell Consultants Corporation

### Government Funding:

- Health Canada under the Canadian Strategy on HIV/AIDS



- AIDS Bureau, Ontario Ministry of Health and Long Term Care
- Ontario Ministry of Citizenship
- Human Resources Development Canada
- National Health Products Directorate

## Board of Directors 2002/2003

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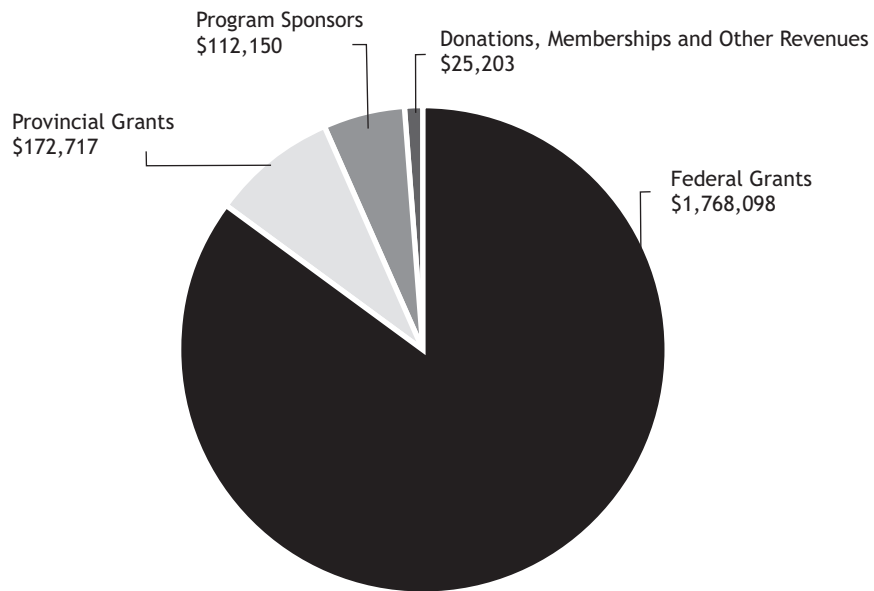
Quinn Wade, Aboriginal representative,  
Dartmouth, NS

We extend our heartfelt thanks to Anne Swarbrick, our former Executive Director, and to Isabelle Raymond, (Montréal, QC) who served as a Regional Director for Québec during much of 2002-2003.



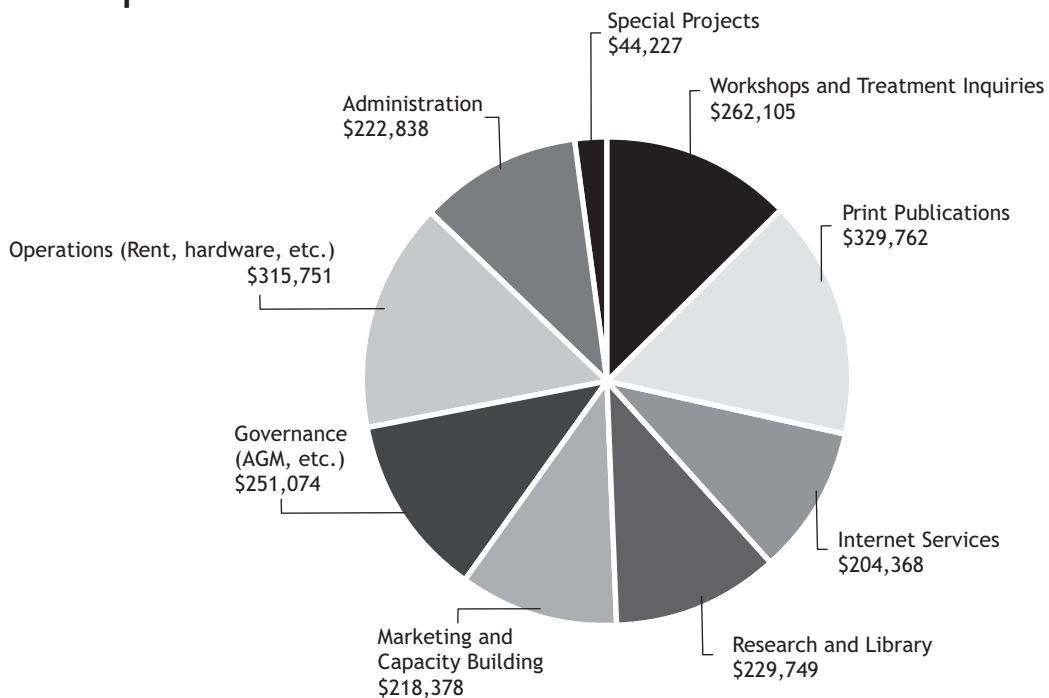
# Financials

## Revenues



Total Revenues: \$2,078,168

## Expenses



Total Expenses: \$2,078,252

## Join Our Caring Partners Circle!

Information is vital to the survival of people living with HIV/AIDS. Our challenge is to ensure steady support for access to up-to-date treatment information on HIV/AIDS.

I wish to pledge:

\$10     \$15     \$20     \$25     \$50     One-time gift of \$ \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Please charge my credit card with the one-time amount of \$ \_\_\_\_\_.

Mastercard     VISA     American Express

Card # \_\_\_\_\_ Expiry \_\_\_\_\_ / \_\_\_\_\_

Signature \_\_\_\_\_

Please print cardholder's name clearly: \_\_\_\_\_

A tax receipt for the total year's contribution will be sent at the end of the calendar year.

## Contact CATIE



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