

What does The Manitoba Lung Association do?

Provide programs and services that support the on-in-five Manitobans living with lung diseases. Our efforts are focused on research, lung disease education and management, tobacco cessation and prevention, and improved air quality in our homes, workplaces and communities.



What do you do with The Manitoba Lung Association?

The majority of my work is focused on fund development. I also provide resources and information, man public displays, speak to groups and schools and represent the Manitoba Lung Association on Healthy Brandon.

When was the MB Lung Association established? 1904

What are the goals for your organization?

The vision of The Manitoba Lung Association is a province free of lung disease. Our primary belief is that no one should have to struggle to breathe.

Do you have any upcoming campaigns or initiatives?

- Until February 3rd, the **Breath of Spring Tulip Campaign** raises funds to support people with lung disease. Tulip orders are taken in workplaces all over Brandon and delivered by volunteers. We also sell tulips at various locations in the community. Visit breathofspring.ca for details.
- **Manitoba Quits contest** kicked off January 15th and has helped 7000 people quit smoking in the past five years. Visit manitobaquits.ca to find out more and to learn more about how to successfully quit smoking.

What is your favorite part of working with The Manitoba Lung Association?

Meeting people: From those coping with breathing difficulties to enthusiastic volunteers and invaluable sponsors, I am continually amazed at how people get behind a cause to help others.

What is the most challenging part of your job?

Fundraising: We take the stewardship of our donors' dollars very seriously and work hard to create the most impact for lung health with what we have. The cost of running programs continues to rise and funding required for research is staggering.

What is a product or service your organization provides that people might not know about?

- Local support groups for people with lung disease, as well as phone-in support group.
- Selling radon test kits to raise awareness of the dangers in their homes; it's the 2nd leading cause of lung cancer.
- N-O-T which stands for Not On Tobacco, training facilitators to deliver community programming to prevent children and youth from smoking and helping them to quit.

What are the most important issues facing your organization today

The incidence of the three major chronic lung diseases – asthma, lung cancer and chronic obstructive pulmonary disease (COPD) continues to exact a huge cost to personal lives and our health care system. Great strides have been made in reducing tobacco use yet it continues to be the leading cause of preventable death in Canada. Lung disease costs Canadians approximately \$12 billion in health care costs every year.

Why is your organization a member of the Chamber?

To network with the community we serve, raising awareness of lung disease and our initiatives.