

# MANTRA

MANITOBA TOBACCO REDUCTION ALLIANCE INC.


## Annual Report

2021  
2022



ANNUAL REPORT

# Content

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A Message from John McDonald

# Executive Director



## **We were challenged again in 2021/22 to find a path through the pandemic.**

MANTRA continued to expand our use of social media to support cessation, provide community education and to advocate on issues associated with commercial tobacco, vaping and nicotine dependency. Last year we were proud to report on the success of our social media efforts in having more than 6000 unique viewers engage with some portion of our Facebook Live sessions. This year, due to the amazing work of Sean Snowdon, Corrie Lynn McDougall, and the rest of our hosts and guests, we saw growth that can only be described as incredible. Our 2021/22 social media efforts saw more than 100,000 unique viewers participate in some portion of our Facebook Live sessions. Our content leveraged twenty (20) content experts in a variety of subjects relevant to our Mission. The leadership team on our Board of Directors helped us steer our way through the troubled storm of the pandemic by lending their expertise when asked, and supporting us along the way when needed. They are truly an exceptional group who exemplify Board leadership.

We continued our work with our Alliance partners in Manitoba and across Canada as we advocate for stricter regulations governing vaping and tobacco products. Our nation wide agenda sought to respond to federal regulations on vape flavours and we, like our provincial and national counterparts, called for a ban on all vape flavours other than tobacco flavour. Our local efforts continue to address increased taxes on commercial tobacco, and license fees for commercial tobacco and vape product retailers. We continue to advocate for a Social Responsibility Fee on vaping and tobacco products and to raise the legal age to purchase these products to age 21.

I continue to be proud of our team and proud of our Mission and in the words of my strongest ally Trudy Tuhkanen,  
**"We are small, but we are mighty."**

**And again our Board, staff, and our alliance partners demonstrated a keen sense of purpose and determination to continue to move forward in the fight against tobacco, vaping and nicotine dependency.**

**A Message from the Rani Chatterjee-Mehta**

# The Board Chair



**As I look ahead, I remain highly positive and optimistic of the new paths yet to be formed.**

It is with tremendous honour that I present this message in my final duty as Chair of the Board of Directors for MANTRA, a position I humbly accepted to serve three years ago. It has been my absolute privilege to serve as Board Chair and represent an organization striving for tobacco use reduction and elimination for a healthier Manitoba, throughout one of the most remarkable and challenging periods in recent history.

Throughout 2021, MANTRA continued to adapt to the operational challenges of the pandemic, while maintaining robust collaborative relationships with supportive allies and expanded advocacy partnerships. MANTRA has continued to broaden public engagement through the expanded use of social media, which has demonstrated to be such a valuable tool in disseminating and conveying the core mission and values of MANTRA. In addition, MANTRA sustained collaborative efforts with provincial alliance partners, as well as those from other Canadian jurisdictions in efforts to advocate for robust legislation and policy surrounding tobacco and vape products both provincially and nationally.

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. It is through the compelling leadership, vision and clear communication of John and Trudy that the MANTRA Board of Directors has been able to make important decisions empowering the work of MANTRA, having strong impacts for healthier Manitobans moving forward.

I would also like to take this opportunity 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 am confident for the years ahead and the new opportunities for public outreach and productive endeavours.**

MANTRA'S 2021/22

# Board of Directors

## Rani Chatterjee-Mehta

### *CHAIR*

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

## Cynthia Carr

### *VICE CHAIR*

Cynthia Carr M.P.A., M.Sc., ICD.D,  
Cert. Health Law  
Epidemiologist & Principal  
Consultant  
EPI Research Inc.

## Dr. Cory Fogel

### *TREASURER*

Cory Fogel DDS  
Family, Implant and Cosmetic  
Dentistry

## Dr. Lisa Richards

### *Board Member*

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

## Dr. Donna Turner

### *Board Member*

Donna Turner Ph.D.  
Provincial Director of Population  
Oncology  
CancerCare Manitoba

## Dr. Drena Dunford

### *Board Member*

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

## Dr. Judy Hodge

### *Board Member*

Judy Hodge, BSc, DVM, MPH, DACVPM  
Senior Manager  
of Employee and Animal Health at HyLife,  
Public Health Consultant,  
Katrime Integrated Health

## Staff

### **John McDonald - Executive Director**

*Trudy Tuhkanen - Executive Assistant and Accounting*

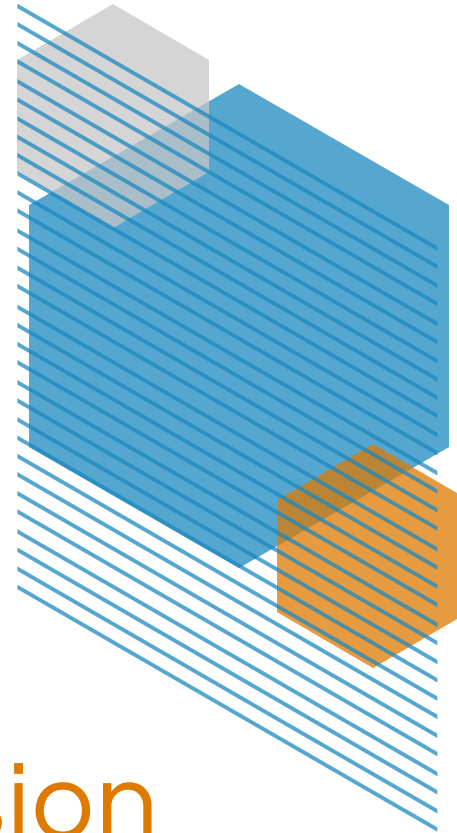
*Corrie Lynn McDougall - Education Coordinator*

*Sean Snowdon - Social Media Consultant*

MANTRA

# Our Mission

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



# Our Vision

To eliminate tobacco use for a healthier Manitoba.

At MANTRA we recognize that there are new and emerging threats in the fight against tobacco reduction. E-cigarettes pose a particular threat to the health and wellbeing of youth and young adults, and emerging technologies like heat-not-burn tobacco products serve to further entice individuals into nicotine dependency. Through information, education and advocacy MANTRA will continue to pursue our vision for a healthier Manitoba.



# 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

# Our Facebook Live Discussion Series

## Social Media events addressing the four pillars: Cessation, Prevention, Protection, Denormalization

**LIVE** on Facebook

### The Health Dilemma: How 'Big Vape' is Reaching Our Teens

Tuesday, April 5 - 6:00PM CT - RSVP at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)



**Sean Snowdon**  
Digital Marketing Consultant

**Hailey Coleman**  
Youth Vaping Prevention Program Coordinator

**Helen Black**  
Nursing Student

**Dayna Prost**  
Nursing Student

Presented by: **THE QUIT CROWD** **MANTRA**  
MANITABA TOBACCO REDUCTION ALLIANCE INC.

**LIVE** on Facebook

### How to Help a Loved One Quit Smoking

Thursday, February 24 | 3:00PM CT  
RSVP at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)



**Edgar Prudcoi**  
Registered Psychologist (Qualifying)

**Sarah DiCresce**  
Tobacco Cessation Specialist

Presented by: **THE QUIT CROWD** **MANTRA**  
MANITABA TOBACCO REDUCTION ALLIANCE INC.

**LIVE** on Facebook

### Quit Smoking with Talk Therapy & Pharmacotherapy

Tuesday, January 20  
6:30pm - 7:00pm CST



**Dr. Rylie Moore**  
Clinical Psychologist

**Tim Smith**  
Pharmacist

Presented by: **THE QUIT CROWD** **MANTRA**  
MANITABA TOBACCO REDUCTION ALLIANCE INC.

### New Year, Fresh Start: Quit Smoking in 2022

Thursday, December 9 | 3:30PM CST  
Watch live at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)

PRESENTED BY:

**THE QUIT CROWD** **MANTRA**  
MANITABA TOBACCO REDUCTION ALLIANCE INC.

**PANELISTS**



**Olsen Jarvis**  
Respiratory Therapist, Winnipeg Regional Health Authority

**Dustin Kimber**  
Chronic Disease Kinesiologist, Southern Health-Santé Sud

**Kimberley Ortwein**  
Pharmacist, Winnipeg Regional Health Authority

### Human, Animal & Environment: A "One Health" Approach to Smoking Cessation

Tuesday, November 23 | 6:00PM CST  
Watch live at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)

PRESENTED BY:

**THE QUIT CROWD** **MANTRA**  
MANITABA TOBACCO REDUCTION ALLIANCE INC.

**PANELISTS**



**Judy Hodge**  
Public Health Veterinarian, Katrime Integrated Health

**Funmi Morakinyo**  
Nursing Student, University of Manitoba

**Elyse Remillard**  
Nursing Student, University of Manitoba

**HOSTED BY**

**John McDonald**  
Executive Director, Manitoba Tobacco Reduction Alliance

### Community-Informed Smoking Prevention & Cessation for LCBTTQ+ Young People

Wednesday, October 27 | 6:00PM CST  
Watch live at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)

PRESENTED BY:

**THE QUIT CROWD** **MANTRA**  
MANITABA TOBACCO REDUCTION ALLIANCE INC.



**Roger Tam**  
Clinical Pharmacist, Our Own Health Centre

**Karen Hoersch**  
Peer Support Facilitator, Canadian Mental Health Association

**Kaitlyn White**  
Sexuality & Reproductive Health Facilitator, Sexuality Education Resource Centre MB

# Our Social Media Stands Out

## How We're Handling Youth Vaping

Thursday, September 23 • 6:30pm CS

Watch live at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)

**THE QUIT CROWD**

**MANTRA**  
MANITIBA TOBACCO REDUCTION ALLIANCE INC.



**Olsen Jarvis**  
Chronic Disease Management Clinician



**Hailey Coleman**  
Health Programs & Operations Coordinator, and Certified Tobacco Educator



**Tara Smith**  
Health Promotion Coordinator



**Calvin Chan**  
Teacher, Frontier School Division

## Supporting Your Quit Journey Through Nutrition and Exercise

Thursday, August 19 @ 11:00am CST

Watch live at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)

**THE QUIT CROWD**

**MANTRA**  
MANITIBA TOBACCO REDUCTION ALLIANCE INC.



**Olsen Jarvis**  
Chronic Disease Management Clinician



**Dustin Kimber**  
Chronic Disease Kinesiologist



**Amanda Nash**  
Registered Dietician

## How Smoking Affects Healthy Living

Thursday, July 22 @ 6:00pm CST

Watch live at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)

**THE QUIT CROWD**

**MANTRA**  
MANITIBA TOBACCO REDUCTION ALLIANCE INC.



**Roger Tam**  
Clinical Pharmacist, Certified Diabetes and Tobacco Educator



**Dustin Kimber**  
Chronic Disease Kinesiologist



**Amanda Nash**  
Registered Dietician

## Denormalizing Smoking and Vaping in the LGBTTQ+ Community

Thursday, June 17 @ 2:30pm CST

Watch live at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)

**THE QUIT CROWD**

**MANTRA**  
MANITIBA TOBACCO REDUCTION ALLIANCE INC.



**Roger Tam**  
Clinical Pharmacist, Certified Diabetes and Tobacco Educator



**Adrian Shanker**  
Executive Director, Bradbury-Sullivan LGBT Community Center



**Rahim Thawer**  
Clinical Social Worker and Psychotherapist

## Quitting Smoking for Newcomers

Thursday, May 20 • 3:30pm CST

Watch live at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)

**THE QUIT CROWD**

**MANTRA**  
MANITIBA TOBACCO REDUCTION ALLIANCE INC.



**Olsen Jarvis**  
Respiratory Therapist



**Alemayehu Lemu**  
Respiratory Therapist and Certified Tobacco Educator



**Nintu Mani**  
Pharmacist

## Vaping 101 for Parents

Hosted by John McDonald, Executive Director, MANTRA

Tuesday, April 13 @ 7:00pm CST

Watch live at [facebook.com/TheQuitCrowd](https://facebook.com/TheQuitCrowd)

**THE QUIT CROWD**

**MANTRA**  
MANITIBA TOBACCO REDUCTION ALLIANCE INC.



**Hailey Coleman**  
Youth Vaping Program Coordinator, Manitoba Lung Association



**Brianna Mckimm**  
Nursing Student

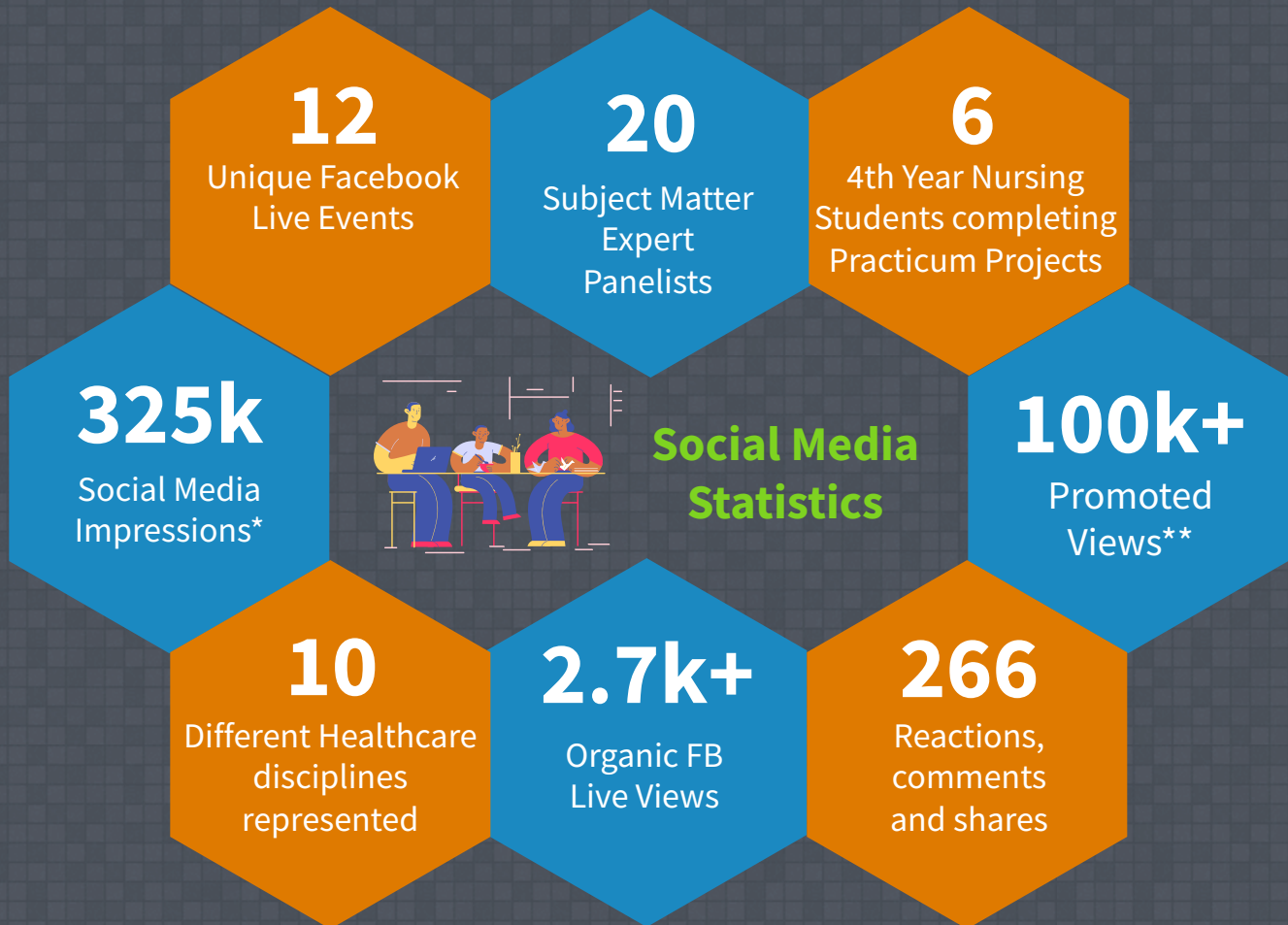


**Glory Okafor**  
Nursing Student



# MANTRA

## A Year in Review



\* Impressions are the total number of times social media browsers have been shown our content.

\*\* Promoted views through paid targeted promotion. Annual spend was \$1,150.

### Advocacy

### Action

NRT Project Conclusion	1523 total cards with a 3yr average Quit Rate of 22%
Advocacy in Manitoba	Virtual meetings with Ministers and municipal officials
Federal Regulation Consultation	Participated in a national strategy on vaping flavours
Tobacco Reduction Summit	Co-lead with MB Lung to provide input to Provincial Tobacco Strategy
Media Engagement	Radio and print interviews promoting tobacco and vape reduction activities in Manitoba

# Financial Statement



<b>Manitoba Tobacco Reduction Alliance Inc.</b>		
<b>Statement of Operations</b>		
Year ended March 31	2022	2021
<b>Revenues</b>		
Manitoba Health, Seniors and Active Living Provincial Operating Grant	\$ 240,000	\$ 240,000
Winnipeg Regional Health Authority (WRHA) Nicotine Replacement Therapy (NRT) Demonstration Project	8,500	20,000
Interest income	1,081	602
	<u>249,581</u>	<u>260,602</u>
<b>Expenses</b>		
Conference and meetings	4,394	150
Facilities and equipment	33,807	35,373
Information technology	3,807	8,757
Office and administration	1,749	1,986
Professional fees	34,283	34,800
Project materials and services	570	2,001
Salaries	184,299	183,843
Travel	-	18
	<u>262,909</u>	<u>266,928</u>
Deficiency of revenues over expenses	\$ (13,328)	\$ (6,326)



# MANTRA

MANITOBA TOBACCO REDUCTION ALLIANCE INC.



## THE MENTHOL MISTAKE SHOULD NOT BE REPEATED

Health Canada failed to protect kids before. They appear ready to fail again.

Tobacco and vaping manufacturers know that kids come for the flavours, but stay for the nicotine.

Health Canada's 2018 law to legalize vaping products failed to protect children from being induced by flavoured vaping products. The result? A year later, more than 400,000 Canadian teenagers were vaping.

The department is now under pressure to repair the damage it caused and is drafting regulations to restrict flavours. Yet it appears that Health Canada is poised to exempt **mint-menthol** flavours, even though this is the **second most preferred flavour category among underage vapers**.

Health Canada made the menthol mistake once before. In 2009, it exempted menthol from a ban on flavourings in cigarettes and little cigars, even though its own subsequent survey revealed that menthol was twice as attractive to youth than adults. It took the department eight years to correct this error.

Tobacco and vaping companies use flavours like **mint-menthol** that make kids start. The health minister needs to make them stop.

**ash.ca**  
action on smoking & health

Physicians *for a*  
Smoke-Free Canada



COALITION QUÉBÉCOISE  
POUR LE CONTRÔLE DU TABAC



CAMPAIGN FOR A  
SMOKE-FREE ALBERTA

**MANTRA**  
MANITOBA TOBACCO REDUCTION ALLIANCE INC.



SASKATCHEWAN  
COALITION  
FOR TOBACCO  
REDUCTION

[www.mantrainc.ca](http://www.mantrainc.ca)



The Quit Crowd



@Mantrainc

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