Breathe in... a breath of fresh air
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Dear friends, supporters, donors and stakeholders,

It is with pleasure that I write this letter as I enter my eleventh year as President & CEO of the Lung Association of Nova Scotia (LANS). First and foremost, thank you for your continued support – it is with your help that we are able to grow and succeed as an association.

Throughout this report, you will discover the incredible leadership our organization has established in the research, advocacy and support of lung health initiatives in Nova Scotia during the past year. Our Board, medical advisory team and in-house staff have worked together to ensure that we can continue to make Nova Scotia a healthier place to live and breath.

We have come a long way since the days at the original LANS office at 17 Alma Crescent where we delivered only one lung health program. However, there are always some things that remain the same. Reflecting on the past year; resilience, sustainability and the need to remain relevant come to mind.

We are proud to be a business hub in the north end of Halifax at our Lady Hammond Road location. Our location allows us to host tenants that serve Nova Scotians and contribute to the local economy, both of which are important to LANS. There are always challenges that come with owning a building, and the great flood of Winter 2015 was certainly a trying time. However, our resilience as a team helped us to weather the storm and we are now stronger because of it.

This past year has also been one of change and challenges that often come with working in the not-for-profit sector. In the past year, our team has evolved and I believe that we are more well-equipped than ever to provide value to Nova Scotians while recognizing that there is always room to improve. Technology is evolving every day, and although direct mail remains our number one revenue source, we understand the importance of staying relevant. Therefore we have worked to diversify our approach to fundraising and donor relations to better position LANS in the competitive sector of not-for-profit.

We continue to provide vital services such as our Sleep Apnea Refurbishment Program and Camp Treasure Chest as well as support for lung health and transplant patients. In addition, we have once again provided essential seed funding to lung health research projects through our Legacy Research Grants. Maintaining a balance of raising money and helping Nova Scotians who struggle with lung disease remains a top priority.

We have also continued to take a leadership role in the advocacy of lung health in the province. We have taken a balanced approach to the issue of e-cigarettes in Nova Scotia and have spearheaded the important dialogue needed around this controversial topic. We have opened our doors to proponents on both sides of this issue to gain as much research and knowledge as we can to shape the next steps of our approach.
The highlight of the year was the success we achieved with two of our lung cancer prevention pilot programs – the Radon Detection Pilot Project and the Quit Cold Turkey Challenge. As part of our Radon Awareness Program, we delivered 200 complimentary radon kits to families living in Tantallon, a high-risk area for radon levels in the province. As a result, the radon awareness level increased leading to an additional 600 families from the area purchasing radon kits to test their homes. The response was overwhelmingly positive and even caught the attention of local media.

Our Quit Cold Turkey Challenge was the first of its kind and gained media attention nation-wide. We challenged 121 people in Nova Scotia to quit smoking. We asked them to quit for 30 days as studies show that this is an appropriate amount of time to ensure that they can quit for good. We had 30 successful participants, and in celebration we hand-delivered a turkey during the holidays. Seeing the looks on their faces when we handed them their turkey was priceless. The best gift of all wasn’t the turkey or anything under the tree, it was the gift of better health that they gave to their families by quitting smoking. Programs such as these are how we can prevent lung cancer.

Looking ahead to the coming year, we are excited to evolve our Atlantic Respirology Conference to focus more on education and tobacco prevention. On a national level, we are thrilled to be taking part in a rebranding process that will better align all of the provinces and allow them to work closer together to help improve lung health all across the country.

As a not-for-profit organization, we rely heavily on the generous time commitment our volunteers put in on behalf of the cause. We sincerely thank all of those who donate their time to help us achieve our mission, especially the generous volunteer efforts of Glen Bourque of Breathe ‘n’ Air Respiratory Services which are key to the success of our Equipment Exchange Program. We would also like to thank our ongoing partners – Camp Brigadoon, Credit Union Atlantic and the Halifax International Airport Authority for their commitment to our initiatives. Please know that we could not deliver any of our programs or events without the hard work and support of our Board, medical advisory team, partners, volunteers and staff.

In closing, I would like to acknowledge the staff of LANS who dedicate each and every day to delivering on our mandate. Over the past year our team has evolved and we have welcomed several new additions to ensure we have the best possible group in place to deliver on our goals. I would like to welcome Sam Warshick, Caitlin Gray, Kaitlin Fralic and Maria Caines to the LANS team. I would also like to acknowledge our existing team members; Robert MacDonald, Lynette Hollett and Diane Grant who play a vital role in integrating and educating LANS supporters and stakeholders.

Thank you for taking the time to read about the highlights of the past year at LANS as well as for your continued support of our mandate. Please enjoy this review of the past year’s successes and join us as we continue to grow and work towards our exciting future endeavours.

Yours in lung health,

Louis Brill
President & CEO

Paul McDonald
Chair, Board of Directors
Our Mission

The Lung Association of Nova Scotia (LANS) is a charitable health organization dedicated to improving quality of life by preventing and managing lung disease through research, advocacy, patient services and education.

From our main office in Halifax, we serve all Nova Scotians with lung disease through help from generous donors like you.

Our focus is simple: offer the best programs and services in lung health possible, advocate for better lung health research and put the money we receive in areas that directly help Nova Scotians breathe easier.
Our Programs

Legacy Research Grants

At LANS we continue to support research through our Legacy Research Grant Program. This seed funding supports high quality, leading edge respiratory health-related research that takes place in Nova Scotia. Applications for the grants are reviewed by a committee and successful applications are sent to the LANS Board of Directors for final approval.

In 2015/16, the $25,000 grant was awarded to Dr. Jong Sung Kim whose work focuses on “Investigating the Role of Metal Nanoparticles in Invasive Pneumococcal Disease.” Dr. Kim has received support from the Legacy Research Grant Program in the past for related research work that he has done.

Atlantic Respirology Conference (ARC)

After having a record setting year in 2014, the organizing committee decided not to host a conference in 2015 as there were other accreditation opportunities available. There were also several competing conferences including the Canadian Respirology Conference being held in Halifax in April 2016. The committee’s plan moving forward is to connect with a national initiative that focuses on tobacco control which will result in a conference called Breathe Nova Scotia. This will allow us to continue to play a leadership role on tobacco control, while maintaining a focus on medical education and accreditation possibilities with various health professionals who combat the negative health impacts of tobacco.

Radon Awareness Program

LANS has quickly become a leader in radon awareness in Nova Scotia and our goal is to become a leader on the national level as well. Over the past fiscal year, we sold 925 radon detection kits which is the most kits we’ve sold within a year to date and is a substantial increase on the 550 that we sold the previous year. A major reason for this success was our pilot project in partnership with Health Canada that we delivered last year in a local high-risk community. We gave away 200 radon kits in Tantallon which has extremely high levels of radon. The amount of exposure that we received via social media, print media and word of mouth was tremendous. The radon awareness level has increased significantly. More homes are being tested and those whose results are above the recommended guideline are implementing mitigation procedures more than ever before.

LANS continues to be an active member in the Canada-wide Take Action on Radon (TAOR), a campaign designed to increase public awareness on the existence of radon gas in most homes and the potential side effects of long-term exposure. The campaign encourages home owners to test the radon levels in their home to know their risk of exposure and provides tips to address radon when higher than normal levels are present. We have also taken on a leadership role by co-chairing the Atlantic Radon Working Group that works with partners such as the Department of Natural Resources, Health Canada, research groups and other organizations such as NB Lung.
LANS is proud to offer kids suffering from asthma the chance to participate in a summer camp adventure that they could not normally experience. At Camp Treasure Chest children have access to trained personnel who can offer support and guidance on managing their asthma effectively while enjoying all the perks of a traditional summer camp.

Camp Treasure Chest provides a worry free week of summer fun. LANS acknowledges the ongoing support of our partner Camp Brigadoon and the top-notch facilities they provide. We would also like to thank Respirologist Dr. Wade Watson, Chair of our Medical Advisory Board, and Respiratory Therapist Scott Keeling for their time spent onsite with these campers to provide them with educational and medical services.

In 2015, we welcomed 38 participants to camp, up from 30 participants the previous year.
Sleep Apnea Refurbishment Program

In August, a presentation of our Sleep Apnea Refurbishment Program was given to over 500 Lions Club members at their Lions Club Cabinet Meeting in Kingston, Nova Scotia. This opportunity turned into the start of a pivotal partnership that has transformed this program that is critical for Nova Scotians.

Prior to the partnership with the Lions Clubs, we received an average of 70 donated machines each year. Since the partnership, we have received over 193 machines. There have been 20 Lions Clubs that collected at least one machine adding up to a total of 68 machines and counting. Not only have the Lions Clubs collected machines for our association, but the awareness level has increased across the province because of their involvement. In February, the program was featured on CTV News and our partnership was highlighted which resulted in more individuals donating machines as well as organizations such as the ALS Society, Snore Shop and Sleep Apnea Therapeutics.

Ultimately, our goal is to provide a service to all Nova Scotians who cannot afford these machines and to have a positive impact on their lives. We have seen firsthand how important this program is to people who receive these life altering machines. At any given time our waiting list is around 100 people, and with your help we have been able to positively impact this number.

Thank you to Glen Bourque for his continued commitment to refurbishing these machines since the program’s inception. The influx of machines does require more time from Mr. Bourque therefore we must manage his time and our expectations accordingly and look for other partners to assist with the refurbishment process.

Did you know?

Over 30,000 Nova Scotians suffer from sleep apnea.
Quit Cold Turkey Challenge

The first Quit Cold Turkey Challenge was held from November to December and was one of our most successful initiatives of the year. Out of the 121 participants, 62 were light smokers, 50 were heavy smokers, and nine were occasional smokers. All participants have tried to quit at least once in the past, which suggests that they had some level of motivation to quit prior to taking part in the challenge. Methods used for quitting in the past are the use of nicotine replacement products, prescription drugs, e-cigarettes, hypnosis and quitting cold turkey.

In terms of the success of the program, 30 participants were successful in staying abstinent from tobacco for 30 days suggesting a 25% quit rate and roughly another 50% have cut down the number of cigarettes they smoke by about half. We hand-delivered the turkeys and two participants even donated their turkeys to local families in need. The feedback from participants was very positive and centered on three common themes. First, the participants liked the spirit of the program; they have clearly expressed their admiration for the prize and the holiday theme for the contest. Second, the participants liked the motivation-based messaging; they liked receiving weekly support emails. Some successful participants mentioned that they were able to remain smoke free because of the consistent support throughout the program. Third, participants were pleased with the fact that the contest provided them with the opportunity to feel healthier and save money.

After follow-up phone calls with most of the participants that were not able to quit, we have learned that they are very interested in a similar initiative. Therefore, it is crucial to continue running quit smoking contests. The Quit Cold Turkey Challenge should unfold as a provincial initiative next year and a similar initiative will take place sometime this year.

Due to the success of the program and the national attention it received, we look forward to building and growing the scope of this program and assisting more people to give the gift of health to their families during the holidays.
Outreach Ambassadors Program

The goal of the program is to recruit respiratory educators who will represent the Lung Association of Nova Scotia in their respective zones. They will promote lung health on a quarterly basis by providing either spirometry testing, display booths, or presentations on three or four main lung health issues. These events can either be a creation of the program or of the ambassadors. They can also come in the form of invitation to other events that are well-attended and have some form of profile within the community.

This program was another pilot project that LANS initiated and it was held in Cape Breton. Several events were hosted that promoted spirometry testing – a test that measures breathing capacity. One was held in accordance with World COPD Day and another was hosted at a Seniors Expo at the YMCA. Carole Ferguson and Pat Popwell have taken the lead as ambassadors and reported that the exposure and educational opportunities are very important to increase the LANS mandate. Our next step is to recruit ambassadors for each zone and to identify appropriate events to attend to further this program.

Responsibilities of Ambassadors:

- To determine what events would be appropriate for their zone
- To be aware of the LANS mission and possess a general knowledge of our programs
- To assist with the communication of events in their zone
- To ensure that they have all the proper materials required and maintain an inventory
- To represent LANS professionally and to promote lung health
- To engage the public and to collect data and evaluate effectiveness of events
- Identify potential partners in their zone
- To identify other potential ambassadors and to help develop a strategic plan
- To complete a report of each event that would focus on what worked and what didn't, who the audience was, levels of engagement, levels of awareness and the identification of any personal stories that may be highlighted.

As for who represents what area, the province has been divided into the following zones: South Shore, Cape Breton, Valley, Cumberland, Halifax and Central.
How We Help

I wanted to let you know I participated in the Quit Cold Turkey Challenge last year and succeeded. My lungs are feeling so much better, and I can’t wipe the smile off of my son’s face. He is so proud of his mom and I’m proud of myself too. I smoked about sixty cigarettes per day and just wanted to say thank you.”

- Colleen Murphy
Quit Cold Turkey Challenge participant

We have lived in our home for nine years. I’ll be honest, I had never heard of radon until a year ago. Like so many others, it had never occurred to me that something could be in my house that was toxic and could give us lung cancer, especially as non-smokers. We randomly received a letter in the mail from the Lung Association of Nova Scotia asking if we were interested in a free radon test for our home. Since I had no idea what this even meant, I had to investigate. We needed to at least find out if our house was at risk. The results were staggering, we had a reading of 733 Bq/m3 – an acceptable level is 200! We took action by contacting a licensed mitigation company. They installed the mitigation system in our basement next to the furnace, a neat and tidy apparatus that no one even knows is there. It wasn’t cheap, costing just under $2000, and the fan runs 24/7 so we expected a bit of a jump in our electrical bill. However, I hope that this added cost doesn’t stop anyone from installing this in their home as now our reading is 63. It gives me peace of mind to know we are no longer at risk in our own homes for getting lung cancer. I have spoken with many friends and neighbours about radon and people really are not aware about this gas. At least I know now that that my family and future families in our house will be protected.

- Victoria Rockwell
Radon Awareness Pilot Project participant
Fundraising & Events

Our two signature events include the Credit Union Atlantic Lung Run and the Runway Run. These events not only raise funds and awareness for lung health in Nova Scotia, they encourage those with lung disease and their supporters to take steps towards having active and healthy lungs. A special thanks to the Credit Union Atlantic and the Halifax International Airport for their dedication to our mission.

Credit Union Atlantic Lung Run

The Credit Union Atlantic Lung Run hosted its 9th year at the Halifax Seaport Market. With 397 participants, we were able to raise $65,306 through registration fees, sponsorship and peer to peer fundraising. This event welcomed teams of all ages and skill levels to run and walk along the beautiful Halifax waterfront.

Runway Run

The Runway Run is supported by the Halifax International Airport and is a unique opportunity for participants to step onto the runway and towards better lung health. This event saw 417 walkers, runners and wheelchair athletes cross the finish line and raise $69,430 to support our programs and services.
**Lung Book**

We have seen a decline of Lung Book sales in recent years. That being said, this still remains to be a viable revenue source. We continue to sell our Lung Books through our online system, in our office and through Circle K locations across the province. Use of social media helped to boost sales at peak times.

The Lung Book is one of the longest standing fund development initiatives we have. As we move forward we will be looking to revamp the look and feel of the book, target new markets by offering a wider range of promotion types (i.e. lessons, beginner courses, etc.) and seeking new and more partners to help with the sales.

In 2015, $38,304 was raised from Lung Book sales.

**Radon Kits**

Our Radon Pilot Project in Tantallon (refer to page six) not only helped to raise awareness and prevent lung cancer, but also resulted in a boost in radon kit sales. This boost in sales meant that we not only delivered on our mission to make Nova Scotia a healthier place to live and breathe, but also that we gained an additional revenue stream. After selling 925 kits last year across the province, we were able to raise over $34,000 towards our budget.

As we enter into the fall months, radon levels will be higher and it will be prime time for testing homes. We will be growing the pilot project for 2016 to reach ten communities across Nova Scotia and continue to use this project as a means to raise additional funds while raising awareness.

**Direct Mail**

Direct mail has been our largest source of fundraising for the Lung Association. While direct mail is trending down nationally it is still a strong revenue source for our organization. Working with our colleagues in Western Canada we have been able to reduce costs and maximize reach for select direct mail pieces. Other direct mail letters have been crafted using our in house fund development and design team.

We were pleased to raised $343,726 in direct mail last year with our average gift being over $30.
Will’s Story

In 2005 Will Fougere was 54 years old and he could no longer walk two blocks to the school where he had taught for 25 years.

Steadily increasing health issues eventually forced Will into early retirement. After many years (and several diagnoses) later, the CT scans finally revealed the problem. Will had bronchiolitis obliterans, an inflammatory obstruction of the lung’s tiniest airways.

Will was told by his doctor that he was not a candidate for a lung transplant. This devastating news meant he had only a few years left to live.

It was a conversation with a stranger in the hospital that left Will with the urge to fight for his life and the chance to watch his grandchildren grow up. With this newfound encouragement, Will turned to the Lung Association of Nova Scotia for guidance.

The President and CEO of LANS, Louis Brill, secured funding from the provincial government to cover airfare and living expenses during Will’s prolonged medical stay in Toronto.

In 2012, Will finally received his double lung transplant and he has been living life to the fullest ever since.

For people like Will, the Lung Association of Nova Scotia is a beacon of hope and health in dark times, because when you can’t breathe, nothing else matters.

““

It was a conversation with a stranger in the hospital that left Will with the urge to fight for his life and the chance to watch his grandchildren grow up.”
Lung Health By The Numbers

33,000 Nova Scotians suffer from COPD

OVER 700 Nova Scotians die each year from lung cancer

Lung cancer accounts for more than 1/4 of cancer deaths in Nova Scotia

85% of lung cancer cases are related to smoking

74,000 Nova Scotians suffer from asthma

More people die from lung cancer than prostate, cancer and colon cancer COMBINED

1 in 5 Nova Scotians struggle with lung disease

Secondhand smoke contains 4,000 chemicals
LANS raises all of its funds required to deliver the many programs and initiatives that we provide. These programs and initiatives include our signature events, lung cancer prevention programs, direct mail and corporate partnerships.

Improving the fundraising platforms to take full advantage of evolving technologies to connect with more and new donors will serve to increase revenues going forward. Maximizing the return on donor investment is achieved through cost-effective program implementation and building strategic partnerships.

We pride ourselves on keeping the dollars raised in Nova Scotia here in our province to help the 1 in 5 who are dealing with lung-related illness.
Our Team

Board of Directors 2015/16

Officers:

Paul McDonald, Chair
Dan Marcil, Past Chair
Edwin Merry, Treasurer
Greg Crowell, Secretary
Dr. Wade Watson, Chair, Medical Advisory Board

Executive at Large:

Tim Brennan
Trevor Daigle
Dr. Dennis Bowie
William Fougere
Valerie Bellefontaine
Linda Gregory
Andrea Power
Louis Brill (Ex Officio)

Medical Advisory Board 2015/16

Dr. Wade Watson, Chair
Dr. Dennis Bowie
Dr. Paul Hernandez
Ms. Pat Steele
Dr. Roger T. Michael
Dr. Debra Morrison
Dr. Sandeep Kapur
Dr. Dan Hughes
Dr. Nancy Morrison

Staff 2015/16

Louis Brill, President & CEO
Robert MacDonald, Director of Health Initiatives
Mohammad Al-hamdani, Director of Tobacco Reduction Initiatives
Tammy Mercier, Manager of Fund Development
Samantha Warshick, Sr. Manager of Fund Development (2016)
Kaitlin Fralic, Manager of Fund Development & Special Events (2016)
Abbi Hennigar, Director of Communications
Leslie Childs, Manager of Communications
Caitlin Gray, Manager of Communications & Special Events (2016)
Hilton Botma, Manager of Finance & Administration
Julia Williams, Manager of Finance & Administration
Maria Caines, Sr. Manager of Finance (2016)
Lynette Hollett, Manager of Donor Relations
Diane Grant, Office Manager
Get In Touch

We would love to hear from you!

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