

## Our Impact

- Excellent support programs and clinical care for ALS patients living in BC
  - Everyone living with ALS, no matter where they live in BC, has the equal opportunity to access patient and support programs of the Society to improve the patient's quality of life, their families, and caregivers. Our support programs include equipment loan, patient transportation support, psychological treatment, support groups and care connection, and camp for children of ALS patients.
  - All ALS patients in BC have equal access to the best possible clinical care available. The Society continues to be the voice of ALS patients by advocating healthcare improvements and support to the local and national governments, the provincial healthcare system and other agencies and organizations.
- ALS Research and Clinical Trials to improve quality of life
  - Advance ALS research in BC for possible treatment for Amyotrophic Lateral Sclerosis
  - Everyone living with ALS in BC will have access to clinical trials

**Programs** - In 2020, the ALS Society of BC cared for 498 clients (487 in 2019 and 485 in 2018) through various support programs and patient services initiatives.

- Provided 1,344 pieces of equipment to ALS Clients
- Provided counselling support to 35 families
- Processed 35 Care Connection requests
- Provided 102 patient transportation trips and 5 accommodations for patients and caregivers from outside the Vancouver area
- Organized one Virtual Day of Caring (instead of 5 locations due to the pandemic)
- Organized 85 virtual support group meetings and logged 484 patient check-in calls for additional one on one support
- Due to the COVID-19 restrictions,
  - 2020 the kids camp was cancelled
  - Mobile Clinics were cancelled (virtual clinics was offered)

## ALS Research

- Raised \$202,904 was sent to ALS Canada for ALS research. ALS Canada awarded \$2.1 Million, including the \$1 Million CAPTURE ALS grant, which partnered with Brain Canada on, in new grants.
- Through the ALS BC Advocacy Committee efforts, the Society received \$1million from the BC provincial government to support the ALS Society of BC PROJECT (the goal is \$5.3 million to raise in 5 years). The program aims to provide ALS patients access to clinical trials in BC, hire a clinician/scientist to champion and run ALS Research, and create an optimal environment integrating research and clinical care.

## Outreach

- As part of the Society's outreach activities, the Society published 3 Believe BC ALS articles in the Vancouver Sun and The Province newspapers and the Postmedia virtual platform and released one provincial newsletter. Which generated over 50,000 impressions per article, with an engagement rate of 4.1%. The adjoining campaign video premiered on our Facebook page gathered over 500 views within the first two days.

- In March 2020, the Society partnered with Global TV to conduct five interviews on ALS research, and support programs provided to ALS patients and caregivers in BC. Which were played on the 6pm primetime news as well as the morning news. In adjacent the videos were posted to Global TV's Facebook page.
- The Society also released 40 direct response appeals through email and through the Society's social media platforms.
- A short infomercial was aired on TV and radio to promote the ALS Awareness month in June, the Walks to End ALS and the PGA of BC Golfathon for ALS events. The information was also shared on the Corus Entertainment social media platforms.
- In 2020 Global BC promoted the 15<sup>th</sup> Annual PGA Golfathon for ALS on the BC1 Community Calendar airing an average of 80 times per day for 4 weeks, for a total of 560 airings over a 1-week span.
- The Society maintains a website that provides updated information on ALS, research, and activities beneficial to stakeholders.
- We connect with our constituents through: Instagram, Twitter, Email, TikTok, Op-eds, and Facebook. We were the first ALS Society in Canada to start a TikTok account, where patients and family contribute videos to.