

ANNUAL REPORT

2019-2020

MANTRA

MANITOBA TOBACCO REDUCTION ALLIANCE INC.



01 MANTRA VISION

Four Pillars



01

Cessation: Helping Manitoba smokers and vapers to quit

02

Prevention: Preventing youth and adults from starting to use tobacco and vaping products

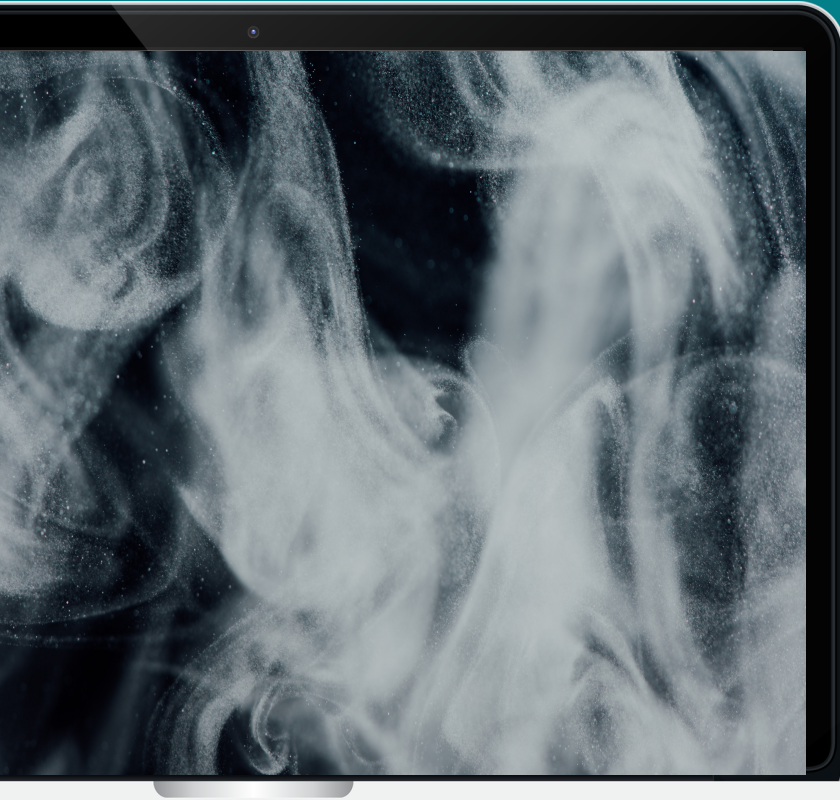
03

Protection: Protecting the health of non-smokers

04

Denormalization: Changing the attitude of Manitobans toward tobacco and vaping products

02 MAIN ACTIVITIES



01 Completed Manitoba Tobacco Reduction Report Card




02 Expanded Social Media Strategy

03 Expanded Government Advocacy Activities

04 Expanded Community Engagement Activities

02 GOALS CHECKLIST



			
GOAL 1 Meeting with Elected Officials	6 meetings	2 Caucus 2 Ministers 1 MLA	X*
GOAL 2 Engaging with the community	4 organizations	2 private sector 4 nonprofit	✓
GOAL 3 NRT Demonstration Initiative	500 cards	500+	✓
GOAL 4 Engaging on Social Media	Increase Twitter and Facebook	Twitter + 66% FB + 89%	✓
GOAL 5 Expanding Advocacy Opportunities	Enhancing Partnerships	SUAP Grant Vape Education Second Hand Smoke	✓

*3 separate Caucus meetings cancelled due to COVID 19

03 KEY EVENTS

April 2019 - March 2020

Release

Report Card released and expanded social media strategy begins.

May

NRT Demonstration Project continues

April

Report Card

Working with our alliance partners we began developing the Tobacco Reduction Report Card

JUNE

Global TV Spot

On air discussion of Manitoba Tobacco Reduction Report Card

03 KEY EVENTS Continued

Advocacy

Presentations to H/PE teachers
Targeting Government meetings
CTV on air interview

Oct

Website

Begin website
redesign

Dec

Engagement

Review of new
Quit Vape App
SUAP project expands
COVID 19 impact

Feb

Sept

SUAP Project Launch

Western Canadian
policy project
Community outreach
in WRHA and
Southern Health

Nov

Advocacy

Presentation on Vaping at
fall meeting of Manitoba
School Trustees

Jan

Advocacy

Vaping meeting with Minister
of Health
Vaping Discussions with
Cdn School Boards Assoc.
NRT Project expands
CTV On Air

Mar

Engagement

Social Media Evolution
Enhancing Online
Engagement
Expanding School Board
Engagement

2019/20

Statement of Operations

Manitoba Tobacco Reduction Alliance Inc. Statement of Operations

Year Ended March 31	2020	2019
Revenue		
Manitoba Health, Seniors and Active Living Provincial Operating Grant	\$ 247,390	\$ 232,610
Winnipeg Regional Health Authority (WRHA) Nicotine Replacement Therapy (NRT) Demonstration Project	20,000	20,000
Training Enhancement in Applied Cessation Counselling and Health (TEACH)	-	6,582
Interest	2,321	1,179
Training management fees	813	-
	<u>270,524</u>	<u>260,371</u>
Expenses		
Amortization	1,923	2,669
Conferences and meetings	2,301	2,789
Facilities and equipment	35,109	32,082
Information technology	12,250	4,865
Office and administration	2,198	2,359
Professional fees	35,203	31,472
Project materials and services	2,839	-
Salaries	183,888	157,826
Travel	822	1,216
	<u>276,533</u>	<u>235,278</u>
(Deficiency) excess of revenue over expenses from operations	(6,009)	25,093
Other expenses		
Loss on disposal of assets	-	2,680
(Deficiency) excess of revenue over expenses	\$ (6,009)	\$ 22,413

Report from the Executive Director

John McDonald

Each year we look back and reflect on how organizations evolve and shift to address changes in our environments and navigate the seemingly unending challenges that arise in the non-profit and charitable landscapes. This past year was certainly no exception.

Early in 2019 we saw many public health officials and tobacco control and reduction organizations from provinces across Canada as well as the United States proclaim the youth vaping phenomenon an epidemic. These individuals and organizations indicated that this epidemic needs to be addressed aggressively to mitigate a potential repeat of the public health disaster that is the commercial tobacco industry. MANTRA and our alliance partners were certainly among these voices.

In May we released a Report Card on the status of tobacco reduction, including vaping for the Province of Manitoba. Manitoba received an overall grade of “C” for efforts in place to date. This played a driving force in our plans to offer greater access to information and education resources through our expanded use of online and social media opportunities. Our advocacy efforts were being heard by politicians with several meetings being planned and scheduled with Caucus members of each official political party, individual MLAs as well as sitting Ministers.

Our partnership with Manitoba Health and the WRHA on the NRT demonstration initiative continued with an expansion into two rural health authorities. We are a partner in a Western Canada project with grant funding from Health Canada to explore and advise on improving commercial tobacco, vaping and cannabis policies in schools, post secondary institutes and municipalities.

MANTRA continues to be an active voice for commercial tobacco reduction in Manitoba and an advocate for improving the health of Manitobans.

A Message from Our Board Chair

Rani Chatterjee-Mehta

It has been an honor to serve as Board Chair over the course of this past year, and I am very pleased with the progress and impacts MANTRA has made and continues to make in reducing the use of commercial tobacco and vaping by Manitobans. MANTRA has made tremendous progress over this past year through our expanded advocacy partnerships, broadened engagement through social media and community activities, and the expansion of the Nicotine Replacement Therapy (NRT) project, to name a few. These combined activities serve as the necessary conductor of the messaging for MANTRA's core mission and values, which all function to reduce/eliminate the use of commercial tobacco and vaping for a healthier Manitoba.

Despite physical distancing restrictions imposed by the COVID-19 pandemic, MANTRA continues to have significant outreach throughout Manitoba with the newly implemented social media platform. These preliminary efforts have demonstrated the powerful impact MANTRA can have through engagement of those Manitobans seeking relevant information on the harmful effects of smoking or vaping, and looking for support in quitting. MANTRA recognizes the usefulness and importance of social media in capturing the attention and engagement of Manitobans, particularly our youth who are significantly prone to smoking and vaping. The successful outreach thus far, presents a highly motivating stage for MANTRA to continue with, and expand the message for the elimination of commercial tobacco and vaping for all Manitobans.

This has been my first year serving as Chair of the Board of Directors, and I can truly say that it has been a rewarding challenge. I am also highly optimistic of MANTRA's continued successful endeavours regarding a smoke-free/vape-free Manitoba for this upcoming year. While we, alongside all Manitobans, struggle to find a new normal as we navigate through this pandemic, I am hopeful that we continue to recognize the continued strain that commercial tobacco and vaping put on society and that we maintain a positive outlook on making a difference in the lives of all Manitobans.

MANTRA

MANITOBA TOBACCO REDUCTION ALLIANCE INC.

THANK YOU!

Working together for a healthier Manitoba