

MANTRA

MANITOBA TOBACCO REDUCTION ALLIANCE INC.


Annual Report

2022
2023



ANNUAL REPORT

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A Message from John McDonald

Executive Director



While the pandemic seems to have tossed the world upside down, like many, MANTRA continues to evolve to meet the new challenges.

Like many organizations, MANTRA continued to evolve through the global pandemic and is becoming more comfortable with the new normal of our world. As we look at the tobacco and vaping landscape we see that our role, and that of our partners, has not changed as the various actors in the tobacco and vaping marketplace continue their onslaught on youth, young adults and other communities. Our partners in Manitoba and across Canada continue to respond to the burgeoning threats represented by the ever-changing products being developed and promoted by the Big Tobacco companies and Vape product manufacturers around the world.

We all continue the fight towards a world where generations to come will not be so negatively impacted by these threats. Actions that we take in challenging provincial and federal governments to amend regulations to curb the marketing of specific products targeting our youth and young adults such as flavour restrictions and minimum age requirements for the purchase of vape products are good examples of the leadership we represent. Our Alliance with provincial and national partners strengthen all of our voices in this fight.

Aside from the continued challenges we faced throughout the year I also faced a significant personal challenge that has left a life-long change and new normal with which, I will need to become more comfortable. I have to give huge kudos to Trudy Tuhkanen for stepping up to the challenge of holding the reigns and continuing our work while I was recovering from surgery and beginning my physical rehabilitation. I must also give personal thanks to our Board Chair, Cynthia Carr who stepped in without hesitation to participate in several key initiatives MANTRA was undertaking with our partners. In addition, Cynthia showed such amazing compassion and emotional support, that gave me a sense of comfort and security that not only would MANTRA continue, but my place was waiting for my return.

The overwhelming support from the entire Board as I continue my rehabilitation has been so incredibly appreciated and I cannot thank you enough.

The Board Chair

A Message from Cynthia Carr



I am honoured to present this message in my first year as Chair of the Board of Directors for MANTRA.

I have had the privilege of being a board member since the fall of 2018. In this time period, I have observed, and been inspired, by the passion of MANTRA staff and our board members to collaborate with multiple partners and continue to be open to new ideas and opportunities to support continued impact of MANTRA.

Devotion toward the **Vision** of elimination of tobacco use for a healthier Manitoba and the **Mission** to function as a catalyst and coordinator for tobacco reduction activities has never wavered in spite of pandemic challenges.

In the past year, MANTRA has collaborated with multiple organizations towards its mission. There is much to be proud of; but I have two highlights I would like to share.

I am very pleased with the ongoing commitment to the connection between MANTRA and post-secondary students including nursing and pharmacy. This allows the students to continue to examine the impact of tobacco on our health and wellbeing as part of their curriculum, while thinking of innovative projects to support our Mission as well. I particularly enjoyed the approach of students this year that involved the use of social media in a variety of ways, including the reminder of the impact of tobacco smoke on our furry friends! Their innovative approaches to raising awareness and denormalizing the use of commercial tobacco products continues to help support our reach.

We also were pleased to collaborate with the Manitoba Lung Association (BREATHE the lung association) in presenting submissions to the City of Winnipeg to support a tabled motion to invest in doing all possible to regulate Hookah Lounges in Winnipeg. While we would prefer elimination, we understand that our support of all harm reduction awareness matters. We provided a short presentation to highlight the serious health impacts of Hookah use, common myths and highlighted the need for safety measures (including ventilation) in buildings where this activity occurs. We were very pleased to learn that the motion was supported, and research had begun. Progress step by step is always positive and we continue to support all organizations playing their part in enhancing the health and well-being of Manitobans.

On behalf of the entire board of directors, I would like to applaud the determination and leadership of our Executive Director, Mr. John McDonald in continuing to guide MANTRA toward its goals and obligations. We cannot express to Ms. Trudy Tuhkanen (MANTRA accountant and Executive Assistant) our level of gratitude for her ongoing ability to keep us all organized, informed, and doing so always with the most positive "Can Do!" attitude imaginable.

I look forward to the upcoming year, where we continue to build on successes together with current and new partnerships.

Progress, step by step, is always positive.

MANTRA'S 2021/22

Board of Directors

Cynthia Carr
CHAIR

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

Dr. Drena Dunford
Vice Chair

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

Dr. Cory Fogel
TREASURER

Cory Fogel DDS
Family, Implant and Cosmetic
Dentistry

Dr. William Libich
Board Member

Dr. William Libich MD, MPH, FRCPC
Medical Officer of Health
Northern Health Region

Dr. Donna Turner
Board Member

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

Tim Smith
Board Member

Tim Smith, BScPharm, CDE, CTE, PN1-NC
Co-Founder, Simplicity Wellness
Pharmacy Practice Advisor, Pharmacists
Manitoba

Dr. Judy Hodge
Board Member

Judy Hodge, BSc, DVM, MPH, DACVPM
Veterinarian at HyLife,
Public Health Consultant,
Katrime Integrated Health

Staff

John McDonald - Executive Director
Trudy Tuhkanen - Executive Assistant and Accounting
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 in support of our Mission

● **LIVE** on Facebook

The Impact of Smoking & Vaping on Oral Health

Thursday, April 21 | 4:30PM CT
RSVP at facebook.com/TheQuitCrowd

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



Dr. Milos Lekic
Orthodontist



Dr. Cory Fogel
Dentist

● **LIVE** ON FACEBOOK

Youth Vaping and the Role of Schools

WEDNESDAY, MAY 25, 4:30 PM

PRESENTED BY: **THE QUIT CROWD** **MANTRA**
MANITOBA TOBACCO REDUCTION ALLIANCE INC.

FEATURED GUESTS:



Josh Watt
MANITOBA SCHOOL BOARD ASSOCIATION



Hailey Coleman
MANITOBA LUNG ASSOCIATION

● **LIVE** ON FACEBOOK

WEDNESDAY, JUNE 22, 2:30 PM

Quit Smoking with Our Own Health Centre

Smoking Cessation for the 2SLGBTQ+ Community

PRESENTED BY: **THE QUIT CROWD** **MANTRA**
MANITOBA TOBACCO REDUCTION ALLIANCE INC.



Roger Tam
OUR OWN HEALTH CENTRE



Dr. Bryan Magwood
OUR OWN HEALTH CENTRE



Barb Burkowski
PRIDE WINNIPEG

Our Facebook Live Stats



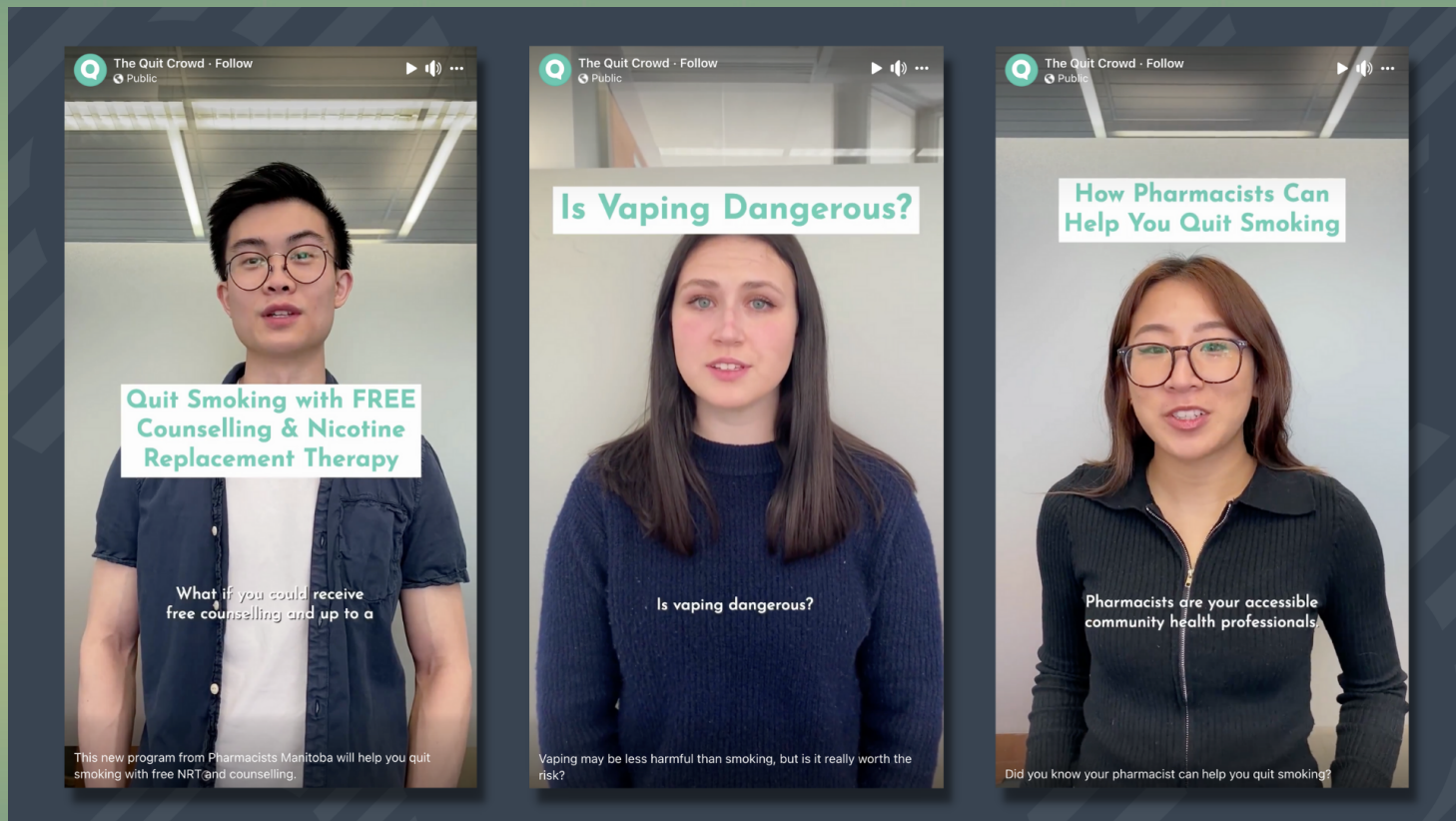
We have used social media as our primary tool to share our mission, engage with stakeholders, and engage with the public. While social media has been valuable, we recognize its limitations. Building a presence on these platforms is like building a home on borrowed land as our ability to reach our audience is influenced by changing algorithms, and increasing competition for attention in the newsfeed.

Through the year, and with the incredible support of our **Social Media Consultant, Sean Snowdon**, we have begun to redesign our digital marketing strategy to adapt to the evolving digital landscape, strengthen presence on platforms we own (without algorithms), and better support our mission. We are leaning stronger into our role as a *collaborator* and making it easier for allied organizations and friends to access and share valuable resources and information.

Our refreshed strategy will include several key elements. These will include enhancing our website to make it even more user friendly, introducing a regular email newsletter to disseminate information to allies, advocates, and supporting friends and, finally, leveraging additional platforms like LinkedIn and Twitter to amplify voices, raise awareness and lead individuals and like minded organizations to our website and newsletter.

Expanding Our Communications

Our practicum/project students from the faculties of Nursing and Pharmacy developed insightful, informative and topical video content to provide important information about commercial tobacco and vape use and the harms these products can do to our bodies and our environment.



MANTRA

Financial Statement



Manitoba Tobacco Reduction Alliance Inc. Statement of Operations

Year ended March 31	2023	2022
Revenues		
Manitoba Health, Seniors and Active Living Provincial Operating Grant	\$ 290,000	\$ 240,000
Winnipeg Regional Health Authority (WRHA) Nicotine Replacement Therapy (NRT) Demonstration Project	-	8,500
Interest income	<u>2,204</u>	<u>1,081</u>
	<u>292,204</u>	<u>249,581</u>
Expenditures		
Amortization	291	-
Conference and meetings	5,382	4,394
Facilities and equipment	37,166	33,807
Information technology	4,821	3,807
Office and administration	1,855	1,749
Professional fees	35,036	34,283
Project materials and services	25,638	570
Salaries	<u>164,566</u>	<u>184,299</u>
	<u>274,755</u>	<u>262,909</u>
Excess (deficiency) of revenues over expenditures	<u>\$ 17,449</u>	<u>\$ (13,328)</u>



MANTRA was a proud sponsor of the National Conference on Tobacco and Vaping

SAVE THE DATE

NATIONAL CONFERENCE ON TOBACCO AND VAPING

Charting the Course to less than 5% by 2035:
Building on progress towards new gains

February 8-9, 2023 | Virtual

TOBACCO & VAPING



LE TABAC ET LE VAPOTAGE

2023 CONFERENCE



CURRENT STATE

Learn about the current state of commercial tobacco consumption and nicotine vaping in Canada



EQUITY

Learn about the inequitable impact of commercial tobacco and vaping on certain populations and strategies to address them



PERSPECTIVES

Better understand the perspectives of those who use commercial tobacco and vaping products



PROGRESS

Learn about the progress in research, policy and program or clinical best practices needed to achieve 5% by 2035



VAPING

Better understand the impacts of vaping on commercial tobacco use, nicotine addiction, and smoking cessation

CALL FOR ABSTRACTS

We are now accepting submissions for presentations, posters and symposia at the 2023 national conference. Our goal is to present an integrated scientific program of research, policy and practice perspectives that encourages delegates and presenters to connect, share and learn from each other.

Deadline: December 14, 2022. For more information visit:

<https://opha.on.ca/national-conference-on-tobacco-and-vaping-2023/>



CANADIAN PUBLIC HEALTH ASSOCIATION

ASSOCIATION CANADIENNE DE SANTÉ PUBLIQUE

www.mantrainc.ca

 The Quit Crowd

 @Mantrainc

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