President and CEO’s Report
Ms. Deborah Gordon-El-Bihbety
Agenda Item #5

Research Canada’s 2020 Annual General Meeting
Thursday, June 4, 2020
Mission

To improve the health and prosperity of Canadians by championing Canada’s global leadership in health research.
Philosophy

- Health Research is a shared benefit and shared responsibility.
Role in the Sector

- Research Canada is the health research advocacy lighthouse, calling all sectors to a common shore.
Members, Supporters and Partners

Research Canada has a stakeholder engagement model that includes Members, Supporters and Partners drawn from all sectors dedicated to increasing investments in health research and supporting a robust health innovation system. They include:

- Health research institutes
- Health charities
- Hospitals
- Regional health authorities
- Scientific societies
- Universities and their Faculties
- Colleges
- Health professional associations
- Companies
Why I Belong to Research Canada

► Strengthens my institution’s and the sector’s presence on Parliament Hill
► Fosters collaboration among all HIS stakeholders
► Communicates effectively and gives me access to a broad stakeholder network
► It uniquely focuses on educating the public, media and policy makers about health research and health innovation
► Maintains a longitudinal view and stays the long-term advocacy course
► Takes a systemic approach to health research and innovation policy
► Attracts talent and influence to the organization
Membership Benefits

- **Parliamentary Health Research Caucus** — Promotion and profile at PHRC events on Parliament Hill
- **Role in the Sector** — Collaborative advocacy leader
- **RC Publications** — Promotion and profile to Parliamentarians and broadly within RC Alliance, data for advocacy efforts
- **Polls** — Data from Canadians for nat’l and local advocacy efforts
- **Influence Strategic Direction** — Sit on BoD, committees, task forces
- **Networking** — Members are invited to all Research Canada events
- **Media Portal** — Member discount for Media Distribution; Free Media Scanning
New Members

- ALS Society of Canada
- Canadian Association of Occupational Therapists
- Canadian Cancer Society
- Canadian Frailty Network
- Canadian Institute for Military and Veteran Health Research
- Kids Brain Health Network
- Lady Davis Institute
- Pancreatic Cancer Canada
- Saint Paul University
Your Candidates, Your Health
2019-2020 Membership Survey

► 34% response rate
► Sample generally representative of the sectorial, geographic and financial makeup of RC’s Membership
► Overall, Members are satisfied with the value of Research Canada
► Members highly value the Parliamentary Health Research Caucus (PHRC)
► Members have appreciation for what RC does for the sector
► Members want more opportunities to engage and network
► Funding for research continues to be the top challenge for RC Members and what they view to be the most important advocacy priority for Research Canada
43rd Parliament Welcome Reception and Kit

- Minister of Health launches new Parliamentary Health Research Caucus
- Welcome Kit profiles Members, Supporters and Partners
Parliamentary Health Research Caucus

- Non-partisan
- Owned by Parliamentarians
- Focuses on education
- Chair: Mr. Lloyd Longfield (Lib)
- Vice-Chairs: Ms. Marilyn Gladu (Con), Ms. Carol Hughes (NDP)
- Senate Representative: Senator Judith Seidman (QC)
Research Canada’s Response to COVID-19-PHRC

- Series of virtual panels with experts in virology, anti-viral treatments and vaccines for Parliamentarians
Research Canada’s Response to COVID-19: Policy

- Creation of internal Ad-Hoc Policy Working Group
- Sector specific advocacy to address immediate needs
- Developed letters and lobbied decision makers
- Brought new Partners into advocacy initiatives
- Underlying message of health research and innovation ecosystem comprised of collaborative stakeholders
- Pre-COVID-19: Began the conversation about new and emerging infectious diseases and climate change in FINA submission
Research Canada’s Response to COVID-19: Pandemic Politics

► Special Guest: Ms. Michelle McLean, Hill+Knowlton Canada
2019 Leadership in Advocacy Award

**Dr. Roderick McInnes**
Director, Lady Davis Institute
Alva Chair in Human Genetics
Canada Research Chair in Neurogenetics
Professor, McGill University

**Dr. Ryan Wiley**
President, Shift Health
HRI Portal

- Membership Benefit
- Media Distribution Service
- Media Digest Service
- Sponsorship Benefit
Publications and Social Media

- RC on the Move
- RC Update
- PCEO Bulletin
- Website Activity
  - 2017: 11,504
  - 2018: 23,740
  - 2019: 31,825
- Social Media
  - Twitter follows – 20% increase since 2017
    - Dec. 2017: 5,463
    - Dec. 2018: 5,956
    - Dec. 2019: 6,370
    - Today: 6,552
  - Facebook Likes – 4% increase since 2017
    - Dec. 2017: 1,156
    - Dec. 2018: 1,191
    - Dec. 2019: 1,195
    - Today: 1,203
  - LinkedIn Followers - New
    - Today: 143
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