

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 Using The Strength Of Our CTE's

We have engaged with CTEs to develop specific education opportunities for the public and health care professionals

Education opportunities include:

- Vaping and vapour products
- Cannabis
- Harm Reduction
- Engaging LGBTQ+
- Engaging Newcomers & Refugees
- Engaging Indigenous Peoples



ADVOCACY - Engaging Government

Working with our Tobacco Alliance partners – Canadian Cancer Society, The Lung Association, Manitoba, and the Manitoba Chapter of the Heart and Stroke Foundation.

Presented to the Caucus members of the Progressive Conservative Party of Manitoba, The Manitoba Liberal Party and the New Democratic Party of Manitoba.

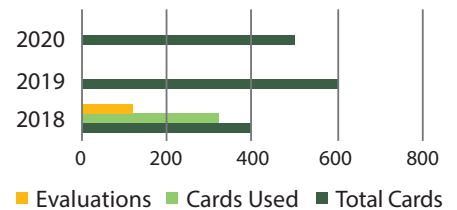
The Alliance met with Ministers of Health, Finance and Education as well as senior bureaucrats representing these departments and the department of Families to discuss a variety of recommendations to assist in strengthening tobacco control in Manitoba.



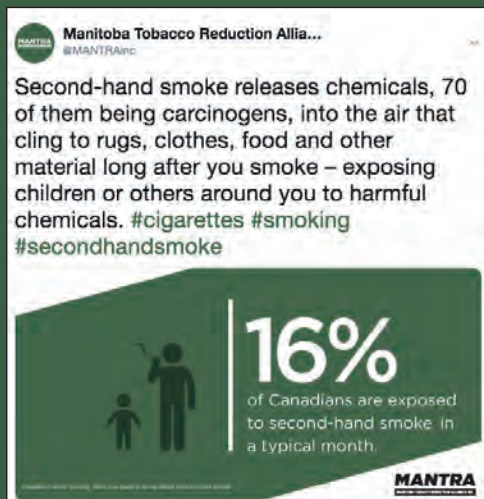
Cessation Initiatives

MANTRA is working on a three year demonstration initiative in partnership with Manitoba Health Seniors and Active Living and the Winnipeg Regional Health Authority.

NRT DEMONSTRATION INITIATIVE



Individuals screened into the initiative qualify for up to \$300 of free Nicotine Replacement Therapy. The WRHA provides counselling services to recipients and Prairie Research Associates is conducting evaluations as to individual quit status of participants.



Social Media – Engaging Communities

In 2018 MANTRA launched a new strategy to engage through social media platforms. We launched a new Twitter account @MANTRAinc that is primarily intended for education and information and a Facebook page called The Quit Crowd where people can go to share quit stories, get support and create a community to promote quitting tobacco.

SOCIAL MEDIA STATS TO DATE

- TWITTER** Posts from the account have been seen 37.9k times
Users liked, retweeted, replied to or clicked tweets 226 times.
30+ MANTRA-branded infographics shared to inform Manitobans on tobacco issues and statistics in the province.
- FACEBOOK** Posts from the account have been seen 63k times.
13 quit stories submitted via the Facebook Page or by CTE patients.
Users like, commented and shared TQC posts 1,455 times.

New Directions Built on a Solid Foundation

April 1, 2018 my first official day as Executive Director for the Manitoba Tobacco Reduction Alliance – MANTRA but thankfully, it was not my first day. I had the privilege of working with Murray Gibson for three weeks prior to his retirement from MANTRA and through that time I realized that his commitment to our Vision - To eliminate tobacco use for a healthier Manitoba is what has driven MANTRA since our humble beginnings. I am proud to be able to continue the great work that Murray had undertaken for our first 16 years as we take our next steps forward in tobacco reduction.

We have seen some very significant changes in our environment through 2018, the introduction of legalized cannabis use and the much more relevant and troubling emergence of a legalized vape market that is being driven by the marketing behemoth of the tobacco industry. MANTRA is focused on continuing to advocate for broader and more effective policies to reduce smoking rates throughout Manitoba. We are working with our Alliance partners to build stronger more effective education for youth and young adults about the health hazards associated with tobacco. We are developing broader public education opportunities to promote more issue awareness around vaping, secondhand smoke and individual rights. We have established stronger linkages with underserved populations through partnerships with Language Access services of the WRHA as well as a new relationship with SAY Magazine, the very first lifestyle magazine in the world for Native/Indigenous people.

I know that with the strength of our growing Alliance partnerships, the dedicated and committed Certified Tobacco Educators throughout Manitoba and the support of the MANTRA Board members we will continue to strive towards a healthier Manitoba free from the effects of tobacco and related products.

The Final Word

It has been an honor to serve as Board Chair and am very pleased with the wonderful progress that MANTRA has made during this past year. The commercial tobacco reduction community continues to strive towards eliminating commercial tobacco use in our beautiful province. We do this work collectively with many dedicated partners and assist each other when called upon to continue the fight against "big tobacco". We work passionately and with strong conviction so that no further families will be affected by a commercial tobacco related preventable death.

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. This is my final year serving on the Board of Directors and it has been a deeply rewarding experience that has positively affected my personal and professional life. I look forward to keeping apprised with MANTRA in the coming years 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.

On behalf of the Board of Directors, thank you for your collaboration, innovation, protection and dedication to commercial tobacco reduction in Manitoba.

Manitoba Tobacco Reduction Alliance Inc. Statement of Operations

Year Ended March 31	2019	2018
Revenue		
Manitoba Health, Seniors and Active Living Provincial Operating Grant	\$ 232,610	\$ 247,215
Public Health Agency of Canada Project Grant	-	233,257
Winnipeg Regional Health Authority (WRHA) Nicotine Replacement Therapy (NRT) Demonstration Project	20,000	10,000
Training Enhancement in Applied Cessation Counselling and Health (TEACH)	6,582	-
Interest	1,179	500
	<u>260,371</u>	<u>490,972</u>
Expenses		
Amortization	2,669	3,434
Conferences and meetings	2,789	1,836
Facilities and equipment	37,793	41,908
Office and administration	627	2,259
Professional fees	32,358	32,639
Project costs	-	229,685
Salaries	157,826	170,694
Travel	1,216	438
	<u>235,278</u>	<u>482,893</u>
Excess of revenue over expenses from operations	25,093	8,079
Other expenses		
Loss on disposal of assets	2,680	-
Excess of revenue over expenses	<u>\$ 22,413</u>	<u>\$ 8,079</u>