# Canada's Lymphedema Magazine

# Pathways,

Empowering patients and professionals

"Pathways has been the educational tool that has enabled us to reach out to a wider readership, and to quickly and efficiently share local and world-wide lymphedema news with health professionals, government officials, media and patients across Quebec. The support we receive, being part of this phenomenal extended team across the country, is highly motivational". - Rachel Pritzker, President, Lymphedema Association of Quebec

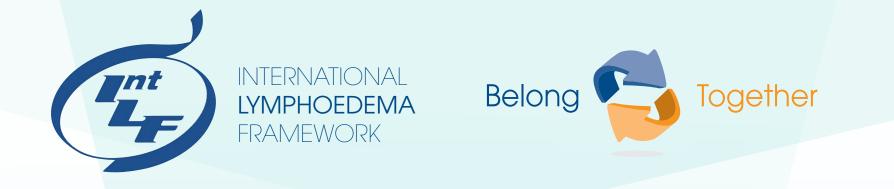
"As a healthcare professional, treating patients with lymphedema, having access to Pathways has enabled me to learn from its wonderful information.

#### Congratulations

I offer my congratulations to the Canadian Lymphedema Framework and its provincial affiliates for launching this important tool for education and awareness of lymphedema in Canada.

The CLF has set an important example of how a new lymphedema framework can work with existing lymphedema patient and clinical organizations to unite in one voice for furthering lymphedema care in Canada.

Christine Moffatt, PhD, Chair of the International Lymphoedema Framework





This translated into improving my practise and positive outcomes for my patients.

The magazine helps me explain to patients that they are not alone". - Jean Ann Ryan, RNBN CDT, Atlantic Clinical Lymphedema Network

"Pathways elevated the visibility of our organization and lent more credibility since we are now seen as part of a larger collaboration. It has increased our ability to help more individuals to lead healthy and hopeful lives with lymphedema. It also created more opportunities for exchanges with other organizations across Canada to share experiences, successes and provide support to each other". - Lucette Wesley, President, BC Lymphedema Association

"With the very first magazine, I already learned something new – so just imagine what all the people who thought they were alone with lymphedema felt when they opened up *Pathways* for the first time. Education and awareness motivates patients to

advocate for the help they need". - Diane Martin, President, Alberta Lymphedema Association

"At the time our Canada wide conference calls started, Manitoba did not have an association. Collaborating with other dedicated provincial representatives was the encouragement and support needed to get Manitoba's association off the ground. I am proud to be part of this movement in Canada of creating lymphedema awareness and providing a very professional, evidence-based publication". - Kim Avanthay, President, Lymphedema Association of Manitoba



#### Publisher

Pathways is published four times per year by BCS Communications Ltd. on behalf of the Canadian Lymphedema Framework (CLF) and its provincial affiliates.

#### **Editorial Board**

David Keast MD FCFP Winkle Kwan MD FRCPC Roanne Thomas PhD Anna Towers MD FCFP Lucette Wesley CIM Janice Yurick PT

Anna Kennedy

#### Advertising & Submissions

We welcome your ideas, contributions, letters, ad and editorial copy. All original material is subject to review by the ED Board and must be evidence-based with references.

## **Subscription Rates**

Canada-\$25. International-\$50.

### Distribution

Western Canada 25% Central Canada 54% Eastern Canada 20% International 1%

# lymphedemapathways.ca

**Content:** Canadian and International experts contribute evidence based material for regular columns including Clinical lymphedema, and the various professionals Perspectives, Research Advances, Medical Updates, Case Studies, Patient Perspectives, Ask the Expert, and Resources.

By Kennedy A, Avanthay K, Martin D, McPherson C, Pritzker R, Ryan J, Tucker-Lloyd E, Wesley L.

Canadian Lymphedema Magazine

Results: In its first year of publication, Pathways surpassed initial targets of readership and industry support. Worldwide response to the magazine has been extremely positive. Key objectives were met:

- The CLF and its provincial affiliates have united in one strengthened voice.
- The provincial lymphedema associations have a cost-effective tool that can boost their individual membership, attract local advertising revenues and support their provincial advocacy efforts.
- The magazine has provided the CLF with a sustainable revenue source to support its annual operating and project related

Process: Under the leadership of the CLF, Conclusion: The development of Pathways provides a model of effective collaboration; several organizations, united in a single passion worked collectively to advance lymphedema education and awareness. Additional collaborative projects are currently



# The CLF has affiliate agreements with its provincial partners for the production and distribution of Pathways including customized local inserts.

- Alberta Lymphedema Association
- Atlantic Clinical Lymphedema Network
- **BC** Lymphedema Association
- Lymphedema Association of Manitoba
- Lymphedema Association of Ontario
- Lymphedema Association of Quebec
- Lymphedema Association of Saskatchewan

www.albertalymphedema.com

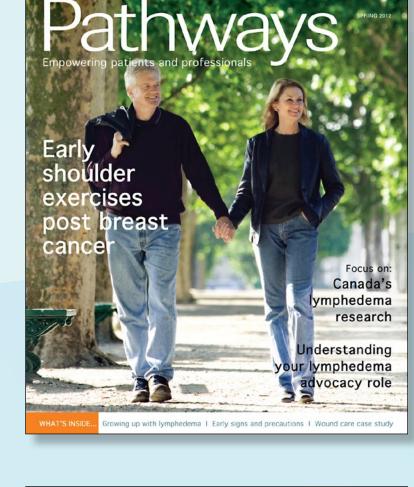
www.atlanticlymph.ca

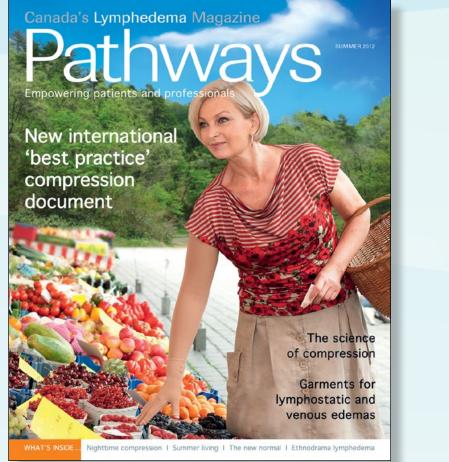
www.lymphmanitoba.ca

www.bclymph.org

www.lymphontario.ca

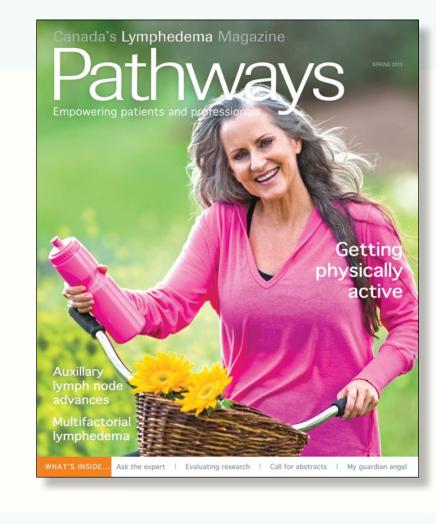
www.infolympho.ca

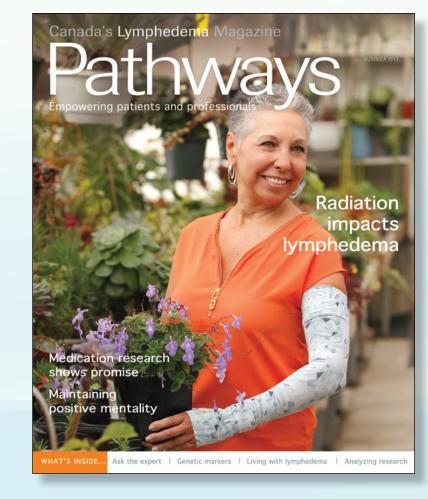




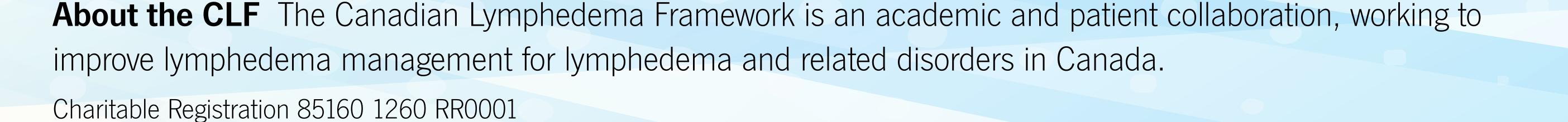












Introduction: Pathways is a full-colour

national magazine providing education for

and information to Canadians living with

who support their care. The publication

is unique in targeting a diverse group of

lymphedema stakeholders: patients and

caregivers, clinicians, product distributors

and fitters, researchers, educators, policy

highlighted the need for increased education

provincial/regional community organizations

were already leading local efforts to educate

Objective: To support the CLF's mission to

improve the management of lymphedema

in Canada and to disseminate lymphedema

education and awareness nationally while

monthly cross-Canada calls were initiated.

community lymphedema organizations

branding and distribution of the magazine.

Sponsoring companies provided financial

contributed to the concept, design,

support

Over two years, eight independent provincial

incorporating customized local content.

and awareness of lymphedema. Prior to

the creation of the CLF in 2009, eight

patients and professionals. There was

duplication of efforts.

advisors and community organizations.

Context: A 2011 study by the CLF







