

Board of Directors

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Jack Marquardson
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Phil Salazar
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Murray Gibson
Executive Director



Dr. Dhali Dhaliwal



Murray Gibson

Reflection

The past year evidenced a new and expanded role for MANTRA with the coordination of the "Quit Happens" workplace smoking cessation initiative. As never before, we came to recognize the value of partnerships.

The financial and staff support of Health Canada was critical to our ability to undertake a project of this scope. The support of management (HPSEN) and front line workers at the Regional Health Authorities opened doors of opportunity and ensured that there would be ongoing resources in the community. Also, special thanks to Johnson & Johnson for their generous corporate support.

Training of health professionals was a key component which was strongly supported by the Winnipeg Regional Health Authority and their staff. By enlisting the support of staff from the Canadian Cancer Society's Smokers' Helpline, community pharmacists, and the Lung Association, we were able to bring smoking cessation right to the worksite. The Chronic Disease Prevention Initiative also offered support and encouragement. Both the board of MANTRA and the project steering committee have provided valuable time and leadership. The coordinating abilities of Lori Giesbrecht and Tracy Fehr have ensured that the project remains true to its goals.

Finally, where would we be without the partnership of the workplaces who have warmly welcomed us and encouraged their employees to take advantage of the opportunity for improved health and wellness.

Milestones

Through the workplace smoking cessation initiative, a number of significant milestones have been achieved:

- More than 500 health professionals have been trained in Health Behaviour Change.
- 37 health professionals have received advanced cessation training through TEACH.
- Presentations have been made in 11 worksites to 63 members of their management teams.
- 307 employees have attended "Lunch 'n' Learn" sessions in 7 worksites.
- 116 employees have participated in the "Quit Happens How-To" session.
- A new "Quit Happens" peer support program has been developed.

In addition to the workplace smoking cessation project, a number of other significant accomplishments were achieved:

- A mass media campaign entitled "Skydiver" was aired in March 2009. The goal of the campaign was to encourage renewed attempts at smoking cessation.
- Legislation to prevent smoking in vehicles when children are present was introduced in November 2008 and is expected to be passed shortly.
- In consultation with stakeholders, MANTRA developed a new 5 year strategy for tobacco reduction.

“... a catalyst and coordinator for tobacco reduction activities in Manitoba.”

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Looking Ahead

Future successes in tobacco control are contingent on our ability to see clearly what lies ahead and to be proactive in our thinking.

New Vision

Two things are integral to the marketing of any product including tobacco. It is all about supply and demand.

It's time to curb the supply of tobacco products. The ability of the industry to freely sell disease and death with impunity needs to be curtailed. It's time to curb the demand for tobacco products. Those who are addicted to nicotine must have the opportunity to break the cycle by being provided with programs and services that we know are effective.

Our new vision, simply called "It's Time," challenges the reader to actively engage in addressing these two critical issues in tobacco control.

New Leadership

Changes are an inevitable part of the lifecycle of an organization. It has been our good fortune to have attracted committed, quality individuals to serve on the board of directors. This year we welcome a number of new faces to our leadership team. New board members include Dr. Hoda Hosseini, Jim Evanchuk, Leona Johnson, and Linda Lovett.

We would also like to extend our sincere appreciation to those members of the board who have completed their term of office. Special thanks to Meera Thadani, Jack Marquardson, and Phil Salazar for their contribution to MANTRA and ultimately to tobacco reduction in our province.

New Look

MANTRA has recently launched their newly designed website and can

be found at www.mantrainc.ca. The site has been designed to support MANTRA's mission that is "to function as a catalyst and coordinator for tobacco reduction activities in Manitoba." As a catalyst, the "What's Now" page has been added to encourage people to take action on tobacco reduction issues including new legislation and upcoming issues. Visitors to the site can also find out what tobacco reduction activities are happening in Manitoba by clicking on "MANTRA Events" and "Regional Health Authorities." Be sure to check the website often for updates and new information.

New Commitment

MANTRA was officially incorporated seven years ago this June. The list of accomplishments is fairly extensive given the relatively short history of the organization. None of these successes would have been registered without the commitment and financial support of founding and subsequent members.

Many of those who currently are counted among our members have just completed a three year financial commitment. It has enabled us to increase our capacity and ensure the sustainability of the organization. As we move forward with a new vision, we are also counting on you to renew your financial commitment.

New Proposals

MANTRA is busy putting together new proposals that we hope will enable us to effectively carry out the new vision. The task of realizing significant reductions in the number of people who are actively smoking is large. It will take new financial and human resources to achieve.

MANTRA is committed to seeking out new resources, thereby increasing our capacity to address this pressing issue.

Membership in MANTRA

Last year at our Annual General Meeting the membership passed a motion to ratify changes to MANTRA by-laws as they relate to membership.

While MANTRA works with a broad range of stakeholders and forms partnerships with various groups/organizations to achieve common purposes, it relies heavily on member organizations. They are defined as those who support the organization's mission and provide financial support for its core activities. Article 4.2.2 of our by-laws now reads: "Each organizational member pays a minimum annual membership fee of \$500 and shall appoint one individual person to act as its voting representative at each meeting." Organizational members are listed below in alphabetical order:

Canadian Cancer Society (Manitoba Division)
CancerCare Manitoba
Doctors Manitoba
Lung Association of Manitoba
Manitoba Dental Association
Regional Health Authorities
 Burntwood Regional Health Authority
 Central Regional Health Authority
 Churchill Regional Health Authority
 Interlake Regional Health Authority
 Parkland Regional Health Authority
 South Eastman Regional
 Health Authority
 Winnipeg Regional Health Authority

MANTRA is registered as a Not For Profit organization. However, it does not hold charitable status and from its inception has chosen not to compete for public funding with those of its members who receive funds in this way. Without the support of its members, there would be no Manitoba Tobacco Reduction Alliance. Thank you to our membership.



Partnerships

Throughout the past year, MANTRA has also had the opportunity to interact with a variety of entities at a provincial, national, and international level.

Government

- Health Canada and Manitoba Health and Healthy Living have both provided funding and support to MANTRA initiated projects.

Provincial Initiatives

- Health in Common - MANTRA benefits from their resources and information and actively participated in the Healthy Living Strategy Summit.
- Chronic Disease Prevention Initiative – We are participants on several tobacco related working groups initiated by CDPI.
- Centre for Addiction and Mental Health (Ontario) – Partners in bringing TEACH to Manitoba.

National Organizations

- Physicians for a Smoke-Free Canada has worked with MANTRA on a number of initiatives including Heather Crowe, Framing the Future, and Change the Rules.
- Non Smokers Rights Association has been a source of information and readily shares research and published documents.
- Canadian Council for Tobacco Control – MANTRA is a participant in the Provincial Coalitions and Councils of the CCTC. In addition to accessing their large library of resources, we are regularly in touch with other council participants across Canada.

International Organizations

- World Health Organization – Canada, as a signatory to the Framework Convention on Tobacco Control, is committed to putting measures in place to halt the global tobacco epidemic. The Convention is a milestone for the promotion of public health and sets protocols and guidelines for tobacco control world-wide.
- Centers for Disease Control – The US Centers for Disease Control have been one of the earliest and best sources of information and research on tobacco control. They also continue to be a resource for recently conducted mass media campaigns.