

crohn's
colitis
canada



crohn
colite
canada



IBD doesn't wait.
Toolkit

IBD Doesn't Wait Toolkit

Key Messages

- IBD doesn't wait. Canadians living with Crohn's disease and ulcerative colitis should have timely access to the treatment that's right for them.
- Fail-first policies can delay effective treatment and contribute to worsening health outcomes and reduced quality of life.
- Treatment decisions should be guided by patients and their healthcare providers, not drug coverage policies.

Did You Know?

- Canada has one of the highest rates of inflammatory bowel disease (IBD) in the world.
- Almost 1 in 5 Canadians with IBD have taken over 4 drugs and are still not in remission.
- Over 50% of Canadians have had to try at least 3 drugs to reach remission

Social Media Copy

Post 1

I'm supporting the call to end fail-first policies for people living with Crohn's disease and ulcerative colitis, the two main forms of inflammatory bowel disease (IBD). 🇨🇦

No one should have to wait for the treatment their healthcare provider recommends.

➡ See why we're calling for change:

#IBDDoesntWait

Post #2

IBD doesn't wait. Why should I? 🇨🇦🇵🇪

I've shared my story to help raise awareness about the real-life impact of trial-and-error treatment delays caused by fail-first policies for people living with Crohn's disease and ulcerative colitis, the two main forms of inflammatory bowel disease (IBD).

Now it's your turn. Share your story and help put patients at the centre of treatment decisions.

💬 Share your story:

#IBDDoesntWait

Post #3

IBD doesn't wait. Why should I?

I'm helping raise awareness about the impact treatment delays can have on people living with Crohn's disease and ulcerative colitis. 🇨🇦🇵🇪

Want to join me? Download the toolkit for shareable graphics, key facts, and ready-to-use social posts.

📄 Download the toolkit:

#IBDDoesntWait

Social Media Graphics

