



Asthma.ca[™]
Asthma Canada

ANNUAL REPORT 2017

Research | Advocacy | Education

Our Direction

Asthma Canada's Vision

Our vision is a future without asthma.

Asthma Canada's Mission

Our mission is to help Canadians with asthma lead healthy lives through education, advocacy and research.

How We Fulfill Our Mission:

We engage and empower the asthma community through our programs, services and advocacy efforts.

We educate and inform people living with asthma and their families, enabling choices for better symptom management.

We support researchers working to find better treatments, understand the range of impacts of living with asthma and search for a cure.

We advocate for awareness and change so that all Canadians understand the seriousness of asthma and support changes in access to healthcare, medications and environmental practices.

We strive for excellence in service delivery by continually assessing our operational practices to streamline, maximize donor dollars and apply best practices in all we do.



Joint Message from CEO & Chair

"Building Towards a Future Without Asthma"



2017 was a year of positive change and growth for us, beginning with the launch of our new website in parallel with rebranding from Asthma Society of Canada to Asthma Canada. As the national voice for all Canadians impacted by asthma, we believe our new name best reflects the diversity within our community and the range of people we serve.

In addition to our well-established Lead Investigators Award, this year we expanded our National Research Program to include a new student grants program in partnership with AllerGen NCE, which supports emerging investigators working on early-onset and late-onset asthma research. We believe fostering the

next generation of Canadian asthma researchers brings us one step closer to finding a cure for asthma.

On World Asthma Day, we asked the Government of Canada to work together with us on achieving clean, unpolluted air and providing better access to medications that will help our community to live symptom-free. We met with Members of Parliament and policy makers in Ottawa, to address the gaps in our healthcare system and fostered new champions who will support us as we tackle issues affecting our community.

We also actively addressed the lack of universal drug coverage in Canada by launching a letter writing campaign in support of a national pharmacare program. We asked our community to add their voices to those of millions of Canadians impacted by the lack of access to prescription medication; a campaign that is still going strong.

To provide support to children living with asthma, we piloted the Asthma Pals Mentorship Program, which

focuses on the psychosocial impacts of living with a chronic disease and allows children to meet other kids living with asthma from all across Canada. We are delighted the program received positive feedback and as a result, we will be including this program as part of our core services moving forward.

To foster continuous growth, Asthma Canada's Board of Directors, with input from our staff and community members, led the development of a three-year Strategic Plan, which recognizes what we are and looks ahead to what we would like to be. Our strategic plan will "help us embrace our values, work towards our goals, and act as a guide while we endeavor to serve all Canadians affected by asthma."

As we continue to work towards a future without asthma, we want you to know that the lives of almost four million Canadians living with asthma are in good hands. Our community is at the heart of all we do, and together we want to extend a sincere thank you to everyone who

has contributed towards improving the lives of all Canadians impacted by asthma.

**John C. Healy,
Chair**

**Vanessa Foran,
President & CEO**

Meet our Community

Don't Let Anyone Say "You Can't Do It"

My mom remembers my struggles with asthma when I was a child. Every time I caught a cold, it would go straight to my chest and linger with a horrible cough and wheezing.

I frequented our family doctor, tried many different puffers, and had countless admissions to the hospital. Despite that, I wasn't always taken seriously: I vividly remember one nurse in emergency asking my mom why I was forcing myself to have an asthma attack. After that I would often hesitate to tell my parents about my symptoms. I would lie in bed wheezing and coughing. Eventually my mom would hear my cough and drag me into Emergency.

When I was older, I pursued a career in the health-care field to help people who are living with this chronic, life-long disease. I became a Respiratory Therapist and worked as an Acute Care Therapist at various centers before starting my training to become a Certified Respiratory Educator. Currently, I am working at a community hospital as a Pulmonary Rehabilitation

Coordinator and Asthma Clinic Educator.

My passion was and still is my work in the Asthma Clinic, educating pediatric patients and helping them obtain a diagnosis. Several years ago, I became involved with Asthma Canada as a member of the Asthma Canada Member Alliance (ACMA), then known as the National Asthma Patient Alliance, working together on their Access to Puffers in Schools initiative and other educational resources and webinars.

When my youngest daughter Jada was diagnosed with asthma at the age of 9, I was heartbroken. Every time she caught a cold, it would go to her chest and linger with a cough, just like when I was a child. But through Asthma Canada's Asthma Pals Mentorship program, she learned about asthma, how to manage it, and connected with other kids across the country who were also living with asthma. Jada now feels much more confident and comfortable managing her asthma.

Asthma Canada's vision is a future without asthma. They work tirelessly to engage and empower Canadians living with asthma, so that they may lead active and symptom-free lives. Asthma Canada has allowed me to connect with people all across Canada, provided invaluable support to my daughter and me, and helped me advocate for awareness and improved access to healthcare.



Stacey McNeilly



Our Strategic Plan 2018 - 2020

In 2017, we adopted a new name, and a new outlook. The change from the Asthma Society of Canada to Asthma Canada was the result of a great deal of organizational review, recognizing that Asthma Canada represents the voice for ALL Canadians affected by asthma; including those living with asthma, as well as their caregivers, families, healthcare providers and support networks. As we transitioned from the Asthma Society of Canada to Asthma Canada, we also undertook the development of a 3 year strategic plan, which will help us embody our new values and realize our goal, recognizing what we are, what we would like to be – and what we can be. As we implement the [Strategic Plan](#), we hope that you will continue to connect and engage with Asthma Canada, working together to support us in our vision of a future without asthma.

Our Values



Client Focused



We Listen



Caring & Compassionate



Collaborative

How We Fulfill Our Mission



We **engage and empower** the asthma community



We **educate and inform** people living with asthma



We **support researchers** working to find better treatments



We strive for **excellence in service delivery** by best practices



We **advocate for awareness and change** to improve access to healthcare

2018 - 2020 Strategic Directions

Strengthen our Connections

Through our programs and support services, we reach, inform and engage people living with asthma. By building stronger connections with the asthma community, we can better identify and address their needs.

Expand the Focus on Asthma

We are ambitiously expanding our connections to the medical and scientific communities that work with researchers, patients, and families to help the asthma community take control of their symptoms.

Raise Funds for our Mission

In the next three years we are looking to diversify our donor base. Our work with corporations, foundations and individual donors ensures that more Canadians affected by asthma have their lives changed for the better.

Optimize Operational Excellence

Over the next three years we need to invest in systems that will streamline operations and maximize best practices. We strive to operate at the highest level of governance and deliver quality programs and services.

Research

National Research Program

Asthma Canada fully supports research activities to better understand the impact asthma has on a person's life, find new treatments, and ultimately, a cure.

Leadership Awards

Through our National Research Program, Asthma Canada continues to support lead investigators that are working to expand our understanding of asthma and find new treatment options.

This year, Asthma Canada honoured Dr. Shawn Aaron with the 2017 Lead Investigator Award for his research in the misdiagnosis of asthma and the prevalence and economic/health burden of undiagnosed airflow obstruction in Canadian communities. We also recognized his significant life-time achievements in asthma-related research over the course of a distinguished career.



Graduate Student Research Grants

By investing in emerging Canadian researchers and supporting their promising research, we ensure continued efforts to search for a cure for asthma while making real strides towards better treatment options for Canadians living with asthma. To that end for 2017 and 2018, we have partnered with AllerGen NCE Inc. to award training grants to emerging researchers involved in asthma research.

This year, awards were granted to Danay Maestre-Batlle for her research on the effect of plastic softeners on human airways, Thomas Mahood for his work on the connection between the immune system and asthma, and Diana Pham for her findings on how the common cold predisposes children to develop asthma.

Asthma Canada is thrilled to support ground-breaking research that will bring us closer to a future without asthma.



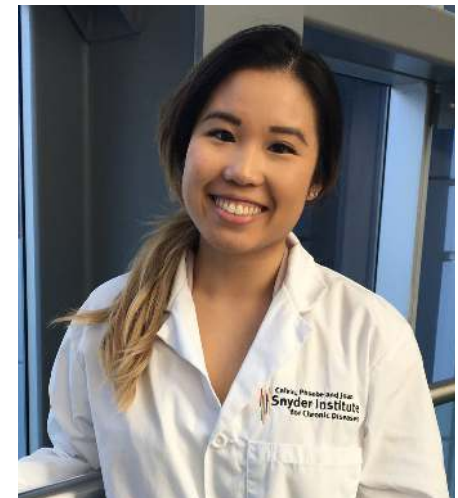
Dr. Shawn Aaron: recipient of the 2017 Lead Investigator Award



Thomas Mahood: PhD recipient of Graduate Student Research Award to support early-onset asthma research



Danay Maestre-Batlle: PhD recipient of Graduate Student Research Award to support late-onset asthma research



Diana Pham: MSc recipient of Graduate Student Research Award to support early-onset asthma research

Advocacy

Parliament Hill

On May 2nd 2017, Asthma Canada's volunteers and staff worked with the Government of Canada to focus on issues affecting our community. We met with Members of Parliament and policy makers to address gaps in the healthcare system and fostered new champions who will help us enact key policy issues such as achieving a sustainable clear air and energy mix and National Pharmacare.

Ryan's Law Policy Change

A win for our Ontario community! We previously advocated in support of Ryan's Law, which gave all children in Ontario the right to carry their asthma medication in schools. This year, the Minister of Education announced a new policy to ensure the implementation of Ryan's Law by September 2018. It will require all Ontario schools to have care plans for students living with prevalent medical conditions, including asthma, epilepsy, diabetes, and anaphylaxis allergies.

In support of this policy, Asthma Canada developed educational resources for teachers and caregivers to help raise asthma awareness in Ontario schools.

Letter Writing Campaign

It is astonishing that half of all Canadians have no coverage for prescription medication. More alarming is the fact that one in four Canadians without insurance have difficulty paying for medications.

This year we stepped in to take action. We launched a letter writing campaign in support of a national pharmacare program to add the voices of the asthma community to that of millions of Canadians and their loved ones impacted by the lack of access to prescription medication. Many of the letters are available to view on our [website](#).

CADTH Submissions

Since asthma has no cure, it is important that we have many treatments available to manage our disease. We made two submissions to CADTH (Health Canada's drug review body) for RespiClick ICS and RespiClick ICS/LABA to improve drug access for the asthma community and ensure their feedback was taken into consideration. We advocated that these new medications should be financially covered under provincial drug programs.



From Left: Kerri MacKay, ACMA Member, Vibhas Bapat, ACMA Member, Vanessa Foran, Asthma Canada CEO & President, Bill Casey, MP for Cumberland, Chair of the Standing Committee on Health



Education and Support

One of Asthma Canada's primary goals is to help Canadians with asthma lead healthy lives through education. We connect Canadians with asthma and their caregivers to resources and sources of support. Our resources are evidence-based and created with input from our community members, and verified by clinical experts.

Asthma Canada Member Alliance

[ACMA](#) is a vibrant community of asthma patients, caregivers, donors, educators, medical professionals and others, that are at the heart of all of our activities. ACMA allows us to bring the lived experience of asthma into the forefront of the Canadian healthcare dialogue. In 2017, ACMA members participated in numerous educational and advocacy-related initiatives, raised awareness and research dollars by participating in Team Asthma activities, and benefitted from much needed peer-to-peer supports on our community forum and social media platforms.

Asthma Pals

Asthma disproportionately affects children, and we know how

challenging it can be for them. In 2017, we piloted our Asthma Pals peer-mentorship program to help kids with asthma feel less isolated and more supported. Our [web-based program](#) connected children with other kids living with asthma from across Canada, and helped them deal with asthma in a positive way. Given the success of the pilot program, Asthma Canada will continue to offer this mentorship opportunity for children.

Asthma & Allergy HelpLine

Newly diagnosed people, caregivers, those in remote communities and others can access our [free call-back service](#) to speak to Certified Respiratory Educators who can advise, guide and help those in need. In 2017, we received daily calls and emails from people who needed a knowledgeable professional to answer their questions in a friendly and approachable manner.

Asthma.ca

In 2017, Asthma Canada launched a new website with a fresh look, easy navigation and a host of helpful resources. Our new website

contains a wealth of easy-to-access information to help Canadians learn about asthma management, diagnosis, triggers, medications, the latest asthma research, and other issues pertinent to the Canadian asthma community. The new website is a one-stop source of asthma information that all Canadians can rely on.

Breathe Easy® Lifecycle of Asthma Conference

Our fourth annual conference was a symposium on the diversity of patient experience in Canada, from pediatrics to adult-onset diagnosis and mild to Severe Asthma. This influential one-day summit focused on proper diagnosis, self-management and treatment, as well as environmental considerations to prevent exacerbations. It also highlighted the latest research findings and new treatment options available in Canada.

Asthma and Allergy Friendly™ Certification Program

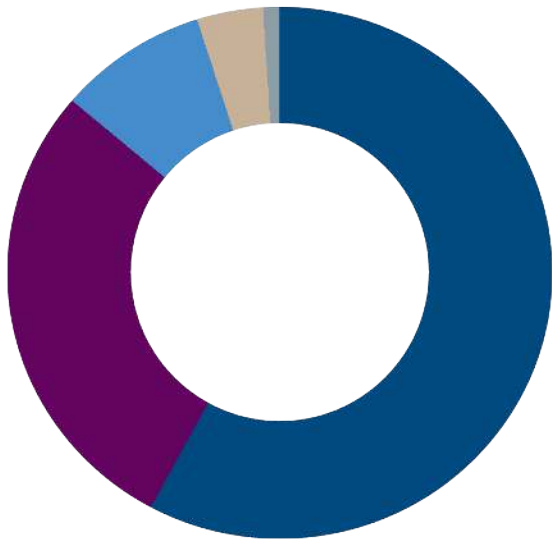
In 2017, Asthma Canada continued the partnership with international research organization, Allergy Standards Limited, on an

independent certification program created to identify and certify consumer products that have been scientifically tested to be better suited for people with asthma and allergies. The Canadian asthma community can visit the Asthma Canada [website](#) to find a complete list of certified products which may help Canadians breathe easier.

Resources & Campaigns

Asthma Canada continues to expand and improve our collection of educational resources and programs. In 2017, we redeveloped a new edition of our popular Breathe Easy® booklet series. The booklets continue to be distributed in clinics across Canada, and are available for download on our [website](#). We rebranded our quarterly newsletters and email awareness campaigns, distributing helpful information directly to community members. We developed an animated explainer video to raise awareness about biologic treatments and hosted a webinar on Severe Asthma management. We also ran successful awareness campaigns on issues such as influenza, September Peak and rescue inhaler overuse.

Financials



Sources of Revenue

- Corporate Giving: **\$485,161**
- Individual and Bequests: **\$229,759**
- Asthma & Allergy Friendly™
Certification Program: **\$73,551**
- Investment Income: **\$35,835**
- Foundations: **\$10,810**

How the Money was Used

- Education, Support, Advocacy & Research: **\$338,219**
- Fundraising: **\$221,318**
- Operations: **\$156,331**