

***The Dance Health Alliance of Canada operating as Healthy Dancer Canada
Annual Report 2014 - Updated December 31, 2014***

INTRODUCTION

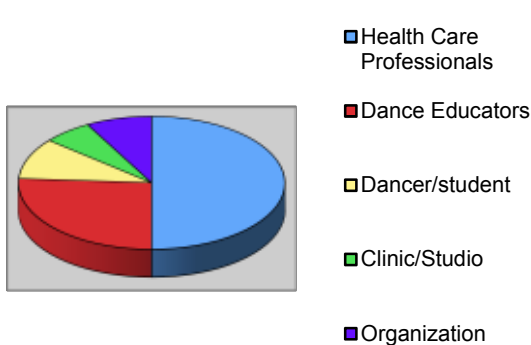
The Dance Health Alliance of Canada operating as Healthy Dancer Canada (HDC) is an organization formed in 2008 to help strengthen the national voice of dance health promotion, prevention and treatment in Canada. Our mission is to be the Canadian leader in facilitating communication and collaboration between the dance community and health professionals to enhance the health and well-being of all dancers. In 2010, the organization took on a more formal structure, hoping to create a solid foundation to grow Healthy Dancer Canada nationally.

Board of Directors

The listed Board of Directors for the 2014 year included Stuart Anderson (Vice President), Blessyl Buan, Lisa Chandra, Andrea Downie (Conference Coordinator), Heather Finn (Secretary), Nicole Hamilton, Carolina Rotondo (Past President), and Anita Vandenberg (President). The composition of the Board is in keeping with our by-laws including i) the Board will strive for representation in equal numbers by dancers, dance educators, and health care professionals, and ii) the Board has 7 to 11 members.

The Board Members serving as Officers are listed above, in parentheses. The position of Treasurer remains vacant; Past President Carolina Rotondo is acting as interim Treasurer.

Membership



Healthy Dancer Canada has 54 members to date, including 15 dance educators, 25 health care professionals, 6 dancers/student, 3 clinics/studios, 5 organizations (Ballet BC, CADA-BC, RAD and AHA). We had 12 new members join HDC in 2014.

OPERATIONS - Committees

Healthy Dancer Canada Annual Conference Committee

The 2014 Conference Committee had four members: Andrea Downie and Anita Vandenberg (co-chairs), Lisa Chandra, and Sebastien Hammel. This committee endeavours to provide its' members, the dance community, and interested health professionals with a high-quality, non-biased conference annually. We strive for an equal representation of dancers, dance educators, and health professionals on the committee, presenting at the annual conference, and attending it.

The conference location alternates yearly between eastern and western Canada. This year's half-day conference was in Vancouver at Scotiabank Dance Centre on September 14. Proposal submissions did not increase in 2014. Ten proposals were submitted and blind-reviewed by two experts in the field. Six were accepted to present on the conference theme, A Focus on Health and Wellness in Dance. We also invited a professional dancer to speak on the topic, and a pre-professional dance company to perform.

Attendance at this year's conference increased only slightly to 35 dancers, dance educators, and health professionals. We faced some challenges in promoting the conference, in part due to the changes in e-mail/spam laws that came into effect this year; however, we were effective at increasing awareness of the event on social media. We were also successful at formalizing and simplifying the conference planning process by developing a highly detailed task time-line and creating more than 30 document templates for future conferences. The recipient of the \$200 HDC Research Award was Chantale Lussier.

Goal for 2015:

- Increase awareness of Healthy Dancer Canada in French-speaking Canada through the conference. To this end, we will have our first bi-lingual conference in Quebec.

Healthy Dancer Canada Newsletters Committee

The 2014 Newsletter Committee Chair was May Sheu with board members Andrea Downie, Stuart Anderson and Anita Vandenberg as newsletter editors. The mission of Newsletter committee is to connects with dancers, dance educators and health care professionals across the country via bi-monthly newsletter events and articles relating to the health and well-being of the dance community.

In 2014 the committee was able to plan content of each newsletter at the beginning of the year and ensure that there's a broad spectrum of topics relating to the health and well-being of the dance community. It also communicated events and recruited members to submit relevant articles for bi-monthly newsletter and liaised and communicated with HDC board members regularly for updates.

Goals for 2015:

- Promote events related to the health and well-being of the dance community
- Liaise and collaborate with HDC board members and other committee members for newsletter content
- Receive feedback from HDC members and non-members on newsletter content

Healthy Dancer Canada Communications Committee

The 2014 Communications Committee chairs were Blessyl Buan and Stuart Anderson. The mission of the committee is to increase awareness of HDC and to provide information in dance

health. In 2014, HDC's LinkedIn page was established along with continued updates on the Facebook and Twitter accounts. As of November 1, 2014, Healthy Dancer Canada had 244 members in the Facebook Group, 111 followers on twitter and 261 followers on the facebook page. The facebook page has had 200.18% growth. According to Facebook data that measure the people who follow Healthy Dancer Canada, 87% are female, majority in the 25-34 age range. 93% of our posts are engaged by women. Of that group, 43% are within the 35-44 age range. The bulk of our posts are reaching women within the age range of 25-44. Toronto (62), Vancouver (29), Prince George, BC (13), Calgary, AB (12), Nanaimo , BC (6), Montreal, QC (6), United States (21). HDC's LinkedIn account has established 190 connections this year, as of Nov 1.

Goals for 2015:

- Assess how the use of FB/twitter/LinkedIn impact HDC followership/membership stats

Healthy Dancer Canada Dance Screening Committee

The 2014 Dance Screening Committee members were Andrea Downie, Blessyl Buan, Monika Volkmar, Nicole Hamilton, Cathy Gordon, Laura Cruz, Carolina Rotondo (Chair). The mission of the committee is to identify the need for screening within the dance community and promote standardized screening methods, and to assist dancers, dance educators and health professionals implement them in their dance community. The members committed to attend meetings to collect and evaluate existing screening tools and assist in developing a Healthy Dancer Screening tool for use in multiple settings including the dance studio/school.

In 2014 the committee was able to create two subgroups within the committee to divide tasks and complete two different screens, one for dance educators and the other for health professionals. A rough draft of a screen was created to be used by health care professionals with both qualitative data and functional scores. The committee also collected data via a survey of current practices for screening red flags used by dance educators and what things dance educators would like from such a screen.

Goals for 2015:

- Edit final draft health professional screen by January 2015.
- Call on volunteers from the dance communities to use the screen (health professionals and dance educators) and then provide feedback
- Use survey results collected to begin rough draft of screen to be used by dance educators in dance class to detect red flags

Healthy Dancer Canada Resources Committee

The 2014 Resources Committee members were Dancer representative, Jennifer Bezaire; Dance Educator representative, Andrea Downie; and Health Professional representative, Heather Finn. The committee's mission is to assist in developing new resources to improve communication

and collaboration among dancers, dance educators and/or health care professionals and annually review and, if necessary, update existing resources. It also aims to disseminate these resources via our website (free to our members) and conduct a periodic needs assessment of our members, the dance community, and existing resources in order to choose appropriate topics for new resources and evaluate the effectiveness of existing resources.

In 2014, The Resource Committee worked on four goals:

- To assist in developing new resources to improve communication and collaboration among dancers, dance educators and/or health care professionals. Our new Resources were: i) Dancers and the Art of Stress Management, ii) 10 Stress Management Tools for your Dance Bag, and iii) Eating for Energy and Optimal Performance. Thanks to our contributing authors Dr. Ruth Bittorf, Dr. Anita Shack, and Stefanie DePaolis; our peer reviewers Dr. Bonnie Robson and Stefanie Senior, our copy editor Eleanor Fenton (1938 – 2014), and our translator Sebastien Hamel.
- To annually review and, if necessary, update existing resources. This spring, dance educators from the Royal Academy of Dance pilot tested our Resources. We will release our updates and French translation in January 2015.
- To disseminate these resources via our website. Based on our website statistics, the Committee recommended: i) Renaming our Resources webpage “Dance Resources”, ii) Highlighting our resources on Social Media, iii) Making our resources widely available; either free to all from date of publication or offering members advanced access, iv) Re-evaluating the benefits of membership, v) Giving out hard copies of each Resource in clinic/studio, vi) Mailing printed copies to members.
- To conduct a periodic needs assessment of our members, the dance community, and existing resources in order to i) choose appropriate topics for new resources, and ii) evaluate the effectiveness of existing resources.

Goal for 2015:

- To continue to conduct a periodic needs assessment of our members, the dance community, and existing resources in order to i) choose appropriate topics for new resources, and ii) evaluate the effectiveness of existing resources.

Healthy Dancer Canada Outreach and Accreditation Committee

The chair of the outreach and accreditation committee is board member Nicole Hamilton which was formed in 2014 to present and communicate the initiatives of Healthy Dancer Canada, and educate the dance population on health and science dance matters. It also was to be a formal vehicle of information which promotes the growth and membership of Healthy Dancer Canada and provide accredited support to the dance population. In 2014 the committee was able to complete a vision and mission for the committee to be shared with the Board and research accreditation process, and outreach tactics.

Goals for 2015:

- To further develop the accreditation area of the committee

- To find new measures of promoting the membership and initiatives of HDC

Website

Our website has continued to expand to include news, archived newsletters, conference programs and a members' only resource page. This resource page is password protected and offers members' communication forms, screening information, and members' only versions of the newsletters.

In 2014, page views per month reached a maximum of 916 in September 2014 which is slightly lower than page views of 1,087 pages September 2013 but continues to show a trend of the most page views during July, August and September which are the months leading up to the HDC Annual Conference.

Page views as of November 2014 are 5852 (compared with 7906 in 2013, compared with 7,262 in 2012, 4,870 in 2011 and 4,469 in 2010 and 767 in 2009).

Email: Due to the new anti-spam legislation in July 2014, Healthy Dancer Canada emailed all members and non-members for consent to receive emails regarding upcoming HDC events and general information regarding health and wellness in the dance community. Healthy Dancer Canada currently maintains an email list of 54 member contacts and 89 non-members which continually grows with new members and affiliates.

Outreach and Partnerships

As a new organization, Healthy Dancer Canada continues to connect with various companies, associations and businesses with complimentary interests. Over the 2014 year, HDC was able to promote our organization through the following outreach and partners:

Artists Health Alliance: This organization connected to HDC through the proposal submission by two of its employees: Dr. Anita Shack and Ruth Bittorf in 2013. Since that time, AHA and both individuals have become active members. They are very interested in collaborating with us in the future and to somehow reach out to our dance community so that more dancers are aware of HDC's mission.

International Association of Dance Medicine and Science: HDC president Anita Vandenberg posted an advertisement for our annual conference in the IADMS webpage.

RAD: Through Board Member Heather Finn's work in 2012, Healthy Dancer Canada was approved for professional development credits for RAD's new continuing education system. RAD also generously donated loot to our conference participants once again this year.

Performing Arts Medical Association (PAMA): In 2014, HDC president, Anita Vandenberg, Board Members Heather Finn and Blessyl Buan attended PAMA Regional Meeting in Toronto on February 8-9. We will continue our liaison to cross-promote our events with PAMA in upcoming years.

Guelph Dance Festival: On May 31, 2014 Healthy Dancer Canada participated in the 15th

Anniversary of the Guelph Contemporary Dance Festival in the inaugural year of their Dance Market event. Located in the heart of Guelph, this outdoor event offered free workshops and a market style environment whereby the Guelph community could interact with local dance schools, performing artists, and healing artists. HDC Board Member and physiotherapist Heather Finn and HDC member and osteopath Rhea Merritt operated our booth at the Dance Market. Presentation was on "The Power of Posture" which provided techniques to evaluate posture with movement. Information regarding the importance of dancer screening was also presented.

BC Provincial Dance Festival: On June 4, Board Member Andrea Downie gave an interactive presentation to 25 of the attending dancers and several of their parents entitled "Preventing and Caring for Dance Injuries." We discussed: factors that contribute to dance injuries; seeking help and caring for dance injuries; and ideas for staying involved in dance while recovering from an injury, without exacerbating the problem.

The Dance Centre Open House: On September 13, Vice-President Stuart Anderson and Board Member Andrea Downie gave a presentation entitled, "Anxiety and Movement Memory in Dance" to more than 25 people at The Dance Centre Open House in Vancouver, BC. We examined the causes and impacts of "stress" and how adrenaline can be used for performance advantage.

Finances

Taxes: Past President Carolina Rotondo received counselling on how to file taxes without an audit from personal accountant Blake Mercer. As long as we fill out an Audit Compilation as a non-soliciting NFP organization, we will meet the requirements set out for non for profit organizations who make less than 1 million dollars a year.

Budget: Healthy Dancer Canada is currently exclusively volunteer-operated with a budget of approximately \$2000 in expenses based on previous years. Income comes from memberships, conference fees and sponsorship (Act Safe BC). Expenses are mainly incurred by our annual conference, board of directors insurance and website fees.

HDC Income and Expenses as of December 31, 2014

INCOME		
Membership fees		1764.61
Conference fees		681.47
Sponsorships		500
TOTAL		\$2946.08
EXPENSES		
Board Members Insurance		303.48
Website- homestead		297.68
Banking Fees		27.90
Volunteer Canada Annual Membership		100.00
Donation for legal aid		100.00
NFP Annual Report Fee		20.00
Conference		
	Venue	659.98
	Printing	119.90

	Water/snacks	53.30
	Promo Materials	281.80
	Insurance	135.00
	Research Award	200.00
TOTAL		\$2299.04

VISION

2014

In 2013 our goals for 2014 were:

1. Continue to work on new tools for dance screening: to include one for dance educators and one for health care professionals
2. Forge ahead with partnerships, especially new relationship with AHA, and Strive competitions
3. Continue to have a presence at dance events.
4. Find a way to team up with other health organizations where we can represent the dance community.

The above goals were accomplished in 2014 except HDC was unable to be present at Strive competitions but will be continuing with the partnership in 2015.

2015

In 2014 are goals for 2015 are:

1. Increase awareness of Healthy Dancer Canada in French-speaking Canada and the east coast of Canada.
2. Receive feedback from HDC members and non-members about conference, social media and website in order to continue to improve the organization's ability to promote health and well-being to the dance community.
3. Increase the presence of HDC at outreach events.