



BREATHING THROUGH A CHALLENGING TIME

B R E A T H E
the lung association

2020/2021 Annual Report

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WHO WE ARE

WE ARE BREATHING LIFE INTO THE WORLD. We are Canada's oldest non-profit organization. We were proud to celebrate our 120th anniversary in the fall of 2020. We are committed to the lung health of Canadians. Breathing – and the importance thereof – is the umbrella for all of our efforts in advocacy, research and education. It is what keeps our community of volunteers, donors, physicians, researchers, clinicians, educators and administrators so committed. The Canadian Lung Association (CLA) is the leading organization in Canada working to promote lung health, while helping to prevent and manage lung disease. We do this by funding vital research, pushing for improved treatments, smarter policies, and supporting patients in managing their health.

When you donate to CLA, you are donating towards better **education resources**, life-saving **research** and **advocacy** efforts that make Canada a better country to breathe in.

OUR VISION

All people free of lung disease.

OUR MISSION

To lead nationwide and international lung health initiatives; prevent lung disease; help people manage lung disease and promote lung health.

OUR HISTORY

LUNG STORY SHORT. It has been more than a century of progress, challenges and lifesaving research. The Lung Association was founded in 1900 as the Canadian Association for the Prevention of Consumption and Other Forms of Tuberculosis.

We have accomplished a lot along the way. In our early years, we led the fight against tuberculosis and lowered rates of this disease to manageable levels. We were among the first to attack smoking as the country's greatest preventable health risk. As a result, all indoor places in Canada are smoke-free; cigarette packaging carry graphic warnings and have plain and standardized packaging; most tobacco advertising is banned and smoking is prohibited in workplaces and outdoor spaces. We also achieved significant progress for breathers' rights with the updating of the Environmental Protection Act that regulated emissions from certain vehicles and engines. Despite all of the success thus far, we know that our mission is not yet finished. Tobacco remains the number one cause of preventable disease and death; a majority of Canadians with asthma still do not know how to control their disease; vaping has introduced smoking behaviour to a young generation of Canadians and COPD remains one of the leading causes of hospitalization and death. The COVID-19 pandemic has introduced yet another challenge to respiratory health. We have a long way to go yet, but our strong track record, support of our committed volunteers, donors and staff, along with world-renown Canadian researchers, put us in a favourable position to see a future free of lung disease.

MESSAGE FROM THE CHAIR AND THE CEO

120 YEARS OF CHALLENGES, OPPORTUNITIES AND HELPING CANADA BREATHE



Andrea Power, MPA, PMP
Chairperson, National Board of Directors



Terry Dean
President and CEO

The year 2020 will undoubtedly go down in the annals of history as one of the most shocking, challenging and difficult years of this century. As we were all thrown into an unexpected pandemic, we as individuals were compelled to accept new challenges. Those living alone faced the challenges of loneliness and isolation; for those who live in a full house, this was the challenge of suddenly sharing a small space each and every day and managing work life and schoolwork; for children young and old, it was the challenge of missing out on integral parts of childhood. Others faced job losses or losses of loved ones. We were unable to spend holidays with our loved ones, acknowledge life's celebrations or say goodbye to loved ones we've lost.

We know this past year has taken a toll not only on people's lung health as a result of COVID-19 itself but also on their mental health. Conversely, we were given an opportunity to reflect on the important aspects of our lives and given a chance to slow down. We were given an opportunity to connect with loved ones near and far - virtually - and be present for those connections.

For The Canadian Lung Association (CLA), this pandemic had additional meaning and relevance. As a respiratory pandemic, we were pulled to the forefront to provide answers,

resources and support to those suddenly faced with this new respiratory illness. We took this challenge head-on and shifted our focus to develop a suite of new resources and information; we worked with several like-minded groups to continue the progress within this new area of knowledge and we engaged patients and caregivers to reassure them we are still here for them. We have been and remain the same trusted voice of support we have been for the past 120 years.

Our 120th anniversary, which we celebrated in September 2020, was made all the more poignant with the recognition that our very foundation was the response to yet another pandemic that was taking breath out of Canadians' lungs. The Canadian Lung Association was established in September 1900 to respond to the tuberculosis epidemic that had been challenging Canada and the entire world.

We decided to approach our anniversary celebration in a different way. Instead of celebrating ourselves, it behooved us to celebrate those who have helped us over the years. We wanted to celebrate our donors, volunteers, researchers and our staff. We also wanted to celebrate the progress in the field of lung disease itself. By the same token, we wanted to take this opportunity to provide hope and inspiration to everyone that was trying to catch their breath and survive the pandemic. We worked with Juno-nominated singers-songwriters, Kalsey Kulyk and Eric Ethridge, to produce a song, Breathe Again. The song celebrates breathing, offers hope for a more breathable future and acknowledges the past 120 years of progress towards a more breathable Canada. Each streaming or download of the song also provides a donation towards our mission. Thanks!

Lastly, we cannot omit recognizing the support we have received from our donors over the past year. While many charities suffered significantly because of the pandemic, thanks to our generous donors we could continue to fight for a more breathable Canada for all through our advocacy efforts, funding life-saving research and providing much-needed health information.

Thank you for continuing to place your trust in us. We will not let you down. We know that the pandemic will leave lasting effects on all of us for years to come. We are committed to continue to find answers and provide needed support.

WHY WE MATTER

TOBACCO

Tobacco use is the #1 preventable cause of disease and death, killing an estimated 48,000 Canadians each year. Despite years of public education, smoke-free legislation, tax increases, advertising and sales restrictions and more, nearly five million Canadians (15 per cent) currently smoke¹. The Canadian Lung Association supports the government's goal to reach less than five per cent smoking rates by 2035.

To achieve this, CLA is calling for the implementation of an annual cost recovery fee on the tobacco industry to pay for the \$66 million annual cost of the tobacco control strategy.²

VAPING

Youth vaping has reached epidemic proportions in Canada with 400,000 youth in grades 6 to 12 and 275,000 young adults (20-24 years of age) reporting vaping in the last 30 days. This disturbing trend represents a 75 per cent increase since 2016/2017³. Vaping restrictions to reduce the appeal of these products amongst youth and non-smokers are needed to prevent a new generation from becoming addicted to nicotine.

COPD (CHRONIC OBSTRUCTIVE PULMONARY DISEASE)

COPD is the #1 avoidable cause of hospitalization in Canada. Chronic Obstructive Pulmonary Disease (COPD) is the third leading killer of Canadians. It has a higher hospitalization rate and a higher hospital re-admission rate than heart failure, angina, and other serious chronic diseases; leaves some working-age people too sick to work, and costs billions of dollars a year nationally in medical bills and lost productivity. In Canada, two million people are living with COPD however this number is expected to be widely underestimated.⁴

1. The 2019 Tobacco Endgame Report - Tobacco Endgame Cabinet; www.lung.ca/tobaccoendgame

2. The 2019 Tobacco Endgame Report - Tobacco Endgame Cabinet; www.lung.ca/tobaccoendgame

3. Health Canada. Summary of results for the Canadian Student Tobacco, Alcohol and Drugs Survey 2018-19. Available at: <<https://www.canada.ca/en/health-canada/services/canadian-student-tobacco-alcohol-drugs-survey/2018-2019-summary.html>

html

4. Health Canada: Asthma and Chronic Obstructive Pulmonary Disease (COPD) in Canada, 2018: Report from the Canadian Chronic Disease Surveillance System. <https://www.canada.ca/en/public-health/services/publications/diseases-conditions/asthma-chronic-obstructive-pulmonary-disease-canada-2018.html>

LUNG CANCER

Lung cancer kills more people than breast, colorectal and prostate cancer combined.

Lung cancer is the number one cancer killer in Canada. Lung cancer is the most common cancer, accounting for 14 per cent of all cancers.⁵ It was estimated that in 2019, 29,300 Canadians would develop lung cancer and 21,000 would die from it. Smoking remains the main cause.⁶ Researchers have identified a number of other possible causes, including second-hand smoke, radon gas and asbestos exposure. In addition, environmental pollution and genetic factors are believed to play a role.

ASTHMA

Asthma is a chronic disease that makes your lungs very sensitive and makes it difficult to breathe. About 2.6 million Canadians live with asthma⁷. Asthma is the most common on-the-job lung disease, the third leading cause of absences from work and the leading cause of school absenteeism and hospitalization for children. Though effective medication and treatment are available, many children and adults still do not effectively manage and control their asthma.

SLEEP APNEA

Statistics show that an estimated 6.4 per cent of Canadians have been diagnosed with sleep apnea.⁸ However, there is an even greater number of Canadians whose symptoms place them at a moderate or high risk of developing sleep apnea. Obstructive sleep apnea is a serious breathing problem that interrupts one's sleep. Those affected stop breathing dozens or hundreds of times each night. Left untreated, the consequences can be life-threatening. People with sleep apnea are at a higher risk for heart attacks and strokes, high blood pressure, depression and memory loss.

AIR QUALITY

Air quality can be an underrated factor of disease. Yet, according to the World Health Organization, an estimated 7 million people die each year as a result of air pollution. Of these deaths, 89 per cent are respiratory health related.⁹ In Canada, 15,300 premature deaths can be linked to poor air quality annually. The health effects of air pollution range in severity from irritated airways and dizziness, worsening of asthma to causing lung cancer or COPD. Policies that improve air quality through reduced emissions and investment in greener technologies can reduce the impact on lung health.¹⁰

⁵ Canadian Cancer Society. [http://www.cancer.ca/-/media/cancer.ca/CW/cancer%20information/cancer%20101/Canadian%20cancer%20statistics/Canadian-Cancer Accessed 22.7.2019-2018-EN.pdf?la=en](http://www.cancer.ca/-/media/cancer.ca/CW/cancer%20information/cancer%20101/Canadian%20cancer%20statistics/Canadian-Cancer%20Accessed%2022.7.2019-2018-EN.pdf?la=en)

⁶ Health Canada. What is Lung Cancer? Available at <<https://www.canada.ca/en/public-health/services/chronic-diseases/cancer/lung-cancer.html>>

⁷ Statistics Canada. Asthma, by Age Group. Available at <<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1310009608>> ⁸ Statistics Canada, Fact Sheet: Sleep Apnea in Canada 2016 and 2017, October 2018

⁹ World Health Organization. Air Pollution. Available at <https://www.who.int/health-topics/air-pollution#tab=tab_1>

¹⁰ Health Canada. Health Effects of Air Pollution: Available at <<https://www.canada.ca/en/health-canada/services/air-quality/health-effects-indoor-air-pollution.html>>

RESEARCH: FUNDING LIFE

BREATHING AS ONE AWARDS

Breathing As One—Boehringer Ingelheim COPD Catalyst Grant

For the 2020 cycle, Breathing As One awarded its fifth annual grants of this kind.

For the third consecutive year, we were able to increase the number of awards to be granted thanks to the partnership with Canadian Institutes of Health Research – Institute of Circulatory Respiratory Health (CIHR-ICRH).

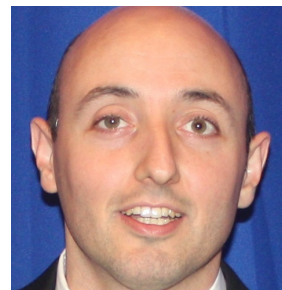
Of the four awards granted this year, two were granted to Early Career Investigators. The Breathing as One - Boehringer Ingelheim Canada/CIHR-ICRH COPD Catalyst Grant competition promotes innovative research related to the treatment and quality of life, mechanism of disease and healthcare services for Chronic Obstructive Pulmonary Disease (COPD). Catalyst grants are scalable research studies that can be pilot studies, feasibility studies, translational studies and/or novel and innovative approaches. Funding for this competition has been provided by Boehringer Ingelheim Canada, in partnership with CIHR-ICRH.



Dr. Sunita Mulpuru



Dr. Christen Renoux



Dr. Dmitry Rozenberg



Dr. Benjamin Smith

This year's awardees were:

- **Dr. Sunita Mulpuru, Ottawa Hospital Research Institute,** for the project: A Pilot Feasibility Study to Inform the Development of a Novel Clinical and Biomarker-driven Definition of COPD Exacerbation among Hospitalized Adults in Canada \$30,000
- **Dr. Christen Renoux, McGill University,** for the project: Gabapentinoids and the risk of severe respiratory events in patients with chronic obstructive pulmonary disease \$30,000
- **Dr. Dmitry Rozenberg, University Health Network,** for the project: Feasibility of a Home-Based Cognitive-Physical Exercise Program in Chronic Obstructive Pulmonary Disease Patients: A Pilot Randomized Control Trial \$29,850
- **Dr. Benjamin Smith, McGill University Health Centre Research Institute,** for the project: Airway trees in the Anthropocene: A new paradigm for personalizing COPD prevention, prognosis, and pharmacotherapy \$29,000

RESEARCH SUMMARY

CLA has collectively funded a total more than \$1.1 million in research across Canada in 2020-2021 for one- and two-year projects (2020; 2020-2021; 2020-2022). The summary below shows the area of focus, number of projects funded within each area of focus and the amount awarded.

Topic	# of projects	Total funding
Acute Lung Injury/ARDS	1	\$30,000.00
Asthma	5	\$157,000.00
COPD	6	\$218,850.00
Critical Illness	1	\$10,000.00
Immunology	1	\$30,000.00
Infectious Diseases	1	\$150,000.00
Interstitial Lung Disease	1	\$30,000.00
Lung Cancer	1	\$50,000.00
Pulmonary Fibrosis	1	\$50,000.00
Pulmonary Rehabilitation	1	\$20,000.00
Sleep Disordered Breathing	4	\$155,000.00
Tobacco	1	\$25,000.00
Tuberculosis	2	\$100,000.00
Other	3	\$105,000.00
Total	29	\$1,130,850.00

PROFILE OF A PATIENT: JOYCE

PATIENT PROFILE: JOYCE, 31

TORONTO, ON

CO-FOUNDER OF ATLAS – HEALTHCARE MARKETING CONSULTANCY FIRM



COVID-19 has taken the breath from Canadians' lungs without discrimination. While there were certain vulnerable groups who were more likely to experience severe outcomes or hospitalization, the disease itself has impacted and continues to impact Canadians young and old. Unfortunately, the effects of the pandemic go beyond the initial disease for many. What has been dubbed the "Long COVID" or "post-COVID condition" is an after-math of the infection. Some people continue to experience symptoms after their initial recovery. Those people are said to suffer from "Long COVID". We are still learning more about what this may mean and how it could impact one's life. This is an evolving condition that continues to be researched.

Joyce was 30 when she had a suspected case of COVID-19 in March 2020. Joyce, an entrepreneur, healthcare advocate and avid traveller, was abroad when she became sick. The trip was meant to be anything but stressful.

"My COVID journey began while travelling (through) Indonesia back in March 2020. It was the trip of a lifetime," Joyce shared. "I got engaged to my now fiancé, Martin," Joyce continues.

"I waited until my symptoms subsided, then scrambled to book an earlier flight home to Canada. A few days later, the global pandemic was declared." Joyce says. "We were grateful to sneak in this adventure before the world shut down."

While Joyce was not officially diagnosed with COVID-19 at the time due to limitations of tests, the symptoms she experienced were linked to COVID-19. Among her symptoms were extreme fatigue, dry cough, sore throat and chest pain.

"The chest pain was ... as if someone was sitting on my chest," Joyce shares.

While most of Joyce's symptoms faded quickly, the cough and chest pain persisted. After a few months of gradually worsening symptoms, Joyce sought help from her family doctor and was referred to a respirologist. Both have treated her case as suspected "long COVID." Joyce has gone through a series of tests, including a chest x-ray and pulmonary function tests to determine the cause of the chronic cough and chest pain.

"My lingering symptoms are felt daily but they are not overbearing. The chest pain is worse for about an hour after I bike or run, but thankfully I'm not prevented from exercising.

"The most difficult part of this experience for me has been dealing with the uncertainty. It's hard not to think the worst when you have chest pain, and since so little is known about long COVID, it's been a journey to understand the cause of my symptoms and the prognosis."

Joyce's case did have some silver linings as her experience brought attention to undiagnosed asthma and pleurisy, which she began treatment for in July 2021.

"I'm relieved to have an answer, and I'm grateful for the excellent care I received throughout the entire process at St. Michael's Hospital (Toronto)."

"This pandemic has taught us to take nothing for granted including our lung health. Continued lung research is important as it will help us to better understand the impact of COVID, treat those still affected, and apply those learnings to protect against future health threats.

"I have a deep appreciation for the research that is being done not only around long COVID, but also preventative health strategies like vaccination that will further protect Canadians including those with chronic lung conditions."

"I have a deep appreciation for the research that is being done not only around long COVID, but also preventative health strategies like vaccination that will further protect Canadians including those with chronic lung conditions."

The Canadian Lung Association remains committed to learning more about long COVID and its impact on Canadians' lung health.

ADVOCACY: SHIFTING THE WAY WE MOVE OUR PRIORITIES FORWARD

This year's advocacy plans were quickly adjusted as COVID-19 began to impact all of our planned initiatives. While this unprecedented pandemic forced us to shift focus, we also continued work in other priority areas.

COVID-19



Terry Dean, President and CEO

We developed new advocacy plans and goals to effectively advocate on behalf of everyone affected by the pandemic. We began with an initial outreach to all 338 MPs with a letter outlining the types of support CLA could offer to their constituents during the COVID-19 pandemic.

Furthermore, CLA was instrumental in providing the federal government evidence concerning matters related to the government's response to the COVID-19 pandemic. On May 6, 2020, following a submission made to The Standing Committee on Health (HESA) Terry Dean, President and CEO of CLA and Dr. Mohit

Bhutani, Respiratory Specialist at the University of Alberta Faculty of Medicine, appeared in front of the committee to discuss COVID-19 and lung health, the relevance and the importance of health charities in an ever-challenging climate.

Terry Dean appealed to the committee to consider the importance of charities such as CLA, as they play a crucial role in the Canadian healthcare system. Canadians with lung disease and their caregivers continue to look towards such charities for information, support and resources. This role has been further expanded as the pandemic created more and more Canadians who now struggled to breathe.

Full record of the discussions is available at www.ourcommons.ca.

SUMMER ENGAGEMENT SERIES

This year we engaged the CLA Board Directors in our advocacy work in educating MPs about vaping and other lung health issues. Each Board Member met their respective MP as a constituent and representative of CLA.

They shared some key concerns to lung health and helped to inform the MPs' possible roles in helping CLA meet its mission. We successfully held 12 meetings with MPs across the country. Many of these newly formed relationships continue to be used in our existing advocacy work.



Jenica Atwin, Member of Parliament

TOBACCO: LIGHTING FIRE UNDER TOBACCO CONTROL

CLA, Canadian Cancer Society (CCS) and Heart & Stroke (H&S) coordinated a provincial letter writing campaign to ensure that settlements with the tobacco industry include public health measures. Letters went to provincial government representatives raising awareness of the lawsuits and the opportunity to create gains in tobacco control.

WORKING TOGETHER TO EDUCATE

In fall 2020, CLA, CCS, H&S and the Canadian Public Health Association (CPHA) were invited to submit an application to the Substance Use and Addiction Prevention program (SUAP) through Health Canada. The group submitted a successful application.

Our successful proposal, valued at just over \$3 million/ 3 years, will introduce an innovative, unprecedented health information campaign that will provide evidence-based support to those struggling with nicotine addiction; encourage cessation attempts and deliver unique perspectives of stakeholders across the country. The work began in early 2021.

This campaign will use evidence-based research coordinated by Ontario Tobacco Research Unit (OTRU) as a basis for a coordinated creative marketing and educational campaign. The work on this campaign will continue in earnest in the next fiscal with the plan to launch publicly in fall 2021.

VAPING: CLEARING THROUGH THE VAPE CLOUD OF MISINFORMATION



In April, CLA finalized a joint statement on vaping with the Canadian Thoracic Society (CTS). This statement was one of the strongest statements at the time - calling for stricter measures and publicly questioning the use of vaping products as a harm reduction tool. The statement was distributed amongst various networks and shared with Health Canada. The statement can be found at lung.ca.

This statement was complemented by further work in advocacy in vaping. As part of our outreach on vaping issues, CLA was invited to join MP Pam Damoff at her [special roundtable](#) on youth vaping. Sarah Butson, CLA's Public Affairs and Policy Analyst, gave a presentation on policy needed to protect young people from vaping including:

- lowered nicotine maximum levels
- comprehensive ban on flavours
- vaping taxation

In July 2020 we saw the first regulatory win on vaping with the announcement of stricter regulations to the promotion and advertising of vaping products as well as implementation of health warnings.

Vaping and tobacco were highlighted within our federal budget submission for the upcoming 2021 year. A report by the Finance Committee included a number of tobacco and vaping recommendations for the budget. As a response, CLA spearheaded a letter to Minister Freeland, co-signed by the Canadian Cancer Society and Heart & Stroke urging that these recommendations be implemented, specifically:

- Recommendation 120: Implement a federal tax on vaping products
- Recommendation 13: Increase the federal tobacco tax
- Recommendation 119: Implement a tobacco cost recovery fee

In the winter of 2020/2021 Health Canada announced its intention to lower the maximum allowable amount of nicotine in e-cigarettes to 20 mg/ml. This would bring Canada in line with other jurisdictions, including the EU. CLA has long advocated for this change as this is a positive step towards curbing possible nicotine addiction among youth.

To encourage the adoption of the proposed regulations CLA, CCS and H&S developed an e-advocacy platform at www.protectcanadiankids.ca. This site encouraged Canadians to show their support for the recommended regulations by sending an email to the Minister of Health and their local MP. In total, nearly 1,600 signatures were collected as part of this campaign.

BROADER FEDERAL GOVERNMENT ENGAGEMENT

In the 2020 fiscal year we completed 26 meetings with MPs across Canada.

Within the list of meetings, some notable MPs included several cabinet ministers (Minister O'Regan, Minister Garneau, and Minister Schulte) as well as Chair of the Health Committee among others.

We also shared health information resources regarding COVID-19 with all MPs for distribution to their constituents.

Furthermore, CLA attended quarterly consultation meetings with Health Canada on tobacco and vaping as well as special working group meetings on issues such as tobacco labelling.

AIR QUALITY: IS LUNG HEALTH UP IN THE AIR?



This year CLA looked to expand its advocacy efforts in air quality, which is quickly becoming a leading cause of disease and death worldwide. We engaged Abacus Data on a public opinion poll to understand more about the impact of air quality on the lung health of Canadians. Working with the Public Policy Working Group and Abacus Data, we developed a survey that was completed by

more than 2,000 respondents.

The resulting report and presentation will be publicly shared during a scheduled virtual roundtable discussion in June 2021. This event will host a panel of esteemed speakers to dissect the results and provide recommendations for action. Ultimately, the information gathered through both sources will form the basis of a white paper to guide our federal advocacy efforts in air quality moving forward, to be released in 2021.

ADVOCACY IN ONTARIO

One of the goals this fiscal year was to expand advocacy in Ontario aligned with our federal initiatives. This year the goal was to build stakeholder networks and relationships with a goal of engaging in outreach with MPPs in 2021.

TOBACCO AND VAPING

CLA came together with CCS, H&S, Lung Health Foundation (LHF), and the Ontario Medical Association (OMA) to form the Alliance for a Tobacco-Free Ontario (ATFO). This coalition will strive to advocate for provincial changes to work toward the broader federal goal of “less than 5% by 2035,” in reference to reduction in smoking rates. This includes work on tobacco and vaping control.

As part of ATFO we submitted:

- A nicotine maximum submission within the federal consultation
- Joint ATFO Pre-budget submission to the Ontario government

BROADER LUNG HEALTH INITIATIVES

In the spring of 2020, CLA also had an opportunity to meet with MPP Andrea Horwath to discuss the impact of COVID-19 on the health charity sector and to encourage support from governments to ensure Canadian health charities can continue to do their critical mandate.

We also continue to meet informally with colleagues at CCS, H&S, Diabetes Canada and others to look for opportunities to align at the provincial level.

With these networks we co-wrote a letter to the Province of Ontario calling for a provincial lung cancer screening program expanding on the success of a pilot in Ontario. The provincial government later announced that they were in fact expanding this program.

COMMUNICATIONS AND MARKETING: MAKING BREATHING MATTER

Last year presented us with many challenges and opportunities. While we were poised to use the year 2020 to celebrate our 120th anniversary, instead, we were compelled to recognize that once again the world is faced with a respiratory pandemic. Much like TB served as the foundation for our establishment over a century ago, COVID-19 once again brought the world to a standstill. While we had to adjust our plans, our commitment remained unchanged. We worked diligently to provide answers to those struggling to breathe and hope to those who are simply struggling. All along, we continued to support other chief areas of lung disease.

COVID-19

We worked with like-minded organizations, coalitions and experts to develop much-needed resources in a timely manner to ensure that Canadians are receiving evidence-based information. We connected with patients and caregivers and provided comprehensible information in a variety of formats to ensure the greatest reach.

CONNECTING CANADIANS: WEBINAR: COVID-19 AND YOUR LUNG HEALTH

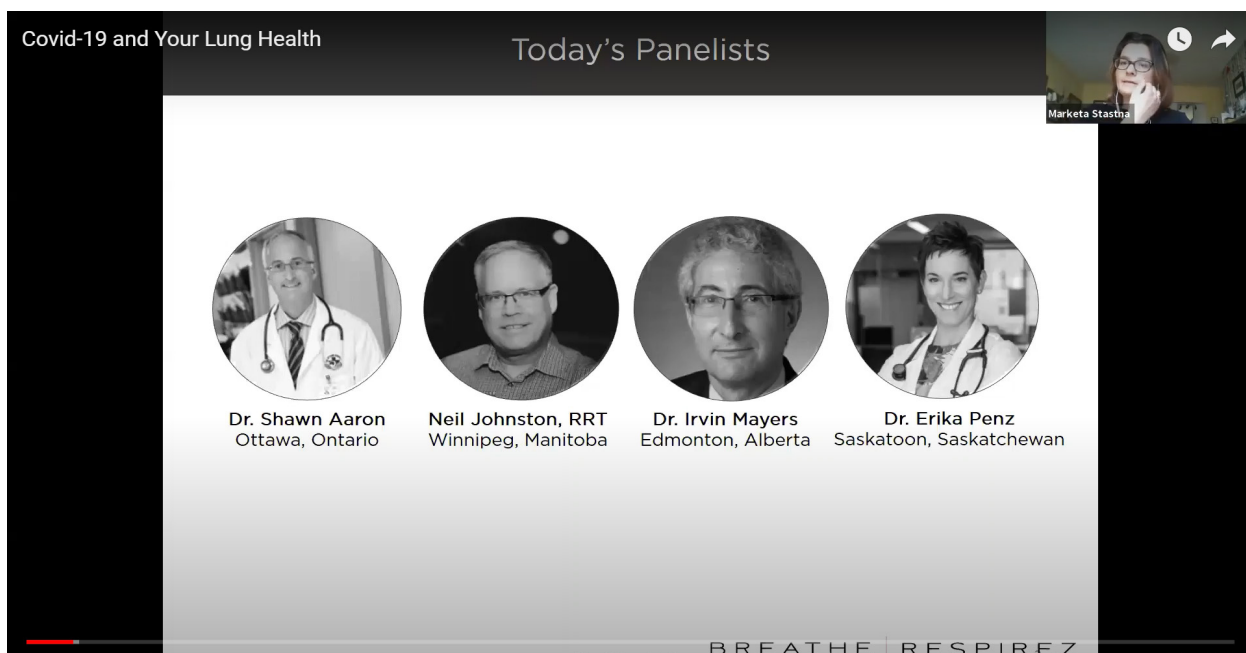
On March 27, 2020 we held an informative webinar that gave Canadian patients and caregivers direct access to respirologists and a respiratory therapist.

The webinar saw more than 1,000 registrants. There was a high level of satisfaction among the participants.

Over 75 per cent said they would participate in another webinar, should we hold one; while over 90 per cent indicated they would like to be contacted by us in the future.

Ninety-five per cent of attendees felt that our panel was helpful and well-equipped to answer their questions.

The recording of this webinar can be accessed on [CLA's YouTube channel](#).





INFORMING CANADIANS WEBSITE

We have developed a comprehensive bilingual disease book that can be accessed at lung.ca/covid19.

This disease book is constantly updated and includes the following sub-sections:

- General overview of the disease and the virus
- FAQs
- Prevention information
- Symptoms
- Information about COVID-19 & chronic lung disease

Resources: collection of reliable resources from Canada and abroad. This is a reflection of the wishes of the patients who participated in our Patient Engagement survey in Spring/Summer 2019, who noted that they would like us to be a hub of information relevant to them and their needs. This page also includes resources developed in-house.

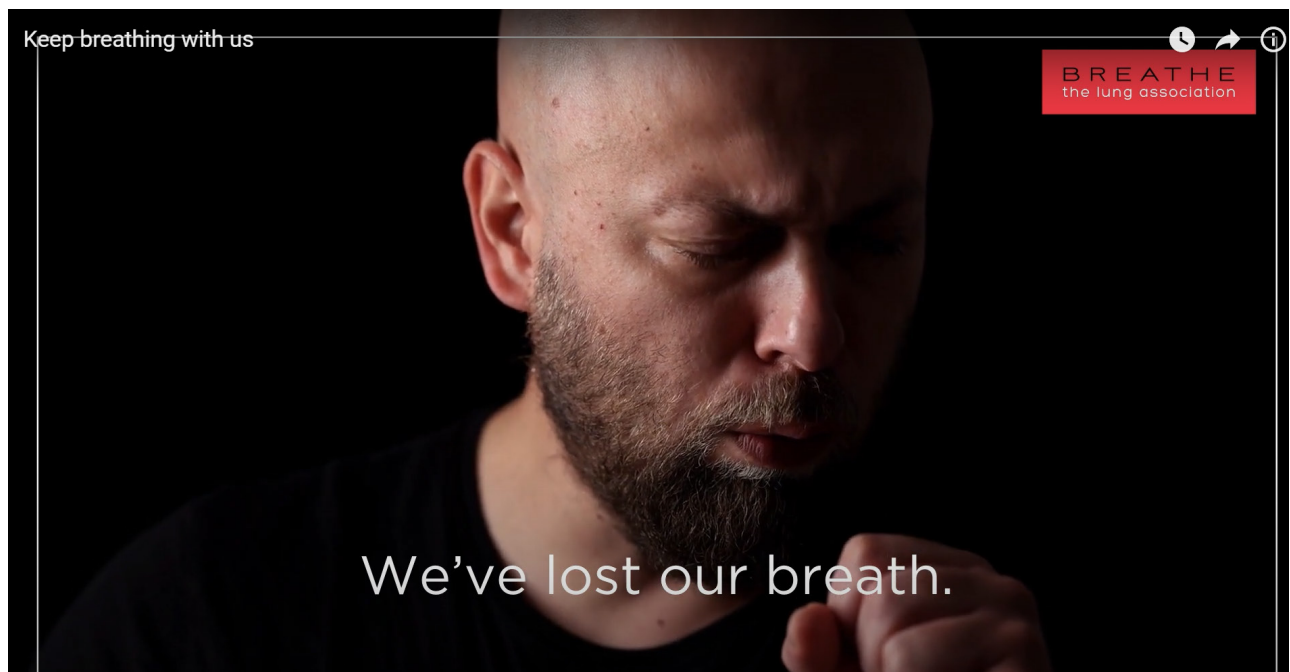
ORIGINAL RESOURCES (BILINGUAL)

- [Managing COPD during COVID-19](#) - One page, easy to comprehend resource that provides information for managing COPD during COVID-19, as per CTS guidelines.
- [Managing Asthma during COVID-19](#) - One page, easy to comprehend resource that provides information for managing asthma during COVID-19, as per CTS guidelines.
- [COVID-19: Staying Well; Tips for physical and mental well-being](#) - In collaboration with our colleagues at Lung Foundation Australia and others, we developed a resource that provides tips for mental and physical well-being during the pandemic.
- [Non-medical face masks](#): Information sheet that provides tips for proper use and maintenance of non-medical face masks.
- [Flu, Pneumonia and COVID-19](#): A comprehensive information brochure that looks at the similarities and differences between the three respiratory diseases.

VIDEO RESOURCES (SUBTITLES)

Using the questions we were not able to answer during our March 2020 webinar, we developed a series of video vignettes that speak to the various themes of concern.

- [Smoking and COVID-19](#) - We have been asked a number of questions about smoking, vaping and its relationship to COVID-19. Here are some of the questions and answers.
- [FAQs: Air Quality and COVID-19](#) - We have been asked a number of questions about air quality concerns as they relate to COVID-19. Here are some of the questions and answers.
- [FAQs: Access to medication during the pandemic](#) - We have been asked a number of questions about access to medications, drug shortages and management of your disease during the pandemic. Here are some of the questions and answers.
- [Flu, Pneumonia and COVID-19: Do you know the symptoms?](#) - All three are respiratory diseases. There are both similarities and differences in symptoms among the three.
- [Flu, pneumonia and COVID-19: Preventing lung disease](#) - Flu, pneumonia and COVID-19 are all respiratory diseases. There are different ways to prevent and treat these.
- [Keep Breathing with Us](#) - an inspirational video that looks at the role we have played and continue to play during the pandemic.
- [Answering your COVID-19 vaccination questions](#) - Answering common questions regarding the COVID-19 vaccines to address vaccine hesitancy.
- [It's time to Step Up](#) - Summary of key preventative measures that Canadians should continue to take in order to prevent the spread.



WORKING TOGETHER TO HELP CANADIANS

We continue to collaborate with a number of relevant coalitions and working groups.

Specifically, we should highlight two projects where we've played an integral role.

- [HCCC \(Health Charities Coalition of Canada\)](#) – CLA played a crucial role in developing a video on behalf of the coalition that speaks to the need to advocate for more funding for charities. This video was done completely in house.
- Asthma Canada : Vaccination Working Group – CLA staff played a crucial role in helping to develop social media messaging/ campaign that spoke to the importance of vaccinations, released in Fall 2020.

GIVING TUESDAY

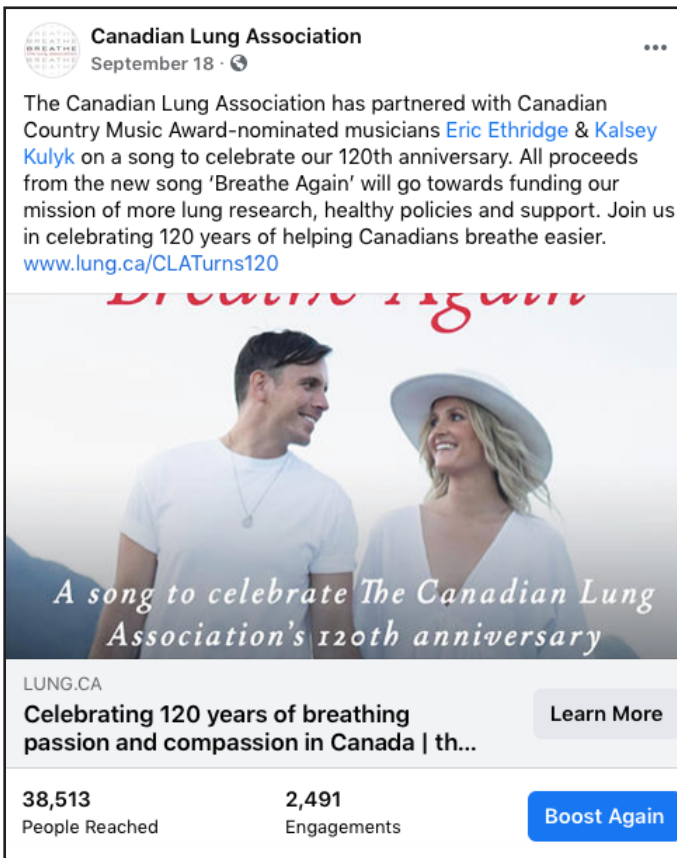
We actively participated in regular Giving Tuesday activities on our social media channels, as well as May Giving Tuesday, which specifically asked for donations to help charities weather the pandemic.

MAKING HOMES SAFER: RADON HOME KITS

In the Fall of 2020, in collaboration with the Lung Association - Saskatchewan, we introduced radon home test kits for sale to Canadians in Ontario and Quebec. The home test kits are tested within Canada and meet the highest recommended standards for effectiveness. We introduced the program to the two provinces via a comprehensive social media campaign on Twitter and Facebook. We also created complementary information on lung.ca/radon to ensure Canadians are well educated about the issue.

Radon remains the second leading cause of lung cancer in Canada, yet it can be easily mitigated. During our last fiscal year, we have sold nearly 200 kits.

CLA TURNS 120



To celebrate our 120th anniversary, we chose to focus on sharing our story, celebrating our past and providing hope for the future. Our primary goal was engagement with new and existing audiences in an original way. Fundraising was our secondary goal. In collaboration with National PR, we created a national, bilingual campaign with original promotional content that garnered attention both in traditional and social media.

Our 120th anniversary celebration was anchored by an original song, written by award-nominated country duo, Eric Ethridge and Kalsey Kulyk. All proceeds from the song's downloads or streams will go directly to The Canadian Lung Association in form of a

donation.

The song "Breathe Again" was the chief promotional and fundraising piece. The campaign was further complemented by our anniversary landing page (www.lung.ca/CLATurns120), which invited visitors to learn about our accomplishments throughout the past 120 years; allowed them to leave a congratulatory message and a donation and introduced them to some of our volunteers, staff, patients and researchers.

SUMMARY:

Overall, we reached nearly 5 million Canadians through traditional media, social media, effective partnerships and music platforms.

SPONSORS & SUPPORT

NATIONAL CORPORATE SPONSOR

- Trudell Medical International

BREATHING AS ONE NATIONAL CORPORATE SUPPORTERS

- Boehringer Ingelheim

PREFERRED PARTNER

- Canadian Thoracic Society

FRIENDS AND SPONSORS

- Canadian Institutes of Health Research – Institute of Circulatory and Respiratory Health
- Pfizer

ALLIANCES

We are proud to work with the following organizations and coalitions:

- Alpha-1 Canada
- ASH – Action on Smoking and Health
- Asthma Canada
- Canadian Association of Physicians for the Environment
- Canadian Cancer Society
- Canadian Council for Action on Tobacco
- Canadian Institutes of Health Research – Institute of Circulatory and Respiratory Health
- Canadian Medical Association
- Canadian Public Health Association
- Diabetes Canada
- Global Lung Cancer Coalition
- Health Canada
- Health Charities Coalition of Canada
- HealthPartners
- Heart & Stroke
- Immunize Canada
- Ontario Tobacco Research Unit
- Physicians for a Smoke Free Canada
- Pulmonary Hypertension Association of Canada
- Take Action on Radon

Thank you.
Together, we can all help
Canadians breathe easier.

FINANCIAL STATEMENTS

For the year ended March 31, 2021

Statement of Operations

				2021	2020
	General Fund	Research Fund	Breathing As One Campaign	Total	Total
Revenue					
Provincial assessments	\$ 418,920	\$ 251,735	\$ —	\$ 670,655	\$ 1,242,876
Program & project contracts (recoveries)	8,000	—	—	8,000	(10,750)
Sponsorship	10,000	12,500	—	22,500	60,907
Donations, bequests & memorials	890,971	—	—	890,971	136,349
Endorsements	15,000	—	—	15,000	20,000
Campaign donations	—	—	161,933	161,933	86,945
Interest and investment income	27,052	28,903	—	55,955	55,824
Miscellaneous & other income ^(Note 9)	108,340	—	—	108,340	—
	<u>1,478,283</u>	<u>293,138</u>	<u>161,933</u>	<u>1,933,354</u>	<u>1,592,151</u>
Expenses (Schedules)					
Admin allocation (recovered)	(7,024)	7,024	—	—	—
Advertising and promotion	29,415	—	—	29,415	4,449
Consultants	135,804	66,341	—	202,145	155,156
Meetings and travel	1,598	—	—	1,598	54,122
Other operating expenses	130,521	29,641	949	161,111	122,173
Office rentals and leases	31,993	—	—	31,993	61,623
Professional fees	140,496	—	—	140,496	100,792
Research grants and awards ^(Note 7)	—	133,000	138,816	271,816	191,630
Salary	412,815	20,761	—	433,576	526,566
	<u>875,618</u>	<u>256,767</u>	<u>139,765</u>	<u>1,272,150</u>	<u>1,216,511</u>
Excess of revenue over expenses before unrealized items	602,665	36,371	22,168	661,204	375,640
Unrealized gain (loss) on investments	53,122	73,359	—	126,481	(53,357)
Excess (deficiency) of revenue over expenses for the year	<u>\$ 655,787</u>	<u>\$ 109,730</u>	<u>\$ 22,168</u>	<u>\$ 787,685</u>	<u>\$ 322,283</u>

The accompanying summary of significant accounting policies, notes and schedules are an integral part of these financial statements.

2020/2021 BOARD OF DIRECTORS

2020/2021 Executive Committee

- Chairperson: Andrea Power
- Past Chairperson: Kate Hurlburt
- Vice Chair: Nora Lacey
- Treasurer: Deborah Harri
- Ex Officio: Michael Ellis

2020/2021 Board of Directors

- Tracey Alcorn
- Peter Collens
- Michael Ellis
- Linda Gregory
- Deborah Harri (Treasurer)
- Kate Hurlburt (Past Chairperson)
- Nora Lacey (Vice Chair)
- Celina MacLeod
- Andrea Power (Chairperson)
- Pearce Wilcox

