

**Providing Leadership in the Reduction of Tobacco Use in Manitoba
Board Chair and Executive Director's Message**

Board of Directors

Dr. Jonathan Archer,
Chair
Cheryl Grewar
Gayle Halas, PhD (c)
Dr. Michael Isaac
Dr. Lisa Richards
Marsha Simmons
Leana Smith
Roger Tam
Aaron Yanofsky

Murray Gibson
Executive Director



Dr. Jonathan Archer
Chair



Murray Gibson
Executive Director

Reflections

In our last annual report we reflected on one of the core values which MANTRA espouses which is the value of human life. A second value that we hold to is **collaboration**, which simply put, means working together with others. The commitment to reduce tobacco use causes us to reflect on the magnitude of the task that is before us. It is a task that will only be accomplished as we work together at a community, provincial, federal and international level. As a provincial organization, our focus is specifically on effectively working together across the province with partners who share the same commitment to reduce tobacco use.

In February of 2014, we signed a three year agreement with the Public Health Agency of Canada which saw Cancer Care Manitoba, the University of Manitoba and MANTRA partner to "Build and Enhance the Tobacco Cessation Capacity of Health Professional Interveners". One year later, 22 tobacco education facilitators have completed their four day training as Certified Tobacco Educators. They come from a variety of health professions and all regions of the province. This would not have been possible without the support of health regions and health professionals choosing to partner in a collaborative initiative.

In September of 2015, the Manitoba Lung Association, Canadian Cancer Society and MANTRA agreed to work collaboratively to support a new Provincial initiative to make nicotine replacement therapy more readily available to Manitobans. The project was announced in January, and the three organizations have been working together and will soon launch this initiative. It will require the collaborative efforts of other stakeholders.

These are just a couple of examples of how working collaboratively enables us to achieve our mission.

Milestones

While it is not possible to enunciate all of the individual milestones of the past year, this report will focus on three accomplishments that encompass many smaller individual achievements.

The **first accomplishment** that is of note is our ability to deal with emerging issues. This past year saw the emergence of the e-cigarette issue. During the past year, MANTRA conducted four stakeholder meetings to establish a position consensus; commissioned Prairie Research Associates to conduct a public survey on e-cigarettes; conducted media interviews and numerous other presentations; presented at legislative hearings and provided evidence to all legislators. The end result was improved legislation. That effectively bans the use of e-cigarettes in all places where smoking is prohibited.

The **second accomplishment** has been our ability to conduct smoking cessation sessions in workplaces, public housing, seniors residences, community centres, and health facilities. These included both rural and urban and in person or by telehealth. However, the biggest accomplishment is not simply doing the presentations but also witnessing the changes that occur when people choose to be free from tobacco use.

The **third accomplishment** pertains to capacity building and expanding our collective ability to increase the number of Manitobans who are able to achieve their desire to be tobacco-free. To accomplish this we will need to ensure that we systematically screen patients/clients for tobacco use; have trained individuals who can provide effective interventions; make nicotine replacement readily available and conduct follow up. This year we have moved closer to seeing that all Manitobans have the type of support that they need to overcome their dependency on tobacco.



192 Goulet Street
Winnipeg MB R2H 0R8

p. 204.784.7030
f. 204.784.7039
e. admin@mantrainc.ca
w. www.mantrainc.ca

*. . . a catalyst and
coordinator for
tobacco reduction
activities in Manitoba.*

Challenges

“Being challenged in life is inevitable, being defeated is optional.” – Roger Crawford

Take a deep breath. That should have taken all of about six seconds. In the time that it took to take that breath, one more person in the world died of a smoking related disease...and that happens every six seconds, every day.

Sometimes we forget just how deadly tobacco products are. Globally tobacco use killed 100 million people in the 20th century. If we continue on the same trajectory, tobacco-related deaths will number about 1 billion in the 21st century. –Tobacco Atlas

These are staggering numbers. The reality is that in Canada, we still have over 4.2 million current smokers. We sometimes console ourselves by saying that only 3.2 million of those are daily smokers. Does this significantly change the end result?

The tobacco Atlas goes on to say, “Even for those who smoke 10 or fewer cigarettes per day, life expectancy is on average 5 years shorter and lung cancer risk is up to 20 times higher than in never-smokers. Those who smoke fewer than 4 cigarettes per day are at up to 5 times higher risk of lung cancer.. As there is neither a safe tobacco product, nor a safe level of tobacco use, the best way to prevent tobacco-related deaths is to avoid using it. Current smokers greatly benefit from quitting smoking.”

The Propel Report on Tobacco Use in Canada: Patterns and Trends 2014 Edition makes the observation that the decline in smoking prevalence observed over the past decade appears to have slowed.

Is it possible that in our desire to rationalize this reality we have moved to reporting reductions in smoking as a viable alternative? Have we forgotten just how deadly smoking is in any form or amount?

Perhaps one of the greatest challenges that we will face in the next few years is coming to grips with a vision statement that calls on us to “eliminate tobacco use for a healthier Manitoba”.

What’s Ahead?

“If you do not think about your future you cannot have one.”

–John Galsworthy

Two of our major commitments as an organization are dedicated to enhancing cessation capacity and to making resources, including nicotine replacement and cessation counselling available to those wish to quit using tobacco products. Both of these initiatives are in our planning documents for the next two years.

We look forward to the next two years of the Public Health Agency of Canada (PHAC) initiative which will see us working with partners and stakeholders to fulfill their needs for staff training. We need an increased number of trained staff who are capable and willing to provide smoking cessation support to patients and clients. Provincial funding is also available to enhance this initiative. Building capacity is critical to ensuring that the 70% of Manitobans who wish to be tobacco free are given the support and resources that they need to realize that desire.

The second initiative brings together the Manitoba Lung Association, the Canadian Cancer Society and MANTRA in a partnership to ensure that Manitobans who need and would benefit from the use of nicotine replacement therapy (NRT) will be given access to this tool along with other resources. The Manitoba Lung Association and their Manitoba Quits project, the Canadian Cancer Society and their Smokers Helpline along with MANTRA and their Quitting Works workplace project will form a starting point for the project. Other stakeholder organizations are in the process of being invited to participate in this unique opportunity.

This project is unique in that it will bring together stakeholders who may not have worked together previously. It is also unique in that it will provide Manitobans with a simple way to access NRT at no cost to them as an individual. Thanks to the Province of Manitoba for this initiative and their support to the Advisory Group. A communication piece will be going out to stakeholders in the near future.

Committed Leadership

“Leadership is the capacity to translate vision into reality” - Warren Bennis

MANTRA's by-laws, call for us to have a board comprised of no more than 10 members and no less than 7. We have been fortunate to have board members who were committed to ensuring that the vision of the organization is translated into reality. It has often been recognized that in order to be effective in tobacco reduction the vision, as well as being real, must be passionately pursued. We have been fortunate to have people on our board who are passionate about tobacco reduction. We wish to recognize two of them- who will be leaving the board of directors this year.

Gayle Halas is in Family Medicine Research with the University of Manitoba. She leaves the board having served a maximum term of six years. During her time on the board, Gayle also served as the Vice-Chair and on several working groups.

Aaron Yanofsky has a long history of working to reduce tobacco use. As a youth he was a co-founder of MYCA (Manitoba Youth for Clean Air). He has also served as a youth representative with Health Canada and for the past four years as a board member of MANTRA. We wish him well in his future endeavors..

We welcome back to the board of directors, **Cheryl Grewar**, our board Treasurer, who is now serving her third term of office and **Marsha Simmons** who served as the Vice-Chair of the board last year. Marsha is serving her second term.

Continuing on the board of directors is **Dr. Jonathan Archer** our board Chair for 2015/16. Jonathan has served the board for the past five years. **Dr. Michael Isaac** who is a Medical Officer of Health with the Northern Health Region continues with the second year of his first term as does **Dr. Lisa Richards** who is a Medical Officer of Health with the Winnipeg Regional Health Authority. **Leana Smith**, the Regional Manager, Community Wellness & Chronic Disease Prevention with the Interlake-Eastern RHA is also serving the second year of her first term. **Roger Tam**, our “go-to” pharmacist, has also served the board for the past five years..

This year, we warmly welcome **Dr. Helmut Unruh**, who is the Surgical Lead at Cancer Care Manitoba. He also currently serves as Associate Head of the Academic Department of Surgery, at the University of Manitoba.

In order to qualify as a Director, individuals must be 18 years or older, not employed by MANTRA and have shown a strong interest in and knowledge of tobacco reduction. A director shall hold office for a period of two years commencing with the Annual General Meeting at which he or she is appointed. Individual Directors are eligible to serve as a Director for a maximum of three (3) consecutive two-year terms. The Chair shall hold office for a one-year term and may be re-appointed for a second term.

Sustainability

“It is our universal responsibility to pass a healthy earth onto future generations.”

- **Sylvia Dolson**

Increasingly, we are hearing more about sustainability much of which is directed at the sustainability of our environment. In its broadest sense sustainability is the ability to continue a defined behavior indefinitely. This could be equally true if that behavior is directed toward our physical planet or our physical person.

Significant discussions are ongoing in our country about environmental sustainability. How do we meet the needs of today's population without jeopardizing the needs of future generations? And then there is the sustainability of the health care system and our physical well-being. It has informed 18 reports over the past 15 years and produced 432 recommendations. Certainly we have some very real challenges as we look for sustainable answers.

As we look for those answers, one of the things we must discuss is also what things can no longer be sustained. Certainly the health care system can no longer sustain the assault of the tobacco industry on both the environment and the health of its inhabitants. The industry is clearly linked to increased deforestation, climate change, toxic pesticides and soil depletion, forest and residential fires and cigarette butt litter which is toxic to children, wildlife and pets. The human toll is unimaginable in terms of the total pain, suffering and death that has been imposed on the human race by the tobacco industry in just over 100 years.

As we look at MANTRA's vision statement, it becomes clear that our vision is “to eliminate tobacco use for a healthier Manitoba”. Inherent in eliminating tobacco use is the elimination of the tobacco industry. We also state that we value human life and the health of all people. That would seem to put us in direct opposition to an industry that has totally disregarded those values.

Other health-related partners have faced the same dilemma. How can you effectively deal with 30% of all cancers without dealing with the root cause which is tobacco use and the industry that supports it? How can you effectively deal with the COPD without dealing with the more than 80% which is caused by tobacco use and the tobacco industry that perpetrates it?

Our current efforts to eliminate tobacco use and the tobacco industry that sustains it must not only be sustained, but increased. When it comes to dealing with the tobacco industry simply sustaining our current efforts may not be enough.

Thanks to the many partners and stakeholders who share this vision. Special thanks to the staff at MANTRA, Trudy and Will, who have supported strategic initiatives that will mean going the extra mile.

An Excerpt from the Audited Financial Statements

Manitoba Tobacco Reduction Alliance Inc. Statement of Operations

Year Ended March 31	2016	2015
Revenue		
Manitoba Healthy Living, Seniors & Consumer Affairs Provincial grant	\$ 240,000	\$ 253,500
Public Health Agency of Canada grant	99,534	11,444
Amortization of deferred contributions for capital assets	1,400	1,400
Interest	1,140	1,369
Miscellaneous	100	-
	<u>342,174</u>	<u>267,713</u>
Expenses		
Amortization	6,454	4,059
Conferences and meetings	2,206	2,559
Contract services	16,493	6,600
Facilities and equipment	38,911	36,644
Office and administration	14,750	15,052
Project costs	89,833	28,008
Salaries	182,629	176,747
Travel	779	485
	<u>352,055</u>	<u>270,154</u>
Deficiency of revenue over expenses	\$ (9,881)	\$ (2,441)