



Canadian Lung Association

B R E A T H E

IMPACT REPORT, 2023-24

Our vision

All people free of lung disease.

Our mission

To lead nation-wide and international lung health initiatives to prevent lung disease and help people manage lung disease and promote lung health.

If you have lung ~~disease,~~ we're here for you.



Nora Lacey
Chair, Board of Directors



Sarah Butson
Incoming CEO

A message from our leadership

In 2023, for the first time since the pandemic a lung health story led global news cycles. It was the hottest summer on record and unprecedented wildfires (both in number and size) burned from British Columbia to Nova Scotia. For the first time in history, the air quality in Canada was worse than in the United States. American media were quick to point out that the thick, black smoke blanketing even the southern-most states originated north of the border. On June 7, 2023 — which marked Clean Air Day in Canada — we experienced some of the worst quality air in the world.

For many of us, the summer of 2023 offered a small glimpse into the life of those living with lung disease. It was the first time a short walk down the street made us cough, the first time we checked the Air Quality Health Index before leaving the house. For too long, poor lung health has been considered the result of an individual's poor choices. Not only does this promote stigma and inequity for those living with lung disease but it also fosters the misconception that all one needs to do for good lung health is make the "right" choices. But emerging threats to lung health, such as wildfires and climate change, are teaching us a hard lesson: that poor lung health can affect everyone — and we must not take our lung health for granted.

“Lung health for all” is why we continue to raise awareness of and advocate for action on climate change, traffic-related air pollution and youth vaping. We are proud of the progress we made this year as a result of the conversations we had on Parliament Hill and the work we did with a number of national partners.

It is why we are focused on lung health equity, developing more accessible and available resources and programs for those affected by lung disease so people can access support from their comfort of home; our BREATHE Better | Stay STRONG virtual pulmonary rehabilitation program is a prime example.

It is why we continue to provide need-based grants for radon mitigation and funding for pediatric C-PAP machines. We have also recommitted to providing the most updated, evidence-based, plain-language and easy-to-find knowledge resources possible for patients and families.

Lung health for all is why we invest in up-and-coming lung health researchers across Canada, to support their work and encourage them to establish their research careers here at home. This year, we funded 13 research projects that will increase our understanding of and bring us closer to improved treatments for asthma, COPD, cystic fibrosis, pulmonary hypertension and more.

There were also several organizational changes this year, including welcoming new members to our board of directors, groundwork for a new strategic plan and the retirement of our President and CEO Terry Dean after nine years with CLA. Terry was a true “people person” as evidenced by the lasting, productive relationships he established across industries and organizations. Terry was also a master at motivating and empowering his team to achieve their full potential, and his passion for and dedication to lung health will live on in the team that he built and nurtured for many years. This team included Sarah Butson, who became CEO as of May 1, 2024.

While 2023-24 was a year of transition at CLA, one of Canada’s oldest and most trusted health charities, it was also one that saw many accomplishments of which we are immensely proud and that will have an impact on lung health this year and for years to come. We look forward to building on these accomplishments as we continue to work toward a future of “Lung health for all”.



www.lung.ca/smoking-vaping

SMOKING & VAPING

Vaping Conversation Guide for Parents

To help clear the air and combat the many myths that persist about vaping, we created a comprehensive *Vaping Conversation Guide for Parents*. This guide, which educates parents on topics like vaping devices and the chemistry of vaping and its possible consequences, supports parents to speak honestly and accurately with their children to prevent nicotine use and addiction among today's youth.

Reducing youth vaping

We used many opportunities throughout the year to advocate for a federal ban on all flavours of vaping liquid to help reduce the appeal to youth. We spoke at the re-introduction of the Ontario NDP's bill "Vaping is not for Kids" at Queen's Park. We raised this important issue in the many meetings we had during our Lung on the Hill Days on Parliament Hill in May and November. In January, we signed an agreement with the Government of Ontario to adapt *Lungs are for Life!*, a much-needed vaping and smoking prevention resource, for Ontario teachers.

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CLA influenced change at the federal level, taking us steps closer to the goal of fewer than 5% of Canadians smoking tobacco by 2035. Change included the inclusion of draft legislation for a tobacco cost-recovery fee the government's Fall 2023 Economic Statement.

Call for urgent action on nicotine pouch sales

Following the approval of the sale of nicotine pouches earlier in the year, we joined other health advocates at a Parliament Hill press conference in November calling for urgent action to prevent sales of nicotine pouches to children. A follow-up announcement from the Government outlined their intent take action on this request.

Representing Canada on the world stage

We were named the Health Canada NGO Representative as part of the Canadian delegation to 10th session of the Conference of the Parties (COP10) to the WHO Framework Convention on Tobacco Control, held in January in Panama.

Support for a cost-recovery fee for Big Tobacco

We made progress on our push for a cost-recovery fee for the tobacco industry. We released the results of a national survey that showed that 87% of respondents support a significant portion of the tobacco settlement funds be used for initiatives to reduce smoking among adults and youth.

We also continued to work with partners on the Smoke-Free Curious campaign.

**CLA held 46 meetings with MPs, federal officials, provincial MPPs
and other officials in 2023-24.**

www.lung.ca/smoking-vaping

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CLA was invited to speak at a number of high-profile smoking and vaping prevention events in 2023-24



At the re-introduction of the "Vaping is not for Kids" bill by Ontario NDP Health Critic France Gélinas at Queen's Park, April 2023



At a national press conference calling for the Federal Government to take urgent action on nicotine pouches, November 2023



www.lung.ca/air-quality

AIR QUALITY

Answering questions about wildfire smoke

Canadians, no matter where they lived, couldn't escape the consequences of a record-setting wildfire season. In response, CLA developed and disseminated materials to help answer the many questions that people across the country were asking, many for the first time. We connected media from across the country with leading Canadian researchers in the field who could provide evidence-based answers. Our Lung Health Helpline operators spoke to people from across the country, with or without lung disease, who wondered how the poor quality air would affect them.

Quantifying air quality concerns

In November, we released the results of a national survey that showed Canadians are very concerned about air quality, especially in outdoor areas. Among the results, 74% of respondents were concerned about the quality of air outdoors in high-traffic corridors and nearly 80% of those surveyed see links between air pollution from traffic and health.

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Radon is the second-leading cause of lung cancer in Canada. We raised awareness of the dangers of radon gas in the home — and promoted our Lungs Matter mitigation grant program — during the month of October with a Halloween-themed campaign on social media.

Bringing Canadians' air quality concerns to Parliament Hill

We included these results when we met with decision makers on Parliament Hill later in the month to help raise awareness about the impact that traffic-related air pollution (TRAP) and climate change are having on the lungs of people in Canada.

In December, CLA spoke at the announcement of the Federal Government's new Electric Vehicle Availability Standard to encourage automakers to make more battery-powered cars and trucks available in Canada. In March, we joined with the Pembina Institute to publish a joint op-ed in The Hill-Times: "The true cost of gas-powered medium and heavy-duty vehicles".

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The Canadian office of the internationally renowned advertising agency McCann helped CLA raise awareness of how to protect lungs against wildfire smoke. The image above was featured in a digital campaign and ran in the Globe and Mail in November, which drove the public to visit the CLA microsite www.protectyourlungs.ca.

CLA's October 2023 Canada-wide survey on air quality showed that 68% of respondents are concerned about outdoor air quality, 18% more than indicated concern only two years previous.

www.lung.ca/air-quality

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HEALTH PROMOTION

The go-to source of updated, evidence-based and accessible information

We strive to be the go-to source of evidence-based information and user-friendly patient resources, including fact sheets, videos and more, featuring information on symptoms, causes, treatment and disease management. This year, we updated and expanded our resources on COPD including the creation of a new, easy-to-use COPD Action Plan. We updated and expanded our lung cancer content and worked to raise the awareness of provincial lung screening programs across the country so that those who are eligible for early screening can benefit from this potentially life-saving intervention.

Raising awareness of recommended vaccinations

We focused on encouraging vaccination against common respiratory infections (COVID-19, influenza, pneumonia and respiratory syncytial virus or RSV), reminding those living with lung disease that they are particularly at risk for serious illness. Our campaigns included national television public service announcements, distribution of a vaccine reminder/tracking tool for use during visits with a healthcare provider as well as a Lung Month supplement in *Maclean's* magazine.

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The Canadian Lung Association encourages you to

SHOW YOUR **LUNGS** *some love*

Talk to your family doctor, nurse practitioner or pharmacist about which vaccines are right for you.

**INFLUENZA (FLU) | COVID-19 | PNEUMONIA
RESPIRATORY SYNCYTIAL VIRUS (RSV)**



As part of our Show your Lungs Some Love campaign, we mailed vaccination reminder tools directly to 14,300 households as part of our "Show your lungs some love" campaign.

Our messaging promoting vaccination against common respiratory infections ran 117,716 times on nation cable networks and was included in the Lung Month supplement in Maclean's, which has 1.45 million print readers and 592,000 digital views.

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www.lung.ca/lung-health/living-lung-disease

PROGRAMMING

Programming to support those living with lung disease

We continued our BREATHE Better, Stay STRONG virtual pulmonary rehabilitation program, welcoming our 1,000th registrant. Attendance in both our English and French monthly support groups has risen steadily. Work began on a formal evaluation of the program.

We also continued our needs-based funding programs, to provide grants for home radon mitigation and purchase of pediatric C-PAP equipment.

People from across Canada contacted us with their lung health questions using our Lung Health Helpline, including a significant number of calls asking about the effects of wildfire smoke on the lungs.

**What participants are saying about our
BREATHE Better, Stay STRONG virtual pulmonary rehab program:**

"I was having a hard time getting answers from my doctors about my disease. I like that the program is easy to understand. The support group helps me share my experiences with others; I hope that I can help them".

"It's what I was looking for. What I like is that it explains in layman terms what is happening, why I feel the way I do and how to combat a lot of it."

"I was diagnosed with COPD a year ago. Module 2 helped me understand what my normal symptoms are and what to do when they get worse."

We provided 23 children whose families could not otherwise afford this life-saving equipment with \$47,000 worth of pediatric C-PAP machines.



www.lung.ca/research

RESEARCH

Investing in lung health research

Since 1959, CLA has been investing in the future of lung health research in Canada by funding the next generation of lung health researchers. This year, we were proud to fund the research projects of 14 early career investigators. For the first time, we partnered with ResearchNB to award funding to two investigators from the province.

In September, we announced that we had become partners in the Canadian Institute of Health Research's 2024 Team Grants: Lung Health competition, which would fund up to \$15.5 million for up to eight research teams. Awardees would be announced in mid-2024.

**Since 2017, CLA has funded 85 different research projects,
awarding almost \$3 million.**

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In April, we welcomed more than 30 graduate students and early career investigators to RENASCENT (Respiratory National Scientist Core EducatiON Training) in Montreal, an annual event held to increase mentorship opportunities and support the career development, held in conjunction with the Canadian Respiratory Congress (CRC).



“Early diagnosis is key to preventing lung disease and its associated complications. However, some current definitions of lung health ignore the additive effects of harmful exposures, lung infections and poor quality air. By re-evaluating our current approach and assessing how many individuals may be missing using breathing tests alone, we aim to ignite interest in developing new and improved approaches to respiratory health, detecting disease earlier and improving outcomes.”

Cole Bowerman received a MD Studentship from CLA in support of his research “Hidden amongst healthy: Normalization of respiratory pathology and health disparities by reference equations”.

92% of the researchers funded by CLA in 2017 and 2018 remain in Canada in 2024.

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ASTHMA

Clinical Fellowship

Clarus Leung

University of British Columbia

In partnership with the Canadian Allergy, Asthma, and Immunology Foundation

ASTHMA

Allied Health Research Grant

**Shirley Quach & Teresa To
SickKids**

In partnership with the Canadian Respiratory Research Network

ASTHMA

CRRN AGM travel award

**Francis Lissanga Dendo
Université de Moncton**

In partnership with ResearchNB

COPD

Allied Health Fellowship

**Shirley Quach
McMaster University**

COPD

Allied Health Research Grant

**Tania Janaudis-Ferreira
McGill University**

In partnership with the Canadian Respiratory Research Network

COPD

PhD Studentship

**Konstantyn Dmytriiev
University of Alberta**

In partnership with the Canadian Respiratory Research Network

CYSTIC FIBROSIS

Fellowship

Razieh Enjilela

Toronto Metropolitan University

In partnership with the Canadian Respiratory Research Network

EXERCISE PHYSIOLOGY

PhD Studentship

**Felix Girard
McGill University**

LUNG CANCER

CRRN AGM travel award

**Hadrien Gayap Taghev
Université de Moncton**

In partnership with ResearchNB

PULMONARY HYPERTENSION

PhD Studentship

Saeid Maghsoudi

University of Manitoba

In partnership with the Manitoba Lung Association

SMOKING & NICOTINE

MD Studentship

Cole Bowerman

Dalhousie University

In partnership with the Canadian Respiratory Research Network

SMOKING & NICOTINE

PhD Studentship

Maks Dziura

University of Windsor

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Our board of directors



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Chair
Saint John, NB



Deborah Harri
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Margaux McDonald
Ottawa, ON



Julia Wright, PhD
Halifax, NS

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We work closely with

- Canadian Thoracic Society
- Canadian Institutes for Health Research (CIHR) Institute of Circulatory and Respiratory Health (ICRH)
- Asthma Canada
- Canadian Allergy, Asthma, and Immunology Foundation (CAAIF)
- Canadian Association of Physicians for the Environment (CAPE)
- Canadian Association of Radon Scientists and Technologists (CARST)
- Canadian Cancer Society (CCS)
- Pembina Institute
- Canadian Electric School Bus Alliance (CESBA)
- Canadian Partnership for Children's Health and Environment (CPCHE)
- Canadian Respiratory Research Network (CRRN)
- Clean Energy Canada
- Heart & Stroke
- Immunize Canada
- Pollution Probe
- Physical and Health Educators of Canada (PHE Canada)

We are proud members of

- HealthPartners
- Air Quality Roundtable
- Alliance for a Tobacco-free Ontario
- Pan-Canadian COVID-19 Respiratory Roundtable
- Health Charities Coalition of Canada
- Global Lung Cancer Coalition

Our corporate partners

- AstraZeneca Canada
- Glaxo Smithkline Canada
- Great West Radon
- Merck Canada
- Pfizer Canada
- Sanofi Canada
- Trudell Medical International

Audited financial statement

Canadian Lung Association Statement of Operations

For the year ended March 31	2024	2023
<small>(see Notes 2, 6 and 8)</small>		
Revenue		
Donations, bequests and memorials	\$ 1,331,544	\$ 1,037,300
Sponsorships	263,522	254,575
Interest and investment income	108,510	62,551
Campaign donations	91,762	113,844
Program and project contracts	70,460	69,620
Endorsements	28,800	28,245
Miscellaneous and other income	27,107	1,400
Grants	16,752	-
Provincial assessments	-	80,447
	<u>1,938,457</u>	<u>1,647,982</u>
Expenses		
Salaries and related benefits	741,948	625,099
Consultants	176,000	339,215
Research grants and awards	143,637	266,677
Other operating expenses	127,387	253,518
Operational health grants	101,136	45,937
Part time contract staff	83,819	71,305
Meetings and travel	49,174	20,727
Advertising and health promotion	44,273	56,679
Professional fees	37,496	69,793
Office rentals and leases	17,410	15,145
	<u>1,522,280</u>	<u>1,764,095</u>
Excess (deficiency) of revenue over expenses before undernoted item	416,177	(116,113)
Unrealized gain/(loss) on investments	<u>107,922</u>	<u>(64,323)</u>
Excess (deficiency) of revenue over expenses for the year	<u>\$ 524,099</u>	<u>\$ (180,436)</u>



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