

ANNUAL REPORT

2020-2021

MANTRA

MANITOBA TOBACCO REDUCTION ALLIANCE INC.



The Pillars of Tobacco Reduction



Cessation: Helping Manitoba smokers and vapers to quit



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

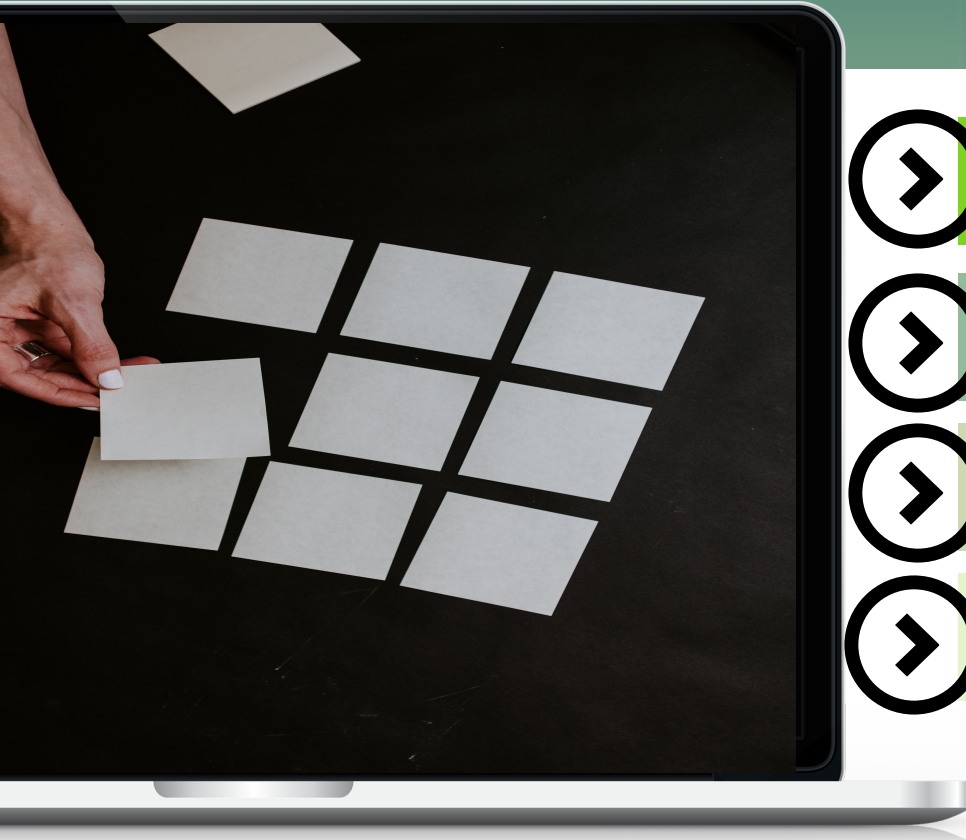


Protection: Protecting the health of non-smokers



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

PUTTING THE PIECES TOGETHER



**NRT Project with RHAs
Cessation Support on FB Live**



**Guidance Counsellor Education
Tobacco/Vaping/Nicotine
Education on FB Live**



**Federal and Provincial
Regulation Advocacy
Activities**



**Expanded Community
Engagement through
FB Live**

FACEBOOK LIVE EVENTS

**Expanding opportunities for education,
outreach and support**



4 FB Live Events

What's the Best Way to Quit Smoking?
Live Cessation Counselling
"That's It, I Quit!"
Smoke-Free Campuses
More than 1100 unique viewers in May

May

April

3 FB Live Events

Why is Quitting so Hard?
Why should I Quit?
Thinking About Quitting?
More than 1600 unique viewers in April

JUNE

2 FB Live Events

Municipal Regs of Smoking & Vaping
COVID-19, Smoking & Vaping
More than 850 unique viewers in June

FACEBOOK LIVE EVENTS Continued

Hookah and Shisha – is it Safe?
More than 300 viewers

Quitting Smoking
in Pregnancy
187 viewers

Talk Therapy
for Quitting Smoking
75 viewers

Oct

Dec

Feb

Aug/Sept

Nov

Jan

Mar

6000 total
participants
for the year

Smoking / Multi-Unit Housing
More than 300 viewers

Event Rescheduled at
request of Expert Panel
members.

LGBTQ & Tobacco Use
Interventions to Tackle
Youth Vaping
More than 1200 viewers

ADVOCACY



Federal Vaping Regulations

**FPT partnerships
on content**

**Nicotine Content
Flavours
Age of Access**

**Provincial Legislation
Amendments**

**MANTRA and our 4
main partner
organizations**

**Tobacco Taxes
Social Responsibility Fee
License Fees**

**Provincial and/or Municipal
Hookah Issues**

**MANTRA and our
Alliance Partners**

**Closing Loopholes
in Regulations**

School Division Policy

**SUAP
Partnership**

**Supporting Gold Standard
Policies for T/V/C**

Post Secondary Institutions

**SUAP
Partnership**

**Supporting Gold Standard
Policies for T/V/C**

Engaging the Future

As nursing students our community placement is often very different from previous clinical settings. It gives us the opportunity to see health promotion in a broader sense at a systems level, which is a fundamental reason MANTRA provided us such a rich learning environment this term. Within our placement we were able to examine health policy from a systems level and communicate with professionals from across Canada and the US working simultaneously towards the same health promotion goals. We were also involved in a very successful health education project, creating content and presenting a Facebook Live event for parents about the dangers of Youth Vaping.

These opportunities gave us the ability to practice skills essential in our future practice as nurses. Skills such as researching, analyzing, and applying population health data and policy, inter-professional communication and collaboration, time management, health education, and the ability to contextualize population social determinants of health for health promotion.

For myself personally, this placement reinforced my passion to pursue a career in public health nursing. Going forward, I would recommend this placement to future 4th year nursing students as it is a unique learning experience which provided an exceptional opportunity for growth in areas previously not addressed in clinical settings within the nursing program.

Regards,
Brianna Mckimm
4th Year Nursing Student
University of Manitoba – College of Nursing

My community rotation at Manitoba Tobacco Reduction Alliance (MANTRA) was eventful and it indeed supported my learning. This organization taught me a lot about tobacco and nicotine use. Prior to this rotation, I had very limited knowledge about the various forms of tobacco and nicotine use, and their impacts on their users. However, I can now say I do have a solid knowledge of this subject matter which will help me understand and provide a better care plan for my future cardiac patients addicted to tobacco.

My most meaningful experience was the meetings with MANTRA's counterparts from different provinces who are engaged in the efforts to reduce smoking/vaping. I was privileged to speak with and hear from executive directors, public health nurses, as well as the regional director from the Canadian Cancer Society and Manitoba Lung Association.

The takeaway moment that I will forever remember was the actual Facebook live experience. This was my first live experience and it was impeccable.

Preparing for this project for few weeks with my student partner and site advisor was a great experience because we got to work closely together. For the Facebook live project, my student partner and I sorted out the best evidence to inform the planning and delivery of these messages to the viewers. These experiences are valuable to me because they helped me develop my collaborative and communication skills, which will further help me in my future practice as a registered nurse.

Regards
Glory Okafor
4th Year Nursing Student
University of Manitoba – College of Nursing

2020/21 Statement of Operations

Manitoba Tobacco Reduction Alliance Inc. Statement of Operations

Year ended March 31	2021	2020
Revenues		
Manitoba Health, Seniors and Active Living Provincial Operating Grant	\$ 240,000	\$ 247,390
Winnipeg Regional Health Authority (WRHA) Nicotine Replacement Therapy (NRT) Demonstration Project	20,000	20,000
Interest income	602	2,321
Training management fees	-	813
	<u>260,602</u>	<u>270,524</u>
Expenses		
Amortization	-	1,923
Conference and meetings	150	2,301
Facilities and equipment	35,373	35,109
Information technology	8,757	12,250
Project materials and services	2,001	2,839
Office and administration	1,986	2,198
Professional fees	34,800	35,203
Salaries	183,843	183,888
Travel	18	822
	<u>266,928</u>	<u>276,533</u>
Deficiency of revenues over expenses	\$ (6,326)	\$ (6,009)

Report from the Executive Director *John McDonald*

What a year! In our annual report of last year we talked about the "epidemic" of youth vaping overtaking much of North America. Little did we all know that we would be facing a global health pandemic from COVID 19 and its variants. I am confident that every annual report being written throughout the world will be referencing the incredible impact COVID 19 has had on everyone. MANTRA is certainly no different but certainly not deterred.

MANTRA had begun to utilize social media as part of our efforts to support cessation, undertake community education, and provide information on advocacy issues associated with commercial tobacco, vaping and secondhand smoke. In response to the various and ongoing public health orders that seemingly make community connection difficult MANTRA doubled down on social media efforts. Thanks to the incredible partners, supporters and friends throughout Manitoba and beyond we achieved a level of success with our social media strategy far beyond expectations. I have to give a huge thank you to Corrie Lynn McDougall for her tremendous contributions to our Facebook Live sessions by supporting panel experts and presenters through the development and delivery always engaging content and to Sean Snowden, our technical expert from our corporate partner Argyle for making the process seamless for our participants.

We continue to work with our Alliance partners in Manitoba and across Canada as we advocate for stricter regulations governing vaping and tobacco products. We join nation wide in our efforts to influence regulators at the Federal level and mirror those efforts here at home as we advocate for controls such as capping nicotine levels in vape products, increased taxes on commercial tobacco and license fees for commercial tobacco and vape product retailers. In addition, in Manitoba, we have spoken with several provincial officials about implementing a Social Responsibility Fee on vaping and tobacco products like that which exists for cannabis, on wholesalers and manufacturers.

Our project partnerships continue with Manitoba Health and Regional Health Authorities on the NRT demonstration initiative as well as our Western Canada SUAP project partnership with ASH to explore and advise on improving commercial tobacco, vaping and cannabis policies in schools, post secondary institutes and municipalities.

Many thanks to our Board for your continued support and guidance as we navigate "new normal" and I cannot say enough about the fantastic work from Trudy as she keeps the pulse of MANTRA beating strongly in the face of so many challenges throughout the year.

Message from our Board Chair

Rani Chatterjee-Mehta

2020 was a year that the world and every organization, including MANTRA will remember historically for decades to come. The COVID-19 pandemic has challenged us all to rethink, adapt, and at times, change the way we live, work, and connect with one another. It is well established that 2020 was an extraordinary year, and despite the many challenges the pandemic brought forward, MANTRA continued to succeed in its many efforts towards our mandated outcomes, including continued collaborative work with our allied partners and stakeholders, and the achievement of significant progresses and impacts in the reduction of commercial tobacco use and vaping by Manitobans through our varied channels of outreach. I can truly say it has been a tremendous honor to serve as MANTRA Board Chair over the course of this past exceptional and challenging year.

MANTRA has continued to make tremendous progress over this past year through our expanded advocacy partnerships, broadened public engagement through social media and community activities, and the expansion of the Nicotine Replacement Therapy (NRT) project, to name a few. Despite physical distancing restrictions imposed by the COVID-19 pandemic, MANTRA continued to have significant outreach throughout Manitoba with the expanded use of social media. The social media strategy has proven successful and demonstrates the powerful impact and voice MANTRA can have through the support of our partners, panel experts and collaborative presenters in providing relevant information on the harmful effects of smoking and/or vaping, and valuable support in quitting for those Manitobans seeking such.

Over the course of 2020, MANTRA continued to work collaboratively with provincial allied partners, as well as those across other Canadian jurisdictions in efforts to advocate for more robust legislation surrounding tobacco and vape products. This has become an excellent opportunity for MANTRA to be involved in a concerted national approach to efforts in influencing Federal tobacco/vaping regulation.

I continue to be humbled by the never-ending dedication and efforts of MANTRA in achieving healthy outcomes for all Manitobans. I remain highly optimistic of MANTRA's continued successful endeavours regarding a smoke-free/vape-free Manitoba for year ahead. 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 places on the healthcare system and society, and that we maintain a positive outlook on making a difference in the lives of all Manitobans.

On behalf of the entire Board of Directors, I wish to take this opportunity to extend sincere gratitude and appreciation to Executive Director John McDonald, for his steadfast leadership, dedication, and enthusiasm. John is responsible for diligently operationalizing all projects and plans in continued efforts towards achieving MANTRA's mission. Both John and Trudy Tuhkanen are the backbone of MANTRA operations and are commended for their ongoing efforts and determination for achieving the successful work towards tobacco-free/vape-free outcomes that impact Manitobans as a whole.

I would also like to thank the Board of Directors for your continued support, contributions, enthusiasm, leadership, and dedication to fulfilling the mandate of MANTRA. It is important to recognize that the accomplishments of MANTRA, especially during these highly unprecedented times, would not be possible without your continued collaborative commitment.

I look forward to the year ahead and MANTRA's bright future with positive optimism, recognizing the successful pathways already established through our collaborative partnerships, and the new paths yet to be formed. I am confident the year ahead will present continued beneficial outcomes and new opportunities for refreshed productive endeavours and public outreach.

2020 - 2021 Board of Directors

MANTRA

MANITOBA TOBACCO REDUCTION ALLIANCE INC.

Board Chair

Rani Chatterjee-Mehta,
B.Sc., B.Sc. (Pharm.)
Deputy Registrar
College of Pharmacists of
Manitoba

Board Vice - Chair

Cynthia Carr M.P.A., M.Sc.
Epidemiologist & Principal
Consultant
EPI Research Inc

Treasurer

Cory Fogel DDS
Family, Implant and
Cosmetic Dentistry

Lisa Richards, MD MSc FRCPC
Medical Officer of Health
Winnipeg Regional Health
Authority

Dr. Donna Turner
Provincial Director of
Population Oncology
CancerCare Manitoba

**Drena Dunford, BSc(Hons),
BScPharm, PharmD**
Instructor II
College of Pharmacy, Rady
Faculty of Health Sciences,
University of Manitoba

James Franz
District Manager
Pockit Self Storage

Staff: John McDonald, Executive Director
Trudy Tuhkanen, Executive Assistant and Accounting
Corrie Lynn McDougall, Education Specialist

