



Thank you  
#HealthCareHeroes



B R E A T H E  
the lung association

When you can't breathe,  
nothing else matters.

# ANNUAL REPORT 2020

**1965**  
Health Care Providers educated on lung health

RESPTREC Students - **465**



Webinar Registrants - **1500**



**3** Research projects funded as a part of our 5-year, \$1,000,000 commitment

**3** New Vaping Education partnerships created to continue to grow the Y4C program to First Nations communities

**5581** Homes tested for radon

**10** Educational Videos created on topics including Lung Transplant, Vaping, COPD, Radon, Support Groups

**50%** Our real estate footprint was reduced by 50% in order to direct more resources to mission

**123%** Growth in engagement across social media platforms

## STRENGTH, AGILITY, & SUPPORT ADMIDST A PANDEMIC

**5049+**  
Resources created and shared

- 20+** COVID-19 webpage resources created for the public
- 20+** COVID-19 webpage resources created for Health Care Professionals
- 9** COVID-19 videos created
- 5000+** COVID-19 related social media posts shared

**19** Educational webinars offered on topics including severe asthma, vaping, tuberculosis, mental health during COVID-19, COPD and COVID-19, vaccinations, radon, and the history of The Lung Association

**300** 300 members in 7 online support groups

The Lung Association of Saskatchewan has led the quest for healthy lungs for over 110 years beginning with the creation of the Saskatchewan Anti-Tuberculosis League in 1911, battling the tuberculosis epidemic that swept across the province and Canada for years to come.

The Covid-19 pandemic presented an opportunity for The Lung Association to stretch itself once again. We embraced the chance to support health care professionals and the general public by ensuring we were a source for consistent, evidence based information. We hosted COVID-19 specific webinars for over 1000 healthcare professionals on topics such as community care and vaccine confidence and adapted our RESPTREC professional education programs in order to support the needs of health care professionals more broadly. To help facilitate COVID-19 research, together with the Saskatchewan Health Research Foundation, we funded a Saskatchewan-based COVID-19 citizen science project entitled "CO-Away" with a researcher and team from the University of Regina - Dr. Tarun Katapally.

Last but not least, while we were able to quickly mobilize staff to work from home, we ensured that there was little interruption in our ability to deliver on mission critical initiatives. In order to support our regular programs during the pandemic, The Lung Association moved to an online platform for support groups including the addition of those diagnosed with and caring for loved ones affected by COVID-19, which has engaged patients and caregivers throughout Saskatchewan and across Canada.

We salute all health care, emergency and service workers who went to extraordinary lengths to provide care and essential services. We are here for you for the long haul.

## Leadership – Reflection & Gratitude

### MESSAGE FROM CHAIR



Since 1911, The Lung Association of Saskatchewan has been working tirelessly for lung health. Formed out of response to the tuberculosis pandemic, we now serve not only people affected by lung disease and illness, but also provide tremendous support for health care workers, contribute to research, advocate for changes to improve lung health and provide important education for all.

In early 2020 we welcomed Erin Kuan as President and CEO. We are so grateful to her and the team for their leadership in ensuring all mission activities continued as we collectively face the COVID-19 pandemic. Our board and staff jointly created 'Innovate. Collaborate. Inform.' This new strategic plan includes the agility required in this age of disruption and will help ensure our focus remains on initiatives that bring the greatest value to our stakeholders and their communities.

It is an honour to serve The Lung Association alongside an exceptional group of volunteer board members. We are so grateful for their time and commitment to ensure that the organization remains focused on key mission activities, ensure risks were mitigated, and supports were strengthened.

The activities of The Lung Association would not be possible without the generous support of our donors, volunteers, and partners. Thank you! You truly keep our lungs working.

I hope you will join me in thanking everyone working in delivery of health care, emergency and service over the past year.

Colleen McMahon, Board Chair

## Leadership – Response and Resilience

### MESSAGE FROM CEO/PRESIDENT



On January 13th, 2020 I had the privilege of joining The Lung Association of Saskatchewan as the 3rd CEO in its history. On March 13th, we closed the office to the public for the first time in history, due to the COVID-19 virus. Thanks to the dynamic infrastructure that is The Lung Association, we were able to swiftly ensure staff were supported to work remotely so critical support for those we serve could continue. In response to the pandemic, we kept momentum going in order to support health care workers engaged in education, accelerated awareness campaigns to support the work being done by those at the front line, emergency, and service workers; leaned in on supporting real time citizen science projects in COVID-19; and increased partnerships to ensure that as people were spending more time at home, they were breathing healthy air and reducing the risk of radon exposure.

Amidst the chaos of the pandemic, we took a significant step to more effectively utilizing our resources by reducing our office footprint by 50%. With the sale of the long-time home of the Association in 2019, we were able to find space that affords more agility in the way we can work, accessibility, and reduces our annual costs significantly. This timely move ensures that the most money possible can go towards research, education, advocacy, and care while still retaining exceptional staff and running top quality programs.

Despite economic downturns in 2020, The Lung Association team grew in strength and stature adding talent to our team in the areas of lung health for youth in First Nations, Marketing and Communications, and Professional Education support. We were proud to grow during such an important time of focus on lung health and were able to do so because of the unwavering support of our Board leadership, donors, volunteers, and most importantly, those we serve affected by lung health conditions.

Erin Kuan, President and CEO

## Research Partnership



The Lung Association and the Saskatchewan Health Research Foundation (SHRF) continue to partner and invest in respiratory research. In 2020 they awarded two talented teams of Saskatchewan researchers with the Collaborative Innovation Development Grants.



Dr. Donna Goodridge



Dr. Tzu-Chiao Chao



Nicole Hansmeier

- Dr. Donna Goodridge and her research team from the University of Saskatchewan are investigating the influence of health literacy and self-efficacy on treatment acceptance and adherence in patients with Obstructive Sleep Apnea (OSA). OSA is the most common form of sleep-disordered breathing, which can cause serious physical, cognitive, and emotional problems if left untreated.
- Drs. Nicole Hansmeier and Tzu-Chiao Chao and their research team from the University of Regina, are investigating the molecular effects of second-hand cannabis exposure. The legalization of cannabis in Canada has provided many opportunities, but also comes with significant challenges and uncertainties. In order to deploy fair and meaningful policies and regulations, it is important to accurately and objectively investigate the impact of cannabis and its use on public health and safety.

### Other Lung Research



Dr. K

The COVID-19 pandemic continues to be an extremely complex threat to our population. In 2020 The Lung Association was pleased to partner with MiTACS to support the research of Dr. Tarun Katapally and his team from the Johnson Shoyama Graduate School of Public Policy at the University of Regina. Dr. Katapally and team are investigating CO-Away – a rapid response digital tool to tackle COVID-19. CO-Away was designed to gather data where citizens will engage with researchers in real-time to manage this evolving pandemic and was piloted in the community of Ile a la Crosse. CO-Away will be designed to not only address population health risks during the current wave of the pandemic, but will also be structured for rapid response during subsequent waves of COVID-19 as well as other communicable disease outbreaks.

## Fall Webinar Series

In response to the necessary cancellation of the in-person Inspired Breathing Conference in 2020 due to the COVID-19 pandemic, The Lung Association planned and hosted a series of webinars for health professionals during the month of November. This newly established fall webinar series attracted well over 1,000 participants from across Canada. Content and presenters included:

- Tuberculosis – presented by Dr. Dina Fisher, sponsored by AstraZeneca (AstraZeneca/RESPTREC Webinar Series)
- Mental Health and Lung Disease in an Era of COVID-19 – presented by Dr. Rachana Bodani, sponsored by McPherson Family
- Community Care of the COPD Patient During COVID-19 – presented by Dr. Erika Penz & Ms. Rochelle Riemer, sponsored by Boehringer Ingelheim
- The Importance of Vaccinations – presented by Dr. Ron Grossman, sponsored by Pfizer

Thank you to our sponsors:



## Respirology Summit

The Lung Association hosted its annual Respirology Summit to bring leaders in respiratory health together. All Saskatchewan respirologists, members of the Division of Respirology Critical Care and Sleep Medicine at the University of Saskatchewan, special guests from the Saskatchewan Health Authority, and leadership from the Lung Association were invited to attend the meeting.

The objectives of this important annual meeting are to:

- Develop synergies in the activities of various respirologists in the province of Saskatchewan
- Discuss provincial best practices in respiratory, critical care and sleep medicine
- Plan for the continuing provision of respiratory health services in Saskatchewan



## RESPTREC



RESPTREC continues to respond to the changing needs of its students by providing up to date, evidence-based information and resources, and continues to change how it is offering programs to meet the changing learning needs of its students. 2020 saw the launch of an online-only version of the Education course. With the addition of this new online-only course, students can now complete all necessary prerequisite respiratory educator courses in an online-only format. These courses prepare health professionals to challenge national certification exams, such as the Certified Asthma Educator, and Certified Respiratory Educator.

To provide some relief in course tuition fees, RESPTREC also introduced best-value pricing bundles on courses in 2020.

In addition to regularly published RESPTREC newsletters, a special edition COVID-19 RESPTREC newsletter was published and shared to support the many RESPTREC Alumni working tirelessly throughout the COVID-19 pandemic.

## AstraZeneca/RESPTREC Webinar Series

We continue to be grateful to the sponsor of this series – AstraZeneca. This partnership and series is now in its second decade. With AstraZeneca’s support The Lung Association has been able to attract key opinion leaders in respiratory health to deliver current and evidence-based information to many healthcare professionals working with patients with lung disease. Webinars for health professionals in 2020 included presentations on Severe Asthma, Vaping, and Tuberculosis. One of the webinars in this year’s AstraZeneca / RESPTREC webinar series was also featured in the newly established Fall Webinar Series.



## Provincial Lung Health Alliance

The Provincial Lung Health Alliance (PLHA) is The Lung Association’s talented working group of patients and caregivers, health professionals, researchers, and industry partners. In 2020, the PLHA progressed its work in Chronic Obstructive Pulmonary Disease (COPD) through the development of an action plan for COPD. It is the hope of The Lung Association that the activities of the PLHA will lead to better COPD outcomes in the province through better prevention, diagnostic, and management strategies for this disease.



## Improving Lives... One Breath at a Time

In 2020 The Lung Association was pleased to partner with Canadian Health & Family, Boehringer Ingelheim Canada, and GlaxoSmithKline in the development of an educational program for Chronic Obstructive Pulmonary Disease (COPD) entitled *Improving Lives... One Breath at a Time*. This educational video aired on CTV and featured lung experts including Dr. Darcy Marciniuk from the Division of Respiriology, Critical Care and Sleep Medicine, Jill Hubick from The Lung Association of Saskatchewan as well as the voices of Saskatchewan people with a lived experience of COPD - Dale Roach, Donna McDonald, and Rob Cameron.. Over 64,000 Saskatchewan residents live with COPD and this number is expected to increase more than 20% by 2030. To view this video please visit The Lung Association’s COPD page.



## Caring Breaths Financial Assistance Program

The Caring Breaths Financial Assistance Program funds essential support programs, services, and medical equipment to improve lung health for individuals, their families and primary support system. This reimbursement program is designed to be complimentary to other established financial assistance programs in Saskatchewan. In 2020, Caring Breaths helped fund medical equipment, assisted people with costs endured during their lung transplant journey, and to purchase home-based pulmonary rehabilitation equipment. We also expanded criteria to include expenses incurred as a result of radon mitigation.

COVID-19 brought extraordinary circumstances for many, including our community health partners. To assist in keeping staff and patients at St. Mary's Clinic safe during the pandemic, we delivered medical masks, pediatric cloth masks, and asthma kits.

The Lung Association is incredibly fortunate to have the financial support of Conexus Credit Union in order to deliver financial relief through this program. Thank you Conexus Credit Union for helping those in Saskatchewan with lung disease breathe a little easier!



Dr. Mehtar assisting patient at St. Mary's clinic



Dr. Mehtar & Jill Hubick assisting patient at St. Mary's clinic

*"The patients and staff at St. Mary's, in addition to many medical residents, have benefited from the masks that were provided to us by The Lung Association's Caring Breaths program during the pandemic. Both the staff and patients are extremely grateful."*

Dr. Mehtar, Pediatrician, St. Mary's Clinic

**Caring Breaths  
Financial Assistance Program**  
Proudly Sponsored By:



## Caring Breaths Recipient Attracts Government Attention

Dale Roach, Breathe Ambassador and Caring Breaths recipient, found himself without a place to work out when the Moose Jaw's pulmonary rehabilitation facility was shut down due to the pandemic. Dale, who has COPD, knew how critical it was for himself, and his fellow class members to work out. Dale found a way for people with lung disease to exercise safely together by turning his backyard into a pulmonary rehabilitation program with a "twist." He used materials he had around the house to make exercise stations, added used fitness equipment, and made room for people's oxygen tanks, making sure to meet social distancing requirements. With support from the Caring Breaths program, Dale was able to add some workout equipment for the participants.

When asked why he decided to do this Dale said, "we are basically a group of friends brought together by an ugly circumstance and we are determined to make the best of it. People in our situation do much better with continued exercise and we do not want to lose what we worked very hard to gain."

We were so impressed with Dale's creativity, we shared his story with the government which resulted in a visit from Honourable Jim Reiter, Minister of Health, Honourable David Marit, Minister of Agriculture, as well as staff from The Lung Association.

Guests were treated to a socially-distanced demonstration. It was inspiring to meet the group members and hear their lung health journeys.



L-R: Honourable David Marit, Dale Roach, Honourable Jim Reiter.



## Support Groups

Providing support to those with lung disease continues to be an incredibly important part of The Lung Association's work. Support groups are safe spaces where members can learn, share, and support one another. In 2020, The Lung Association launched three new support groups for patients and their caregivers. New groups were established for Asthma, COPD, and COVID-19. Because in-person support meetings were not possible due to the pandemic, The Lung Association responded and quickly pivoted to virtual platforms for support group meetings. Information about Lung Association support groups, including upcoming events and dates for meetings, can be found on The Lung Association website under Support and Education.



## The Lung Association Awards



The Lung Association of Saskatchewan was pleased to put forward a nomination for SaskTel TelCare (Saskatoon Chapter) for the 2020 Canadian Lung Association Patron's Award. We were excited to receive news of the success of this nomination. Congratulations SaskTel TelCare (Saskatoon Chapter)!

The Patron's Award is awarded to recognize a corporate entity, service club, or organization that has significantly enhanced the Lung Association's ability to fulfill its mission.

The Lung Association of Saskatchewan has been incredibly fortunate to have received funding from SaskTel - Tel Care for the past 20 years, totaling an incredible \$97,000. Support over the years has included health promotion material development, revisions, and printing, corporate seats at a WHL game that supported lung health promotion and more. SaskTel TelCare has furthered support, education, and programs that benefit those living with lung health conditions in Saskatchewan.

## Helpline

The Lung Association continues to respond to many lung health related inquiries through its helpline. Whether an inquiry for help be by phone, email, in-person (when safe to do so), or via Facebook messaging, this helpline is managed by our talented team of certified respiratory educators (CRE). CREs have special training in lung health and lung disease. Our helpline is another way we provide support to those who need it.

**1-888-566-LUNG**



## SAIL Home Oxygen Program

The Lung Association continues to partner with The Government of Saskatchewan in its contract with the Saskatchewan Aids to Independent Living (SAIL) Home Oxygen Program. Through this contract The Lung Association is able to provide education/ tester training, tester support, rural nocturnal oxygen testing, and home oxygen testing information and resources for health professionals and clients throughout Saskatchewan.

The SAIL Home Oxygen Program provides funding towards the cost of prescribed home oxygen therapy for clients who meet the program criteria.

## Dr. Graham Webinar



In celebration of Lung month in November, we hosted a webinar with Dr. Brian Graham, former CEO/President of The Lung Association. Dr. Graham took the audience on a journey from the beginnings on the front lines of the fight against tuberculosis in Saskatchewan to our work in the present day. The webinar had great attendance and received rave reviews from audience members.



## Celebrating a Decade of Radon Awareness

This year marked a decade of radon awareness and testing for The Lung Association in Saskatchewan. What began as in-office assembly and delivery of the test kit packages has evolved to operating through an online automated system. In 2020, we are excited to report that a record-breaking 5581 kits made their way into Canadian homes to test for radon levels!

[HomeRadonTest.ca](http://HomeRadonTest.ca)

## Take Action on Radon – Radon Reduction Sweepstakes



Take Action on Radon and Canadian Association of Radon Scientists and Technologists partnered to offer a total of \$10,000 in prizes for the third annual National Radon Reduction Sweepstakes. Homeowners who had tested their home for radon and taken action to reduce levels to below Health Canada’s recommended guideline of 200 Bq/m<sup>3</sup> had a chance to receive a rebate of up to \$1,000 towards the cost of the radon reduction method in their home.



The Lung Association promoted this program and out of the ten national draws, four winners were from Saskatchewan!

- **Stacey M., Regina SK:** *“What motivated me to test my home was realizing it was an easy way to protect my family’s health. It wasn’t enough to be aware of the danger – I had to act on it. The immediate cost of a radon mitigation system doesn’t even compare to the long-term cost.”*
- **Alexandra P., Regina SK:** *“If you want to protect your family and stay healthy, testing for radon is something you should do right away. I feel so much better now that it’s done and my home is safe.”*

## Tackle Radon

The 2nd Annual Tackle Radon campaign, supported by returning Radon Ambassadors Andrew Greene, Saskatchewan Roughrider alumni, and Adam Bighill; Winnipeg Blue Bomber and Grey Cup champion was a terrific success. Once again Saskatchewan and Manitoba went head-to-head to TACKLE RADON!

Despite the restrictions of COVID-19, the campaign had greater reach than in season one. In addition to many media opportunities, we hosted two webinars. In October, in partnership with the Wheatland Regional Library, our kick-off event was an information session about radon. In November, the “Ask the Experts” webinar featured our Breathe Ambassadors, Take Action on Radon National, as well as panelists from various radon mitigation companies.

Thank you to all of our sponsors, including our Champion Title Sponsor Take Action on Radon National.

[TackleRadon.ca](http://TackleRadon.ca)

Champion Title Sponsor



Game Changer Sponsors



MVP Sponsors





## Youth4Change Advocates To Regulate Vape Flavours:

In September, Youth4Change launched their #IAmNotATarget campaign to advocate for provincial regulation of vape flavours. This campaign included the development of a flavours video and postcards written by youth that were sent to all Saskatchewan MLAs. There was also a template letter created and posted to the Youth4Change website, which allowed the public to contact government officials and request they take action against vape flavours.

Youth4Change and The Lung Association were invited by the Saskatchewan Government to provide a submission on vape flavours for their provincial consultation with stakeholders.

## Introduction of Vaping Legislation – Bill 182 the Tobacco and Vaping Control Act

The Lung Association of Saskatchewan and Youth4Change advocated to the Saskatchewan government to protect Saskatchewan kids. As a result, Bill 182, The Tobacco and Vapour Control Act, went into law on February 1st, 2020. Bill 182 covers point of sale, public spaces, and advertising.



## Youth4Change Healing Tree

In 2020, The Lung Association began a partnership with The Federation of Sovereign Indigenous Nations and The Students' Commission of Canada to tackle smoking and vaping among our First Nations youth through the Youth4Change Healing Tree project. Together, we applied for the LEAP Healthy Futures Accelerator program for seed funding and support to grow Youth4Change to Saskatchewan First Nations communities. Youth4Change Healing Tree was chosen to be one of 11 funded ventures from across Canada.

The Y4C Healing Tree Project is a youth led proposed advocacy and education initiative with the goal to increase education and awareness, and decrease the uptake and use of commercial tobacco and vaping rates among First Nations youth. The three major action pillars of the project are Education and Prevention, Cessation, and Policy.

In 2021 the scope of the project is to reach four First Nations communities and conduct a pilot project in partnership with the participating communities and organizations. Youth and adult allies will come together to take action on vaping and tobacco in their communities.

**LEAP** PECAUT CENTRE  
FOR SOCIAL IMPACT



## Developing Policies to Protect Students

The Lung Association of Saskatchewan worked with the Ministry of Education to develop a policy for school divisions called *Supporting Students with Life-Threatening Medical Conditions (e.g. allergies, asthma, diabetes, epilepsy) in Saskatchewan Schools*.

The policy can be viewed at: <https://publications.saskatchewan.ca/#/products/105393>.

## Thank you Donors!

The Lung Association is very thankful for each and every one of our amazing donors. We are sincerely grateful that you are supporting our mission, and together, we are making a difference for the people in our community, to continue working for lung health programs and services right here in Saskatchewan.

From everyone at The Lung Association, thank you for being a part of our lung family, dedicated to Lung Education, Health Promotion, Government Relations, and Research. Your support and generosity helps all Saskatchewan residents to improve lung health, one breath at a time.

### A SPECIAL THANK YOU TO OUR MAJOR DONORS:

\$10,000+	\$5,000 - \$9,999	\$1000 - \$4,999
Estate of Olive Sitler Casey & Karen Davis	Marlene Donally Johnny Maruska	Don & Sue Cockcroft Darcy & Carla Marciniuk Pennant Farming Co. Shell Lake Metis - Local 81 William Sheppard John Thompson

## Fund Development

Despite the constraints that the COVID-19 pandemic brought forth, we were able to quickly adjust our fundraising plans for both our spring and fall raffles. Because we could not offer prizes, we moved to a cash-only prize with the SaskMega raffles and raised over \$378,000. Thank you Saskatchewan!!



## The Lung Association of Saskatchewan Inc.

### Statement of Operations for the year ended December 31, 2020

Revenue	2020	2019
Health Promotion programs	406,056	195,551
Raffles	404,878	505,473
Bequests	284,737	136,013
Direct mail campaigns	256,952	228,320
Grants and subsidies (note 5)	246,766	55,596
RESPTREC	156,692	382,711
Lung Foundation of Saskatchewan Inc. (note 8)	150,000	-
Contracts	97,906	102,079
Other income (note 8)	86,081	115,652
Other campaigns and events	46,117	92,321
Program development	-	21,466
	<b>2,136,185</b>	<b>1,835,182</b>

### Expenses

Programs (Schedule 1)		
Health Promotion general public	898,683	774,962
Health Education professional	445,389	527,538
Research and grants (Schedule 2)	114,480	48,173
Development and campaigns (Schedule 3)	570,618	680,100
Operations and building (Schedule 4)	281,979	320,023
Contracted services (Schedule 5)	92,530	93,876
	<b>2,403,679</b>	<b>2,444,672</b>

### Deficiency of revenue over expenses before other income

(267,494) (609,490)

### Other income

Gain on disposal of tangible capital assets	-	840,919
Investment income (note 3)	202,393	26,844
	<b>202,393</b>	<b>867,763</b>

### Excess (deficiency) of revenue over expenses

**(65,101) 258,273**



**MISSION:**

To improve lung health  
one breath at a time.

**VISION:**

Healthy lungs for everyone.

B R E A T H E  
the lung association

# ANNUAL REPORT 2020

The Lung Association, Saskatchewan  
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