



Canadian Lung Association  
B R E A T H E

# STRATEGIC PLAN

2024  
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2027

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The Canadian Lung Association's Strategic Plan outlines our commitment to advancing lung health across Canada. By focusing on **reducing risks, enhancing access to trusted information, and improving the quality of life for those affected by lung disease**, we aim to protect and enhance the respiratory well-being of all living in Canada.

## Vision

A future where everyone in Canada has healthy lungs.

## Mission

We improve lung health and save lives through research, education, and advocacy.

## Our Impact Goals

Protect the lungs of all people living in Canada by reducing risks and increasing access to trusted information;

Improve the quality of life for those living with lung disease.



# Driving Principles

We are:

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Canada's longest serving  
national lung charity

Evidence-based

Working for all people  
living in Canada

Committed to diversity,  
equity, inclusion, and access

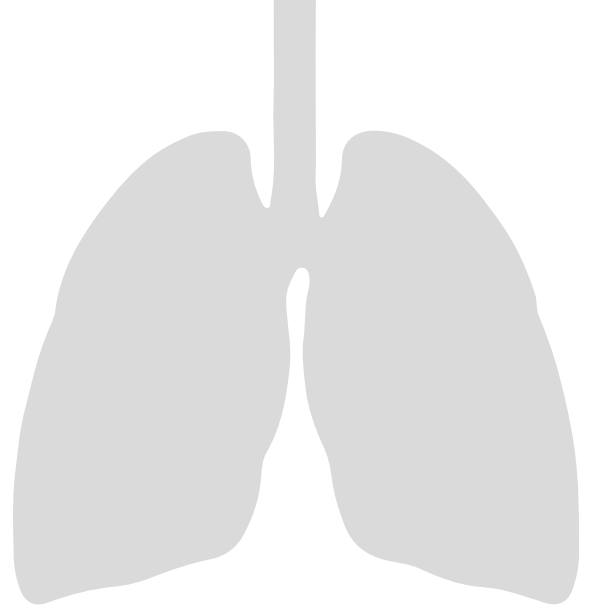
## Enablers

The Canadian Lung Association is committed to enhancing its impact through strategic priorities that **focus on people, partnerships, and innovation**. By fostering a strong internal culture, building key collaborations, and embracing technology, we aim to deliver trusted, high-quality **services while staying aligned with the needs of everyone in Canada**. These efforts ensure that we continue to grow, improve efficiencies, and maintain excellence in all areas of our work.

- **People and Culture:** build and develop our internal culture and staff to deliver high quality, trusted services
- **Operational Excellence:** ensure high standards in governance, finance, and human resources
- **Partnership & Collaboration:** build connections and capacity to extend our reach, address gaps, and streamline efforts in lung health
- **Engaging people with lived experience:** ensure we address the issues that matter most to those living in Canada
- **Technology:** embrace new ways of connecting and working to increase efficiency while maintaining our reputation as a trusted source on lung health

# Our Key Focus Areas

The Canadian Lung Association focuses on five key priorities: championing clean air, supporting those with lung disease, promoting equity in lung health, protecting children's developing lungs, and reducing smoking and vaping.



## Championing Clean Air

Lungs need clean and fresh air.

We must work to ensure we breathe safe, healthy air by improving ventilation and filtration inside while reducing harmful emissions, pollutants, and the impacts of the climate crisis outside.

## Supporting People to Live Well with Lung Disease

People living with lung disease need information and other support so that they can play an active role in their health, maintain their quality of life, and reduce their risk of exacerbations. We must support individuals to live well with lung disease.





## Promoting Equity in Lung Health

In Canada, groups facing social inequities are at higher risk of lung disease and poor air quality. We must prioritize the social determinants of health as we work to reduce the unequal burden of lung disease and promote healthy lungs.



## Protecting Children's Developing Lungs

Good lung health, including access to clean and healthy air, lays a foundation to support learning and reduce sickness. Children's lungs are still developing making them especially sensitive to contaminants and management of childhood lung disease is vitally important. We must protect the smallest of lungs.

## Reducing Smoking and Vaping

The harmful chemicals released by smoking and vaping have devastating effects on lungs and lives. New products continue to entice young people. We must prevent a new generation from getting addicted to such toxic products to reduce the future burden of lung disease.



# How We'll Make an Impact in Our Key Focus Areas

## Contributing to Knowledge



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Research in lung disease is underfunded proportionate to its impact and closing this gap will help find solutions.

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We will increase our funding and amplify the impact of research that investigates harms to lung functioning and the development of better management and treatments for those with lung disease.

## Creating Change Through Policy



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Informing healthy public policy is essential to improving lung health across Canada.

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We will lead national advocacy efforts to increase awareness and create healthier public policy that prevents and protects the lungs of everyone in Canada.

The Canadian Lung Association's strategy focuses on advancing lung health through research, policy change, and accessible resources to raise awareness and provide the tools and services that individuals need to breathe easier.

## Building Connections



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People need resources that are accessible, trusted, and easy to understand to breathe easier.

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We will provide accessible resources so people in Canada can protect and manage their lung health. By strengthening our digital tools we will enhance access to resources and support for those who need it and act as a central hub to inform and protect breathing.

## Sustain and Scale



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Growth is critical to meeting the growing needs of communities in Canada and increasing burden on lung health.

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We will build our investments through strategic partnerships and connections to donors to deliver and grow our capacity to transform lung health on a national scale.





Canadian Lung Association  
**B R E A T H E**

Discover how you can make  
a difference. Visit us to learn more  
about our work and donate to support  
our mission for a lung-healthy future.

**lung.ca**