

MANTRA

MANITOBA TOBACCO REDUCTION ALLIANCE INC.

2017 Annual Report

MISSION

To function as a catalyst and coordinator for tobacco reduction activities in Manitoba.

VISION

To eliminate tobacco use for a healthier Manitoba.

PROVIDING RELEVANT INFORMATION

>90% OF CTE and TRAIN

PARTICIPANTS SAID THEY WOULD RECOMMEND OUR COURSES TO OTHERS

CATALYST FOR BUILDING CAPACITY

75 Health care professionals across Manitoba participated in the 1-day TRAIN Manitoba program

5 OUT OF 5 

100% of Manitoba RHAs have staff trained by MANTRA

STRENGTH in NUMBERS

respiratory therapists, wellness facilitators, paramedics, registered dietitians, pharmacists, health promotion educators, psychiatric nurses, regional clinical educators, lung health nurses, primary health care nurses, social workers, dentistry instructors, chronic disease management clinicians, nutritionists, occupational therapists and home care case coordinators

TOBACCO REDUCTION MATTERS TO EVERYONE

WORKING TOWARDS A HEALTHIER MANITOBA

MANTRA CONTINUES TO PLAY A LEADERSHIP ROLE THROUGH PARTNERSHIPS

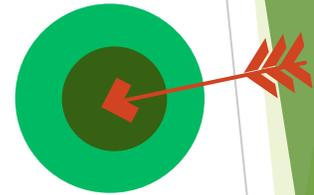
EFFICIENT USE OF FEDERAL FUNDING
EXCEEDING PHAC TARGETS

CTE TRAINING CONTINUES

ANOTHER

25

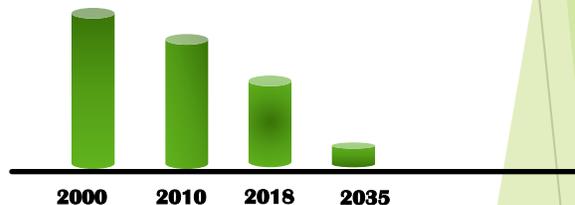
QUALIFIED



Health Care Professionals participated in CTE Training

WHAT IS THE TARGET

PERCENTAGE OF CANADIANS SMOKING >5% BY THE YEAR 2035



ADVOCACY – Bylaws and Legislation

Advocacy efforts of MANTRA and similar organizations across Canada make a difference

New bylaws and legislation passed and on the way to proclamation

Provincial Legislation on Cannabis

Smoking Ban on Patios

Amendments to Federal Legislation

Executive Director's Message – Murray Gibson

Providing Leadership in Tobacco Control

MANTRA's website and its Comprehensive Tobacco Control Strategy both make the claim that we are Providing Leadership in Tobacco Control. *Franklin Roosevelt once said, "It's a terrible thing to look over your shoulder when you are trying to lead – and find no one there".* As someone who has both written the latest strategy and then sought to implement it, I have asked myself many times if we are doing what we said we would do. The answer to that is readily available. Review the strategy and ask yourself the same question. No, we did not accomplish everything that we set out to do five years ago, but **collectively we have made significant progress** in a number of areas.

During the last three years, much of our effort has been focused on a partnership project funded in part by the Public Health Agency of Canada. Our project partners, CancerCare Manitoba and the University of Manitoba joined us in "Building and Enhancing the Tobacco Cessation Capacity of Health Professional Interveners." Again we must ask ourselves if we accomplished what we set out to do. To answer that question MANTRA engaged the services of Prairie Research Associates (PRA) to independently evaluate its role in the project. It was encouraging to hear that **key informants and focus group participants were very positive about MANTRA's role** in the training outcomes. Having said that, the real test is what we see when we look over our shoulder. This is not just about seeing followers, but about health professionals across our Province whose capacity has been increased and who are also taking on a leadership role in tobacco reduction. And that's a good thing!

Manitoba Tobacco Reduction Alliance Inc.

Statement of Operations

Year Ended March 31	2018	2017
Revenue		
Manitoba Health, Seniors and Active Living provincial grant	\$ 247,215	\$ 232,785
Public Health Agency of Canada grant	233,257	105,765
Nicotine Replacement Therapy (NRT) demonstration project	10,000	-
Training Enhancement in Applied Cessation Counselling and Health (TEACH) funds	-	975
Amortization of deferred contributions for capital assets	-	230
Interest	500	645
	<u>490,972</u>	<u>340,400</u>
Expenses		
Amortization	3,434	3,667
Conferences and meetings	1,836	2,302
Facilities and equipment	41,908	45,013
Materials	-	8,283
Office and administration	2,259	2,234
Professional fees	32,639	13,049
Project costs	229,685	78,297
Salaries	170,694	188,748
Travel	438	637
	<u>482,893</u>	<u>342,230</u>
Excess (deficiency) of revenue over expenses	\$ 8,079	\$ (1,830)

The Final Word - A Message from the Chair – Marsha Simmons

I am deeply honoured to serve as Board Chair and very pleased with the wonderful progress that our organization has made during this past year. The tobacco community is a tight one - we confer, collaborate and contribute to continue to **reduce commercial tobacco use in the province that we love**. Moreover, we sympathize with the countless families affected by the number one cause of preventable death in Canada and it is in their honour that we continue our diligence.

As we look to the future, MANTRA and its partners have made immense progress with regards to commercial tobacco use in Manitoba but we all understand that **there is much more work to be done collectively**. I look forward to this coming year and all it will entail with an optimistic view that commercial tobacco rates will continue to steadily decline and policies and legislation will continue to evolve to protect our society.

