



February 10, 2011

On behalf of the co-leaders of the National Arthritis Awareness Program (NAAP), we are pleased to provide you an update on the progress of Year Two of the NAAP.

In 2009 - 2010, Arthritis Consumer Experts (ACE) and The Arthritis Society of Canada, created the first comprehensive national arthritis awareness program in Canada. With the program slogan "Arthritis is Cured! (if you want it)/Guerir l'arthrite! (la solution vous revient)," the NAAP positively promoted interest and conversation about arthritis and its impact among the Canadian public and provided healthcare professionals with a valuable point-of-practice diagnostic tool.

The success of Year One has led ACE to launch the second year of NAAP. For NAAP Year Two, ACE is partnered with the Arthritis Research Centre of Canada (ARC) and will be joined by key national arthritis community partners across Canada to expand the conversation about arthritis. As Canada's largest and leading clinical arthritis research institution, ARC will bring critical resources and attributes to the NAAP Year Two.

Our plan is to focus and develop meaningful tools, including the most sophisticated arthritis app designed for the iPhone, to facilitate conversations between healthcare professionals and the public, which places this program "far ahead of the curve" within North America in discussing arthritis treatment and prevention.

To effectively reach healthcare professionals with our program messages and tools, we intend to reprise our successful conference activation from NAAP Year One. We will participate at leading national healthcare professional conferences, taking advantage of the launch of our arthritis iPhone app to drive interest and activity at the conference booths.

We encourage you to participate in NAAP Year Two by helping us share our messages for arthritis treatment and prevention and promote our specially designed tools with Canadian consumers, patients and healthcare professionals. We are most interested in how the NAAP Year Two can align or integrate with existing initiatives you have planned in 2011.

With your valued insight as a leading stakeholder, ACE and ARC will effectively broaden our stakeholder outreach in Year Two.

Thank you for your continued interest and support,

Cheryl Koehn
President
Arthritis Consumer Experts

Dr. John Esdaile
Scientific Director
Arthritis Research Centre of Canada

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