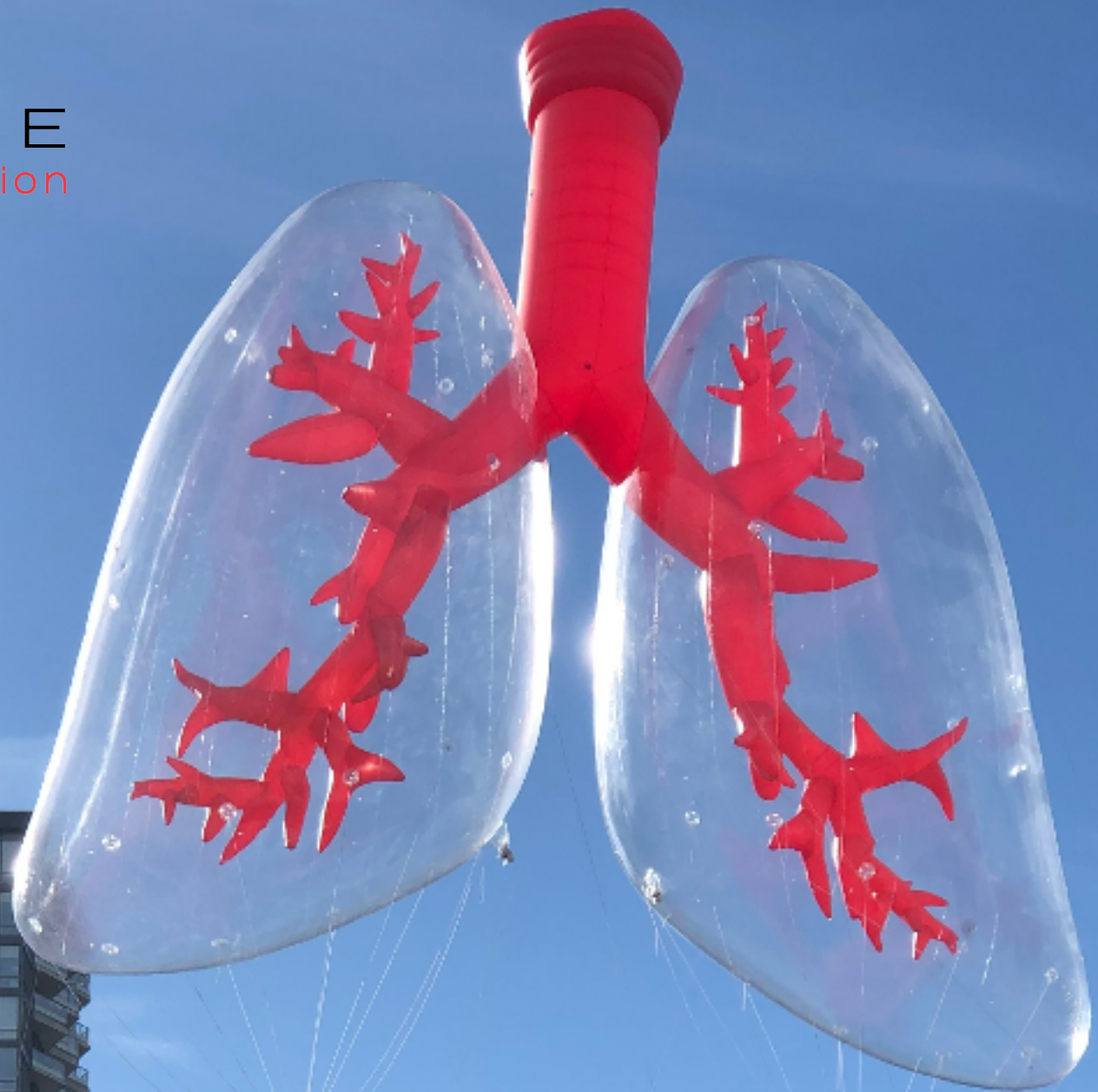


B R E A T H E
the lung association



2021-22

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The Canadian Lung Association

2021-22

A message from our leadership

It is remarkable how, after more than 120 years, the Canadian Lung Association has remained so relevant to Canada and Canadians. Our priorities and approaches have evolved, while at the same time we continue to honour our long-standing commitment to funding vital research, pressing for improved treatments and smarter policies and supporting patients in managing their health.

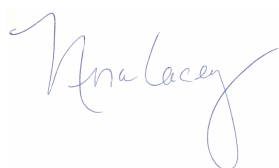
COVID-19 continued to be a significant focus for us this year, with a number of ongoing sector collaborations and a new focus on research funding to address the dearth of knowledge regarding long COVID condition. We also continued to develop evidence-based resources for Canadians living with lung conditions, including a number of asthma tools based on the latest medical guidance.

A long-standing priority, we made significant gains this year regarding tobacco use and control. Following discussions with senior government officials, consultation submissions and social media and online campaigns, we were pleased to see additional federal funding and legislative commitment in support of "5% by 2035". We look forward to continued work with our partners and government in support of this objective.

We prioritized the impact of air pollution on lung health with new strategic partnerships regarding clean energy and clean

transportation and a continued focus on raising awareness about the impact of in-home radon on lung health. Our Lungs in the Air was an innovative and eye-catching approach to inspiring conversation and awareness about the impact of poor air quality on lung health.

These are only a few examples of our work this year. We are proud of what we've accomplished in 2021-22, and look forward to the future, as we continue to inspire, inform, influence and invest in lung health in Canada and for Canadians.



Nora Lacey
BOARD CHAIR



Terry Dean
PRESIDENT & CEO

We INSPIRE 2

We lead and collaborate on national campaigns that inspire understanding and action in support of lung health and Canadians living with lung disease.

We INFLUENCE 6

We advocate, engage and work together to influence the development of public policy and ensure that lung health remains top of mind.

We INFORM 10

We support Canadians with lung disease with evidence-based tools and resources to better manage their lung health.

We INVEST 14

We fund research and research training and recognize excellence to build capacity in the field of lung health in Canada.

INSPIRE

The COVID-19 pandemic brought lung health to the forefront across the country. As devastating as the pandemic has been, we hope that it inspires more understanding of the day-to-day realities faced by Canadians living with lung disease.

We also know what's possible when we work and speak together, which is why our national campaigns are critical to ensuring lung health remains top of mind. We hope this newfound understanding of the importance of lung health inspires a growing chorus of voices to speak up for the lung health of all Canadians.

Our campaigns, 2021-22

SMOKE FREE CURIOUS

www.smokefreecurious.ca

A partnership with Canadian Cancer Society, the Canadian Public Health Association, Heart & Stroke and the Ontario Tobacco Research Unit with funding from Health Canada

PURPOSE

To encourage adults who smoke to make an attempt to quit by highlighting the many benefits of a smoke-free life

FEATURES

- Quit tools
- Answers to many of the “what ifs” of quitting
- A toll-free number for a quit coach
- A trial offer for nicotine-replacement therapy

RESULTS

18,500 website visits

3.7 million Facebook views

2.6 million Google impressions

4,000+ registrations for quit-smoking incentives

34% of respondents said that seeing the campaign encouraged them to make a quit attempt

PROTECT CANADIAN KIDS

www.protectcanadiankids.ca

A partnership with Canadian Cancer Society, Heart & Stroke and Physicians for a Smoke Free Canada

PURPOSE

To raise awareness and build critical mass in support of the elimination of the 7,000+ flavours of vaping products that serve as a major draw for young people

FEATURES

A website to engage with the Canadian public and provide an easy and convenient way for visitors to express their support for stricter regulations

RESULTS

4,524 signatures submitted to Health Canada in support of a comprehensive flavour ban

In July, Health Canada proposed a ban on all flavoured vaping products, except tobacco, mint or menthol.



LUNGS IN THE AIR

www.lungsintheair.ca

PURPOSE

To raise awareness and start conversations about the effects of poor air quality on lung health

FEATURES

The "lungs" are a 4-storey travelling art installation created by Toronto visual artist Fezz Stenton. This helium-filled, floating sculpture literally shows Canadians how the health of our lungs is up in the air.

We launched a social media campaign and held events in Calgary and Toronto (in September) and Halifax (in October).

RESULTS

17 million impressions in 10 days

21% year-over-year increase in donations

According to McCann Canada, the ad agency with whom we partnered on the initiative, Lungs in the Air was "a resounding success, driving a new conversation around air pollution and lung health in Canada."



INFLUENCE

We are Canada's leading organization working to promote lung health and prevent and manage lung disease. Our influence comes from our advocacy and outreach to government officials and other leaders with the information and expertise they need to develop public policy that supports the lung health of Canadians. We also work with like-minded organizations to push for improved treatments and more support for patients in managing their lung health.

Our outreach, 2021-22



Speaking up for change

MOVING THE NEEDLE TOWARD BETTER LUNG HEALTH

We are speaking up — in meetings with MPs, MPPs and other senior government officials, through consultations with Health Canada and in op-eds, pre-budget submissions and joint letters. This year we have seen real change and tangible public policy that supports the lung health of all Canadians.

AIR QUALITY

- New strategic partnerships between the Canadian Lung Association and Pollution Probe, Clean Energy Canada and Clean Transport Group
- A proposed update to the Canadian Environmental Protection Act, 1999 (CEPA), for the first time in 20 years

"For the first time in 20 years, CEPA is being updated. This bill is Canada's cornerstone federal environmental protection law that protects Canadians and the environment."

LONG COVID

- A commitment of \$20 million over five years from the Federal Government to fund much-needed research on long COVID

LUNG CANCER

- Expansion of Ontario's lung cancer screening and prevention pilot to an established provincial program
- Sales of radon detectors for homeowners

MP Terry Duguid
Parliamentary Secretary to the
Minister of the Environment
and Climate Change

TOBACCO USE AND VAPING

- A reduction in the maximum nicotine level allowed in vaping products
- Proposed federal restrictions on flavours in vaping products
- A federal vaping tax and increased tobacco taxes

The good, the bad and the ugly of tobacco control

PROGRESS IS EVIDENT, BUT MORE NEEDS TO BE DONE

Tobacco use has long been one of our primary concerns. With new campaigns, new funding and new programs, this year was promising in many ways — but there is still more that needs to be done.

5% Decrease, since 2015, in the percentage of Canadians 12 years of age and older who smoke daily or occasionally

1 in 15 Lifetime probability of developing lung or other bronchial cancers

33% Decrease, since 2015, in the number of Canadians 35 years of age and older with COPD

1 in 19 Lifetime probability of dying from lung or other bronchial cancers

4th to 6th Rank of chronic lower respiratory diseases (emphysema, bronchitis, asthma) as a cause of death in Canada in 2000 versus in 2020

22% Five-year survival rate of lung or other bronchial cancers

#1 Rank of lung and other bronchial cancers among the most commonly diagnosed cancers in Canada

15% Ten-year survival rate of lung or other bronchial cancers

#1 Rank of lung and other bronchial cancers among the leading causes of cancer deaths in Canada

48% Percentage of lung cancer diagnoses made when the cancer has reached Stage IV

Who we work with

Canadian Thoracic Society

CIHR Institute of Circulatory
and Respiratory Health (ICRH)

Heart & Stroke

Canadian Cancer Society

Asthma Canada

Canadian Allergy, Asthma, and
Immunology Foundation

Canadian Association of
Physicians for the Environment

Canadian Association of Radon
Scientists and Technologists

European Thoracic Society

Immunize Canada

Physical and Health Educators
of Canada

Saskatchewan Youth4Change

Our corporate partners

AstraZeneca Canada

Boehringer-Ingelheim Canada

Glaxo-Smithkline Canada

Merck Canada

Pfizer Canada

Sanofi Canada

Trudell Medical International

We are a member of

Health Partners

Air Quality Roundtable

Alliance for a Tobacco-free Ontario

Smoke Free Media

Pan-Canadian COVID-19 Respiratory Roundtable

Health Charities Coalition of Canada

Global Lung Cancer Coalition

INFORM

Supporting patients and their caregivers in managing their own health is one of the most important roles of the Canadian Lung Association. The tools and resources we create in partnership with patients and healthcare professionals help patients to make informed decisions about their treatment. Empowering patients with the information and tools they need can also improve outcomes.

Our patient resources, 2021-22



By patients, for patients

THE PATIENT PERSPECTIVE IS CRUCIAL TO OUR PROCESS

We may be the ones producing the resources, but we are not the experts. We bring together the true experts to help us develop accurate, up-to-date and truly useful resources that support patients to better manage their own health and their treatment options.

In addition to world-class physicians, pharmacists and researchers, we engage patient advisors from across Canada who share their experience and insight and provide crucial feedback during the development process. One of these patients is H  l  ne Robitaille. H  l  ne is a patient advisor who shares her experience living with chronic cough — which can be an isolating and frustrating condition.



H  l  ne Robitaille is a patient advisor from Montreal, Quebec.

"I have had a chronic cough since 2017. In the beginning I didn't have any medications and my cough was out of control. Now I take three different medications every day. I also do breathing exercises that a specialist taught me.

I have to be careful when I go for a walk. I can't go too far or too fast. When I get breathless I start to cough and it's hard to control.

Chronic cough definitely affects my ability to socialize. When you start coughing, people are really looking at you, especially during the pandemic. It scares them, but I tell them it's a chronic cough and it's not something they can catch from me."

New evidence-based resources for Canadians living with asthma

Healthy Living with Asthma

Tips for living healthy with asthma

Asthma Control and Management

Support for patients with mild or moderate asthma including how to work with their healthcare provider for better control of their condition

Asthma Medications

Explanations of different medications, how they work and how to use them

Asthma Action Plan (16 years+)

Asthma Action Plan (1-12 years)

What symptoms to watch for, what different symptoms mean, how to adjust medication according to your symptoms and when to call a doctor or 911

Partners in knowledge translation

THE CANADIAN THORACIC SOCIETY

The Canadian Thoracic Society (CTS) is Canada's national inter-professional specialty society for respirology and a valued collaborating partner whom we rely on for expert medical guidance.

Following CTS's publication of two new asthma guidelines in 2021, A focused update on the management of very mild and mild asthma (February) and Diagnosis and management of asthma in preschoolers, children and adults, (August), we surveyed patients and caregivers to help create five new evidence-based resources for Canadians living with asthma.

CTS also founded the pan-Canadian COVID-19 Respiratory Roundtable of professional societies and patient organizations, of which we are a member. The Roundtable was vital during the pandemic, meeting regularly to exchange information on pandemic-related activities and strategies, identify opportunities for collaboration and ensure healthcare professionals and patients had access to the most up-to-date, evidence-based information and medical expertise.



Thank you, Health Partners!

Health Partners provided funding for a French-speaking certified respiratory educator to ensure that Francophone callers to our Healthline receive the information they require in their language of choice.

“My uncle and grandfather both passed away from lung cancer. I know if they had early education of lung health, they would still be here today.”

A grateful Canadian Lung Association donor

Data-driven discussions on air quality

In July we hosted the webinar *Breathing Easier: Air Quality, Climate Change and Lung Health Outcomes in Canada*. Five subject-matter experts, including physicians, researchers, industry and advocates led the discussion. The webinar was informed by our January 2021 Abacus Data poll of 2,000 Canadian adults, which showed

- 64% were very or somewhat concerned about air quality in indoor public spaces
- 49% very or somewhat concerned about air quality outdoors
- 30% said climate change is directly affecting their health
- 55% don't believe climate change is currently affecting their health but that it will over time
- 15% don't think climate change will affect their health

INVEST

Since 1959, we have funded research and research training to build capacity in the field and to promote research that contributes to the field of respiratory health in Canada. We provide essential funding for everything from basic lab research to clinical trials to studies in lung disease prevention. This year, we awarded \$400,000 of research funding.

Funding research and recognizing excellence and dedication in leadership are how we invest in the future of lung health in Canada.

Our capacity building, 2021-22

New frontiers in lung health research

THE LONG-TERM EFFECTS OF COVID-19

Long COVID condition is an emerging chronic condition in which people experience respiratory, cardiovascular, gastrointestinal, musculoskeletal, neurologic, and/or sensory symptoms more than 12 weeks after initial acute SARS-CoV-2 infection. Respiratory symptoms, such as shortness of breath, chest pain or cough, are some of the most common symptoms of long COVID condition.

In November we announced the launch of the Respiratory Health Effects of Long COVID operating grant competition to fund research into the treatment, models of care, quality of life and underlying mechanisms of long COVID condition, in partnership with the Canadian Institutes of Health Research Institutes of Circulatory and Respiratory Health and Gender and Health and the Department of Emergency Medicine at the University of Alberta. In early 2022, the recipients of each of the four \$40,000 grants were announced.

Dr. Jordan Guenette

University of British Columbia

“Cardiopulmonary exercise testing and functional imaging determinants of dyspnea post-COVID-19”

Dr. Robert Kozak

University of Toronto

“Host gene expression signatures from clinically banked upper respiratory tract swabs association with altered mucosal immunity with development of long COVID-19”

Dr. Simon Rousseau

McGill University

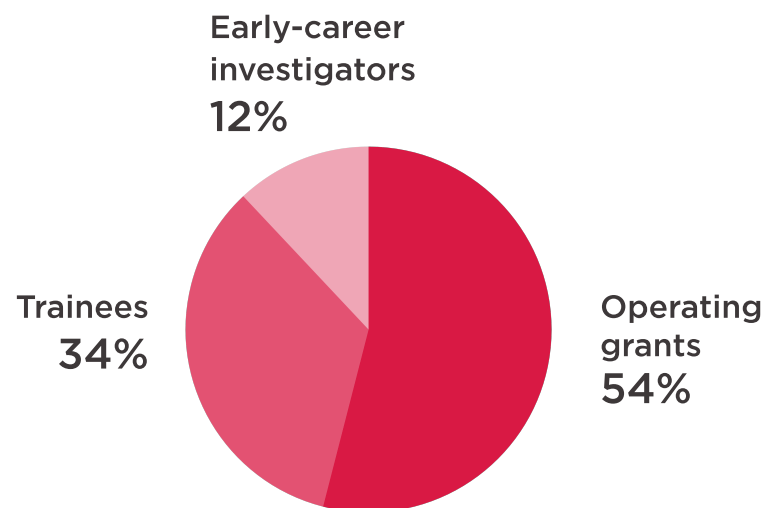
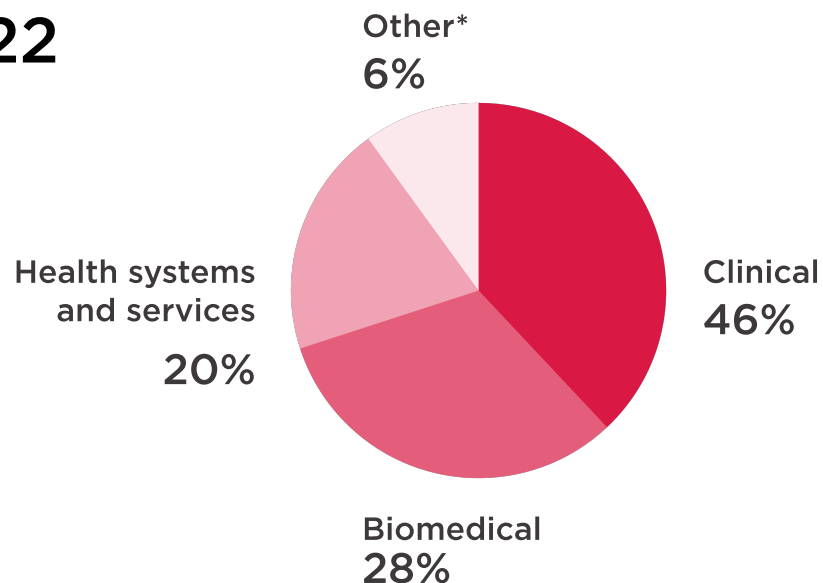
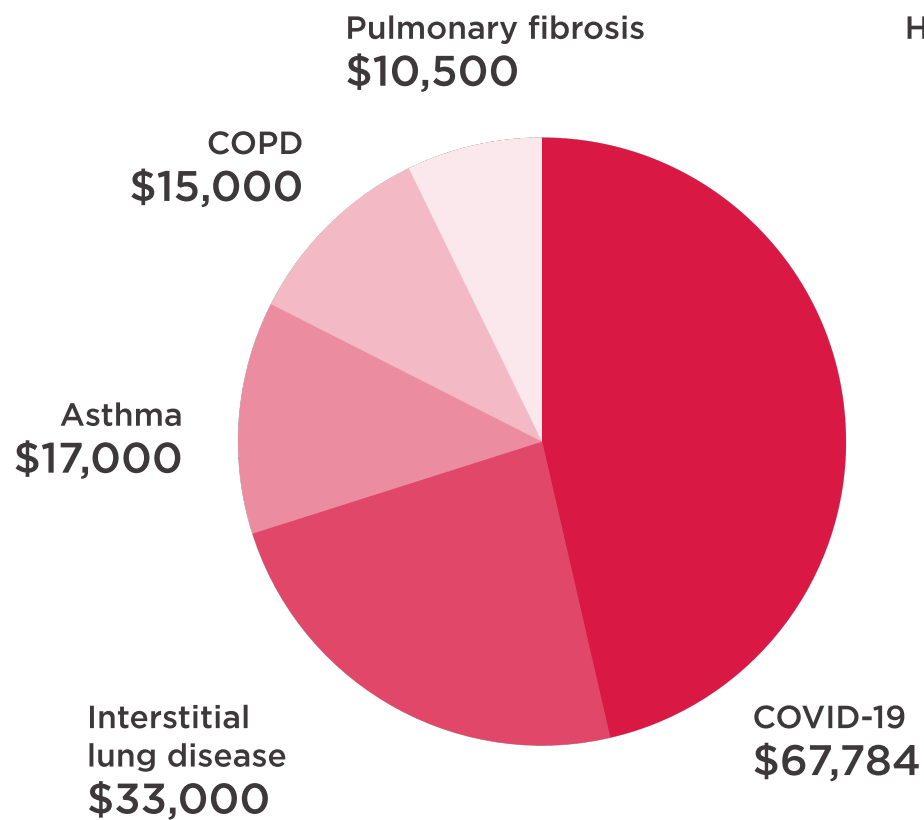
“Immunopathology of respiratory distress in long COVID”

Dr. Alyson Wong

University of British Columbia

“Identifying long COVID phenotypes and their association with long-term quality of life”

Research commitment, 2021-22



*Social, cultural, environmental or population health

Research commitments, 2016-2022

COPD	\$598,812 (38%)
Pediatrics	\$134,316 (9%)
Cystic fibrosis	\$120,000 (8%)
Asthma	\$117,500 (7%)
Lung cancer	\$97,000 (6%)
Pulmonary arterial hypertension	\$71,000 (5%)
COVID-19	\$67,784 (4%)
Interstitial lung disease (ILD)	\$60,417 (4%)
Sleep	\$49,000 (3%)
Smoking and pregnancy	\$47,000 (3%)
Intensive care	\$40,000 (3%)
Pulmonary fibrosis	\$38,000 (2%)
Vaping	\$15,000 (1%)
Exercise	\$10,500 (1%)

20

operating grants

12

PhD studentships

10

allied health fellowships

10

allied health operating
grants

7

post-doctorate or clinical
fellowships

163

peer-reviewed publications

1,117

citations

Studentship and Fellowship Recipients, 2021-22

Dr. Gillian Goobie

Post-doctoral Fellowship, University of British Columbia

Dr. Gillian Goobie will look at the epigenetic effects of air pollution affecting outcomes in patients with fibrotic interstitial lung disease.

Dr. Shirley Quach

Allied Health Fellowship, McMaster University

Dr. Shirley Quach is a respiratory therapist pursuing a PhD in Rehabilitation Sciences. Her project will create a searchable library of vetted COPD apps to help patients identify those apps which best suit their needs and help manage their symptoms.

Carlos Hiroki

Graduate Studentship, University of Calgary

Carlos' project investigates the relationship between sensory neurons in the lung and the immune system, and how this interaction can lead to the development of pulmonary fibrosis.

RENASCENT

EARLY CAREER DEVELOPMENT FOR RESEARCHERS

We created the REspiratory National Scientist Core EducationN Training (RENASCENT) Program to increase mentorship opportunities and support the career development of graduate students and early career investigators. We have had 308 attendees since the first session in 2015.

We host RENASCENT in partnership with the Canadian Respiratory Research Network and the Canadian Thoracic Society. The Canadian Institute of Health Research Institute of Circulatory and Respiratory Health are partners and financial supporters of the workshop.

We thank all the members of this year's Planning Committee for their time and expertise.

- Dr Simon Bacon, Concordia University
- Chanele Cyr-Depauw, University of Ottawa
- Dr Nicolle Domnik, University of Western Ontario
- Dr Andrew J Halayko, University of Manitoba
- Carlos Hiroki, University of Calgary
- Dr Miranda Kirby, Ryerson University
- Dr Larry Lands, McGill University
- Dr Geoffrey Maksym, Dalhousie University
- Dr Eilean McKenzie-Matwiy, Canadian Lung Association
- Dr Christopher Pascoe, University of Manitoba
- Dr Ryan Perry, University of Alberta CIHR-ICRH
- Dr Sarah Svenningsen, McMaster University
- Dr Christina Thornton, University of Calgary
- Anne Van Dam, Canadian Thoracic Society

Kristin Erz lives in Prince Edward County, Ontario. She was diagnosed with chronic obstructive pulmonary disease (COPD) at 35 years old.

"Before I was diagnosed, I worked in sales and had to give two or three presentations every week. I would find myself gasping for air and I wasn't able to get through a full sentence. People thought I was just nervous. Finally, after two years of trying

different medications and receiving referrals, I was finally diagnosed with COPD. I was only 35 years old.

"I would find myself gasping for air and I wasn't able to get through a full sentence."

There's a sense of judgement that comes with the diagnosis, that it's something you've done to yourself or that there was something in your lifestyle that caused it.

Things are much better today with medications. I visit a pulmonologist every three to six months and started respiratory rehab. As an independent contractor, I don't have health benefits and my medications that I need to live cost thousands of dollars per year. I don't qualify for Ontario's Trillium Drug Program, and there's no financial assistance in a country where people speak so highly of our "free" health care. I also think there's a huge lack of awareness about COPD. It's the third leading cause of death in Canada, but it's so poorly funded."

Over the last five years, we have invested a total of almost \$600,000 in COPD research, more than in any other lung disease.

Why do we invest in cutting-edge research and help build research capacity in Canada?

Because of people like Kristin.



National Board and Staff Award Recipients

Founder's Award

Dr. Andrew J. Halayko

MANITOBA

A leader in the respiratory health professional community and former chair of the Canadian Lung Association Board of Directors

Lifetime Achievement Awards

Dr. Barbara MacKinnon

NEW BRUNSWICK LUNG ASSOCIATION

20+ years of service to the New Brunswick Lung Association, including 12 years as President and CEO

Dr. Brian Graham

LUNG ASSOCIATION OF SASKATCHEWAN

30+ years as President and CEO of the Lung Association of Saskatchewan

Alan J. McFarlane Staff Award

Jill Hubick

LUNG ASSOCIATION OF SASKATCHEWAN

For her many provincial and national roles in the area of health promotion and education

As a registered charity, we count on the generosity of Canadians to support the important work we do.

Christmas Seals

A LONG-STANDING TRADITION OF GIVING

From Denmark to Delaware to Canada, the Christmas Seals have a long and important history for the Canadian Lung Association. The idea first took hold in Copenhagen in 1904 and was eventually adopted in Canada, beginning in Toronto and Hamilton in 1908. The Seals were initially an opportunity to raise funds to build hospitals and sanatoriums for tuberculosis (TB) patients, then for TB prevention. Today, Christmas Seals fund research into improved understanding, treatment and cures for life-threatening lung diseases.

50-50 draws are another important fundraising initiative for us. Thank you to everyone who participated this year. Between October and February, we sold **5,783 tickets.**

For the year ended March 31				2022	2021
	General fund	Research fund	Breathing As One campaign	Total	Total
Revenue					
Provincial assessments	197,996	123,476	-	321,472	670,655
Program and project contracts	56,804	5,102	-	61,906	8,000
Sponsorship	85,117	96,097	1,271	182,485	22,500
Donations, benefits and memorials	939,616	-	-	939,616	890,971
Endorsements	27,423	-	-	27,423	15,000
Campaign donations	-	-	141,568	141,568	161,933
Interest and investment income	14,569	18,704	-	33,273	55,955
Miscellaneous and other income (Note 9)	49,387	-	-	49,387	108,340
	1,370,912	243,379	142,839	1,757,130	1,933,354
Expenses					
Admin allocation (recovered)	(18,309)	18,309	-	-	-
Advertising and promotion	34,491	-	-	34,491	29,415
Consultants	353,458	6,704	-	360,162	95,322
Meetings and travel	5,011	8,210	-	13,221	1,598
Other operating expenses	170,673	9,687	609	180,969	161,111
Office rental and leases	9,728	-	-	9,728	31,993
Part-time contract staff	78,025	19,999	-	98,024	106,823
Professional fees	148,518	-	-	148,518	140,496
Research grants and awards (Note 7)	-	132,324	141,318	273,642	271,816
Salary	474,953	37,274	-	512,227	433,576
	1,256,548	232,507	141,927	1,630,982	1,272,150
Excess of revenue over expenses before unrealized items	114,364	10,872	912	126,148	661,204
Unrealized gain on investments	15,370	21,716	-	37,086	126,481
Excess of revenue over expenses for the year	129,734	32,588	912	163,234	787,685

It's never too early to start spreading holiday cheer!



Christmas Seals have been a Canadian tradition for over a century. Nothing spreads joy or says "I care about lung health" quite like our Christmas Seals. Funds raised from sales of our Christmas Seals support important research into life-threatening lung conditions.

Visit www.lung.ca to order your Christmas Seals today.