Contents

The year in review – Message from the Chair and Executive Director 3
Our mission, vision & values 4
Message from our Founders 5
10 Years of Milestones 6-7
Snapshot of our impact & accounts 8-9
Our impact - Patient Support and Education 10
Our impact – Awareness 11
Our impact – Research / Message from Chair of MAB/MRB 12
Our impact – Advocacy 13
Our supporters 14-15
As your Chair and Executive Director, we are delighted to introduce the 2018 Impact Report and to celebrate the tenth anniversary of Bladder Cancer Canada (BCC) with you.

Bladder cancer is the fifth most common cancer in Canada, yet it continues to be one of the least talked about, the most underfunded and the most expensive to treat. If it was not for our Founders, Jack Moon and David Guttman, who met on May 11, 2009 and committed to starting the organization, we would not be where we are today.

The 10 years of continued growth and achievement presented in our 2018 Impact Report provides evidence that Bladder Cancer Canada is making a positive difference in the lives of people affected by bladder cancer.

Bladder Cancer Canada continues to set strategic priorities according to a strong foundation: offering support and education for patients; building awareness; influencing and funding research; and shaping policy.

In 2018, we launched new patient resources, including the Metastatic Bladder Cancer Guidebook and Doctor Tear-Sheet. We also hosted webinars for the first time, and will continue to expand these in 2019.

Our volunteers across the country continue to be our ambassadors, spreading the word about bladder cancer and Bladder Cancer Canada. We saw a 25% growth in our online registrations and 66% growth in our website visitors in 2018. Over 700 people attended a patient meeting or a webinar last year. We continue to engage with the bladder cancer community through our Discussion Forums, Facebook pages, Twitter, Instagram, LinkedIn and YouTube social channels.

The well-known ‘See Red? See Your Doctor’ awareness campaign, now into its seventh year, continues to save lives across the country. 2019 is seeing a re-fresh of this campaign with a slight ‘twist’ on the lemon, making it more impactful than ever.

New interest from the medical community in researching bladder cancer has been remarkable to observe over the past few years. In 2018, BCC passed the $1.5 million-dollar mark in funding much-needed research.

We continue to advocate for new and effective treatments for bladder cancer, monitor and report on critical supply of drugs, advise patients of their right to a second opinion, and promote early diagnosis and screening.

The Bladder Cancer Canada Awareness Walk continued to be our strongest source of funding support in 2018. We have begun development of a new program for legacy and major gifts, which will help us build an even stronger future as the only organization in Canada dedicated to the needs of those fighting bladder cancer.

We thank everyone who supports this national charity, including our dedicated volunteers, donors, medical advisory and research board members, community partners and staff. The growth in activities, projects and campaigns, not only this year, but over the past ten years, has been remarkable. In 2018, this amazing team of passionate individuals helped us raise almost $1 million dollars in support of our charitable programs.

Over the next five years, we have accepted the challenge to raise $5.6 million dollars in order to reach BCC’s five-year strategic goals.

We hope to meet many more of you—our dedicated patients and caregivers, supporters and friends—in 2019 and beyond. Together, we will improve outcomes and quality of life for all people affected by bladder cancer.

Sincerely,

Ferg Devins
Bladder Cancer Survivor and Chair of the Board

Tammy Northam
Executive Director
Our Mission

Bladder Cancer Canada is a national charity organized to:

• Help bladder cancer patients and their support teams address the day-to-day issues of this disease
• Increase awareness of bladder cancer among the general public and medical community
• Fund research which pursues the diagnosis, treatment and elimination of bladder cancer

Our Vision

Awareness, support and research to create a world where bladder cancer is just a memory.

Our Values

Engaged. Supportive. Proactive.

Clockwise from bottom left: Lisa Hunt; Paulette Vinette; Zina Lombardi; Ken Bagshaw and Paul Unterman; Greg Neely; David Guttman, Tammy Northam and Jack Moon; Henry Ajzenberg; Ken Klimchuk; Valerie MacLeod.

2018/2019 Members of the Board of Directors (centre):
Ferg Devins, Chair, Kenora and Toronto ON
Robert Purves, Vice-Chair/Treasurer, Toronto ON
Ken Bagshaw, Past Chair, Cobourg ON
Dorothy Barrett, Halifax NS
Dale Boidman, Montreal QC
Kate Everett, Winnipeg MB
Valerie MacLeod, Calgary AB
Bob Murray, Oakville ON
Elliott Rivkin, Toronto ON
Stephen Wilson, St. Thomas ON
Honourary Board Members: David Guttman and Jack Moon.
LETTER FROM THE FOUNDERS

David Guttman and Jack Moon

In May of 2009 we met as two bladder cancer survivors to discuss a common goal—helping other bladder cancer patients better understand, from a patient’s point of view, what they were facing. We did not want others to travel down this road like we did, without someone who had experienced the journey.

We decided on May 11, 2009 to work together to create Canada’s first and only organization for bladder cancer patients. Little did we realize that 10 years later Bladder Cancer Canada would be a significant entity helping bladder cancer patients in Canada and around the world.

Using our connections and skills in finance (Jack) and marketing (David) we got the organization up and running. Early on, we enlisted the help and support of Dr. Michael Jewett (David’s doctor), a world-renowned urologic-oncologist; Dr. Jewett was key in the formation of the organization through providing guidance and direction and he helped us form the first Medical Advisory and Research Board of BCC.

Together with our wives Marilyn and Debbie, we spent hours copying, folding and delivering the first brochures and posters to hospitals. Before we knew it, we were getting phone calls and emails from patients across Canada asking for assistance, and even some who wanted to help grow the organization.

Up until this time, we were using our own funds to pay for the organization’s activities. We knew we needed more funding for a website, a toll-free number and to host our very first patient education event. We decided to organize the first Awareness Walk to raise some funds. The walk quickly grew and by our third year we were able to start funding medical research.

As the opportunities to reach patients and work with the medical community grew, we were fortunate to have many volunteers come forward. These volunteers became the backbone of the organization. There are too many to name, but there are some that stand out to us from the early days—many of whom are still helping today.

Greg Neely (whom we miss a lot) was a major support to patients who were newly diagnosed, was an inspirational speaker at events and served with passion on our Board of Directors. The administration of our first Awareness Walk was handled by Lisa Hunt (we miss you too, dear Lisa). Zina Lombardi handled all female patient calls and she and Lisa organized the first Awareness Walk in Hamilton. Kyle McKenna took on our branding, providing thousands of dollars of in-kind creative work.

As our board grew, Val MacLeod, Paulette Vinette and Robert Purves contributed so much early on to help us establish good governance. Elliott Rivkin led our drive to increase awareness of the disease. Thanks are owed to these people and so many more!

Before we knew it, we had over 100 volunteers and we were continuing to grow. We hired Tammy Northam as our first Executive Director eight years ago. She has helped us get to where we are today. A big thank you to Tammy and her team—Kerry, Keilani, Cora and Marie-Laurence.

On this 10th Anniversary, we are very proud of the growth and success of Bladder Cancer Canada as we look back. We congratulate and thank the amazing 400 plus volunteers, our hundreds of donors and supporters, our dedicated medical community and the Board of Directors.

We look forward to what the next ten years will bring.

David Jack

Jack and David are recipients of the Governor General’s Meritorious Service Medal for their work to found BCC.
BCC MILESTONES
The Last Ten Years

2009
• In May of 2009 the Canadian Bladder Cancer Advocacy Network (CBCAN) is co-founded by Jack Moon and David Guttman.
• With only a small grant they launch the first website, online discussion forum and patient brochure.

2010
• CBCAN receives charitable status on January 5, 2010.
• The very first Walk is organized for bladder cancer in Toronto, Calgary and Saskatoon raising $25,000.

2011
• CBCAN changes its name to Bladder Cancer Canada (BCC).
• A statement is made in the legislature May 16, 2011.
• First bladder cancer patient conference occurs in Toronto May 28th with over 100 in attendance.
• BCC conducts first meeting of its Medical Advisory and Research Boards. BCC hires its first Executive Director.

2012
• The first bladder cancer research grants are funded by BCC in partnership with the Canadian Urologic Oncology Group and another with CIHR.
• A brand new awareness campaign called See Red? See Your Doctor is launched.
• Patient meetings are organized in Montreal, Hamilton, Vancouver and Winnipeg.
• BCC’s membership grows to over 1000 people
• The walk raises $252,000.

2013
• First See Red? See Your Doctor PSA airs on national television.
• BCC sponsors the development of the Canadian Bladder Cancer Information System (CBCIS) providing $100,000.
• The first governance committee is established.
• A second full-day patient education conference is held with over 150 in attendance.
• There are 14 walk locations and over $400,000 is raised.
• First Quality of Care Meeting of top bladder cancer specialists occurs.
• BCC launches a new website which grows to over 2000 website subscribers.
• The walk raises $452,000 with over 1500 participants.

2014

• Inaugural ‘May is Bladder Cancer Awareness Month’ in Canada is established.
• Walk raises in excess of $600,000 nation-wide.
• Second Quality of Care Meeting in Bladder Cancer is held.
• Partnership with Global expands to include Corus Radio.

2015

• CBCIS launches first live patient recruitment site.
• The first Quality of Care Consensus statement (White Paper) is published in Canada.
• BCC publishes its first set of Patient Guidebooks.
• Global becomes national media sponsor for the walk.
• The walk raises $600,000.

2016

• BCC has very first national news story.
• 40 peer support volunteers take over 200 calls.
• BCC has over 350 volunteers nationwide.
• Jack Moon and David Guttman awarded with the Meritorious Service Medal by the Governor General of Canada.
• Support for Research by BCC cumulatively exceeds the $1 million-dollar mark.
• The board approves a new 5-year strategic plan.

2017

• BCC launches a new discussion forum with 1650 members.
• The newsletter reaches 6000 subscribers.
• Over 1400 patients now entered in CBCIS database and all 14 hospital sites actively recruiting.
• BCC organizes first live webinar.
• Over 30,000 guidebooks distributed across Canada.

2018

• World Bladder Cancer Patient Coalition launches.
• BCC celebrates 10-year anniversary.
• Research funding exceeds $1.5 million dollars.
• First Canadian Urologic Oncology Summit occurs.
• New See Red? See Your Doctor campaign is unveiled.

2019

Thank you to everyone who has helped us accomplish so much over these past 10 years.
We couldn’t do it without your support.
2018 FINANCIALS

Where we invest
As of December 31, 2018

- Surplus for the future 9.6%
- Patient education and support programs 16.8%
- Administration 9.2%
- Awareness 30.5%
- Fundraising 10.4%
- Research 23.5%

Total income: $990,001

Total expenditures: $990,001

Where our funds come from

- Corporate grants and sponsorships 18.0%
- Charitable donations 20.0%
- Awareness Walk/Rock for the Walk 60.3%
- Investment 1.7%

Total expenditures: $990,001

Revenue growth

Visit the BladderCancerCanada.org website to view our full audited statements.
SNAPSHOT OF OUR 2018 Impact

- **1,625** Facebook likes
- **2,354** Twitter followers
- **1,625** Facebook likes
- **5,725** walk donors
- **2,354** Twitter followers
- **2,743** walk attendees
- **728** donors
- **10,000** volunteer hours
- **205,627** website visitors
- **1,800** online forum members
- **6,800** newsletter subscribers
- **175** patients or caregivers helped (Patient Support Program)
- **#yellowhelps** 386% increase in reach during May (Bladder Cancer Awareness Month)
- **250** doctors offices / hospitals reached
- **11,000** guidebooks mailed to medical practitioners
- **$130,104** See Red? spend
- **$7,480,771** See Red? retail value

- **1,800** online forum members
- **10,000** volunteer hours
- **250** doctors offices / hospitals reached
- **11,000** guidebooks mailed to medical practitioners
- **$130,104** See Red? spend
- **$7,480,771** See Red? retail value
Bladder Cancer Canada helps bladder cancer patients and their support teams address the day-to-day issues of this disease.

Bladder Cancer Canada was built on a foundation of supporting patients and caregivers. Over the past ten years, we have supported thousands of patients and family members across the country through our informative website, helpful online discussion forums, the One2One Peer Support Program, patient education meetings and webinars, local support groups and patient guidebooks. From the beginning, BCC has committed to operating as a bilingual organization, offering all services in both French and English. WE ARE HERE TO HELP!

**Website**
The charity’s website is the main gateway to our information and support services. Visited by over 200,000 people in 2018, both in Canada and internationally, the site provides a credible and up-to-date source of information about symptoms, diagnosis, treatments, support, research, and upcoming educational and awareness events.

**Discussion Forum**
Utilized by over 1,800 patients and caregivers, and viewed by over 3,600 people in 2018, this support service covers hundreds of different topics related to bladder cancer. Patients and caregivers can post openly or communicate privately with others about questions and concerns, whether facing a recent diagnosis or new challenge. This service could not be provided without moderators Alex Huang and Jack Moon, and the hundreds of volunteer hours they dedicate.

**One2One Patient Support Program**
In 2018 Bladder Cancer Canada provided one-to-one support to 175 people who were either newly diagnosed or facing new challenges. We were able to provide this service only through the dedication of volunteer coordinators Randy Smith and Jack Moon, and the forty trained volunteers who speak with fellow patients and caregivers to lend an ear and share experiences.

**Patient Education Meetings and Webinars**
Since 2009, BCC has hosted 30 patient education meetings with almost 3,000 attendees in numerous locations across Canada. 2018 was the most successful year yet, with 750 in attendance at in-person meetings or webinars. Patients and caregivers are kept up-to-date on current treatments and advances, but also given an opportunity to connect, share stories and feel part of a community.

**Support Groups**
In 2018, BCC was fortunate to have several volunteers organizing support groups in major centres, including Vancouver, Edmonton, Calgary, Winnipeg, Toronto, Ottawa and Halifax. Nearly 700 people attended a support group meeting in 2018. Volunteers in many other locations have offered informal support group networks, communicating virtually or collaborating to organize events. Many lifelong friendships have developed through the BCC support networks.

**Patient Guidebooks**
Since 2015, Bladder Cancer Canada has been providing helpful guidebooks to medical professionals for distribution to their patients FREE of charge. To date, BCC has distributed over 35,000 books on Nonmuscle-Invasive Bladder Cancer, Radical Cystectomy and Bladder Preservation Strategies for Muscle-Invasive Bladder Cancer. This spring, we are delighted to announce the availability of our new Guidebook for Patients with Metastatic Bladder Cancer.

We look forward to expanding our bladder cancer patient support and education programs in 2019 and beyond. Our goal is to reach every one of the 80,000 patients across Canada facing a bladder cancer diagnosis.
Bladder Cancer Canada serves to increase awareness of bladder cancer among the general public and medical community.

**Public Awareness**
Bladder Cancer Canada is focused on ensuring Canadians are aware of the most common symptom of bladder cancer, blood in the urine (hematuria), through the ‘See Red? See Your Doctor’ public awareness campaign. This movement to encourage patients to see their doctor and rule out bladder cancer as the cause of hematuria, has helped thousands across Canada to receive an earlier diagnosis. It has saved lives!

> “I know first hand that awareness campaigns can save lives!” Those are the words of Gord Green. After seeing the ad, Gord saw his doctor and confirmed that he had bladder cancer, and consequently, was treated early to ensure the best possible outcome.

In 2018, BCC spent $130,000 of its overall funding on awareness initiatives but received over $7.5 million dollars in advertising value from our generous digital and print media partners.

2019 will see the launch of a new creative campaign—a ‘twist’ on the lemon which is meant to be a little more shocking and draw even more attention from the general public about the most common warning sign of bladder cancer—blood in the urine.

**Patient Awareness**
BCC seeks to increase awareness among the Canadian patient community about the existence of the organization, our mission and the services we provide.

We reach our community in many ways, whether it’s through our website, forums, newsletter, social channels or in person. We reached new heights in 2018, with 2800 people attending an awareness walk and over 7000 receiving our electronic newsletter. BCC has 2.42 thousand followers on Twitter, but when their followers are considered, the potential reach for BCC is 9.9 million. BCC has 1.69 thousand fans on Facebook and 348 followers on LinkedIn.

**Physician Awareness**
We continue to drive awareness among the urological and general practitioner communities. Patient materials are offered to physicians free of charge across Canada and in both official languages. In 2018, we sent out 150 parcels and 22,500 pieces of literature to our medical community.

In 2019 and beyond, it is our goal to reach every urologist and bladder cancer medical specialist in the country to ensure they are aware of the services BCC provides.

Together with the incredible support of our volunteer Community Ambassadors, we can achieve this goal and reach even more patients and families.
Bladder Cancer Canada is committed to funding research which pursues the diagnosis, treatment and elimination of bladder cancer.

*Bladder cancer is the fifth most common cancer in Canada, yet remains seriously underfunded, ranking 19th among the top 25 cancers in terms of research funding in Canada.* Canada has some of the world’s top bladder cancer researchers within our own borders. BCC remains committed to supporting Canadian research in the field. It is critically important that BCC and our generous donors continue to provide funds to help improve patient care and outcomes.

**Letter from the Chair of the Medical Advisory and Research Boards**

Over the past ten years, I have had the privilege and honour to serve as the Chair of Bladder Cancer Canada’s Medical Advisory and Research Boards. Working with the co-founders David Guttman and Jack Moon from the very beginning, we put together a strong team of urologists, oncologists, and nurses across Canada who were prepared to volunteer their time to elevate the profile and funding for bladder cancer in Canada.

Over the past ten years we have seen much progress in the field of bladder cancer. BCC started to fund research for the first time back in 2012, by providing a grant to the Canadian Urologic Oncology Group (CUOG) in the amount of $25,000. CUOG matched it to provide $50,000 that year for bladder cancer research, with multiple small awards distributed. Along this journey, we partnered to match funds from the Canadian Institutes of Health Research, Cancer Research Society, and the Canadian Urological Association (CUA), to fund grants dedicated to bladder cancer. For the past four years, BCC has funded an annual $50,000 stand-alone grant.

Although some awards were not a large amount, these small seed grants have led to bigger grants. For example, Dr. Alex Wyatt, from the University of British Columbia, received a $50,000 grant in 2016 from BCC, and from that work was able to turn it into a $345,000 grant from the Canadian Institute of Health Research.

In 2014, Bladder Cancer Canada became the founding sponsor of the Canadian Bladder Cancer Information System, contributing $100,000 to launch the project. Today, the CBCIS is open at fourteen centres, has over 3,000 patients in the database and has three other major funders supporting the initiative. Over the next few years, the data collected will begin to reveal important trends and discoveries that will leverage funding for more research.

Alongside CUOG and CUA, BCC co-funded the inaugural National Quality of Care in Bladder Cancer Meeting in 2014. Since that time, there have been three Quality of Care meetings which resulted in the development of a white paper outlining ‘Standards of Care for Bladder Cancer’. The group was the first to identify and report on 60 quality of care indicators which can be used in bladder cancer management. In 2020, we expect to host the first Canadian Bladder Cancer Forum, with an agenda dedicated to updates in bladder cancer research and developments.

Since 2012, Bladder Cancer Canada has generously provided over $1.5 million dollars in research funding. I would like to thank the donors and the dedicated team of volunteers and staff at Bladder Cancer Canada who raise significant dollars to advance its mission. I would also like to thank the Vice Chair of the Medical Advisory Board, Dr. Bobby Shayegan, and the Vice Chair of the Medical Research Board, Dr. Peter Black, along with the entire BCC medical advisory and research board members who give so generously of their time and talent to help improve the lives of those fighting bladder cancer across the nation.

Sincerely,
Dr. Wes Kassouf

Bladder Cancer Canada is grateful for the support and dedication of our medical advisory and research board members. These boards ensure that Canada remains on the leading edge of research and advancements in the diagnosis and treatment of bladder cancer. Dr. Kassouf has provided 10 years of dedicated volunteer service as the Chair of these two boards. Thank you Dr. Kassouf for your tireless work and leadership since BCC was founded in 2009!
As the only charity in Canada dedicated to people facing bladder cancer, we help advocate nationally and internationally on behalf of all patients.

We inform patients of their right to a second opinion and help them understand the process of obtaining a second opinion.

We write letters and submissions to Canadian regulatory health bodies to help patients gain access to the most effective treatments for bladder cancer.

We communicate with our community and advocate with government during drug shortages to address critical supply issues.

BCC is one of the three founding sponsors of the World Bladder Cancer Patient Coalition, which was launched this year (2019) as a non-profit corporation with member bladder cancer organizations in seven countries. This organization’s mission is to foster an international community of people affected by bladder cancer; advocate for access to the best possible bladder cancer information, support, and care; and build alliances with health professionals, policy makers, academics, researchers, and industry.
RAISING FUNDS with support from across Canada

Bladder Cancer Canada Awareness Walk
The BCC Awareness Walk brings communities of people together across Canada who care about the cause to connect, learn and help make a difference. It is the biggest source of funding for Bladder Cancer Canada. Since inception in 2010, the walk has raised over $3.5 million dollars for bladder cancer patient education and support, awareness and research. We are eternally thankful to every volunteer, participant, donor and sponsor who continue to drive the success of the walk.

Rock for the Walk, Winnipeg MB
The purpose of the evening is to raise awareness and funds to improve care and outcomes for people with bladder cancer. It features dancing, a live band, a silent auction and raffles. A very special thanks to lead event organizer, Kate Everett, as well as her committee, and Dr. Darrel Drachenberg’s rock n’ roll band, “Malpractice—The Doctors of Rock”. This very special event raised over $30,000 in support of Bladder Cancer Canada’s mission.

Students Raising Funds and Awareness, Halifax NS and Kingston ON
Students at both Dalhousie University in Halifax and Queen’s University in Kingston have started student societies to increase awareness about bladder cancer among the student population and within their local communities. They organize numerous events and fundraisers throughout the year and they volunteer to organize BCC’s awareness walks in these cities. Heartfelt thanks goes to these wonderful young adults who are so kind, dedicated and enthusiastic.

CrossFit Fundraiser, Markham ON
In memory of BCC board member and volunteer, Greg Neely, Crossfit Solid Ground Gym hosted an Intramural Championships Event. We are grateful to Aaron Neely, the staff at Crossfit and the gym members who so enthusiastically participated. This event raised $1,640 for Bladder Cancer Canada.

Students Raising Funds and Awareness, Halifax NS and Kingston ON
Students at both Dalhousie University in Halifax and Queen’s University in Kingston have started student societies to increase awareness about bladder cancer among the student population and within their local communities. They organize numerous events and fundraisers throughout the year and they volunteer to organize BCC’s awareness walks in these cities. Heartfelt thanks goes to these wonderful young adults who are so kind, dedicated and enthusiastic.
THANK YOU TO OUR GENEROUS DONORS AND SUPPORTERS

In 2018, BCC’s 738 donors and supporters made a powerful impact on bladder cancer patient support, awareness, and research across Canada. It is only because of the generous contributions of individual donors and corporate sponsors that our work is made possible. We are deeply grateful for your commitment and recognize your role in our achievements this past year.

Thank you for believing in our vision to create a world where bladder cancer is just a memory.

With gratitude to Bladder Cancer Canada’s Legacy Circle Donors
We would like to extend our deepest thanks to those individuals who have included a future gift for BCC in their will or estate plan, joining the other committed members of BCC’s Legacy Circle.

Corporate Sponsors
AstraZeneca, BioSyent, Bristol-Myers Squibb, Janssen Inc., Merck, and Roche

Digital and Print Media Partners

Television Media Partners
Who so generously air the ‘See Red?’ PSA at no charge: Bell Media, CBC, Corus Entertainment, Radio-Canada, Rogers TV, and The Weather Network

National Walk Media Sponsor
Corus Radio and Global News

In-kind Marketing Support
Kyle McKenna and Deana De Ciccio

Why I give to BCC
After spending the afternoon with a friend and hearing about a little-known disease and his volunteer work with Bladder Cancer Canada, Larry was inspired to give. He thought to himself, “I want to support the important, underfunded work of this charity.” Recognizing that he couldn’t do the work himself, he decided to make an annual personal contribution, from his professional fees, to help fund Bladder Cancer Canada’s support programs for people facing bladder cancer. Clients are told that a portion of the fees they pay will be a donation to BCC.

Larry received a heartfelt thank you from a colleague who shared that her mother had recently died of bladder cancer. She was touched to know that the donation Larry made had contributed to the support her mother received.
—Larry Banack, October 2018

“My wife and I commonly donate to small medically-related charities, but when I was diagnosed with bladder cancer (which I knew nothing about at the time), I looked into Bladder Cancer Canada. I realized how they operate with extremely low overhead and with help from a large group of dedicated volunteers. I was fortunate to have some investments which had increased in value since my purchase, so I decided to donate securities. This enabled me to give more generously than I could otherwise have done with cash and it provided significant tax benefits.”
—Anonymous, April 2019
YOUR PEE SHOULDN’T BE RED EITHER.

Blood in the urine is the most common symptom of bladder cancer. Don’t ignore this warning sign. Not even once.

If you see red, see your doctor.