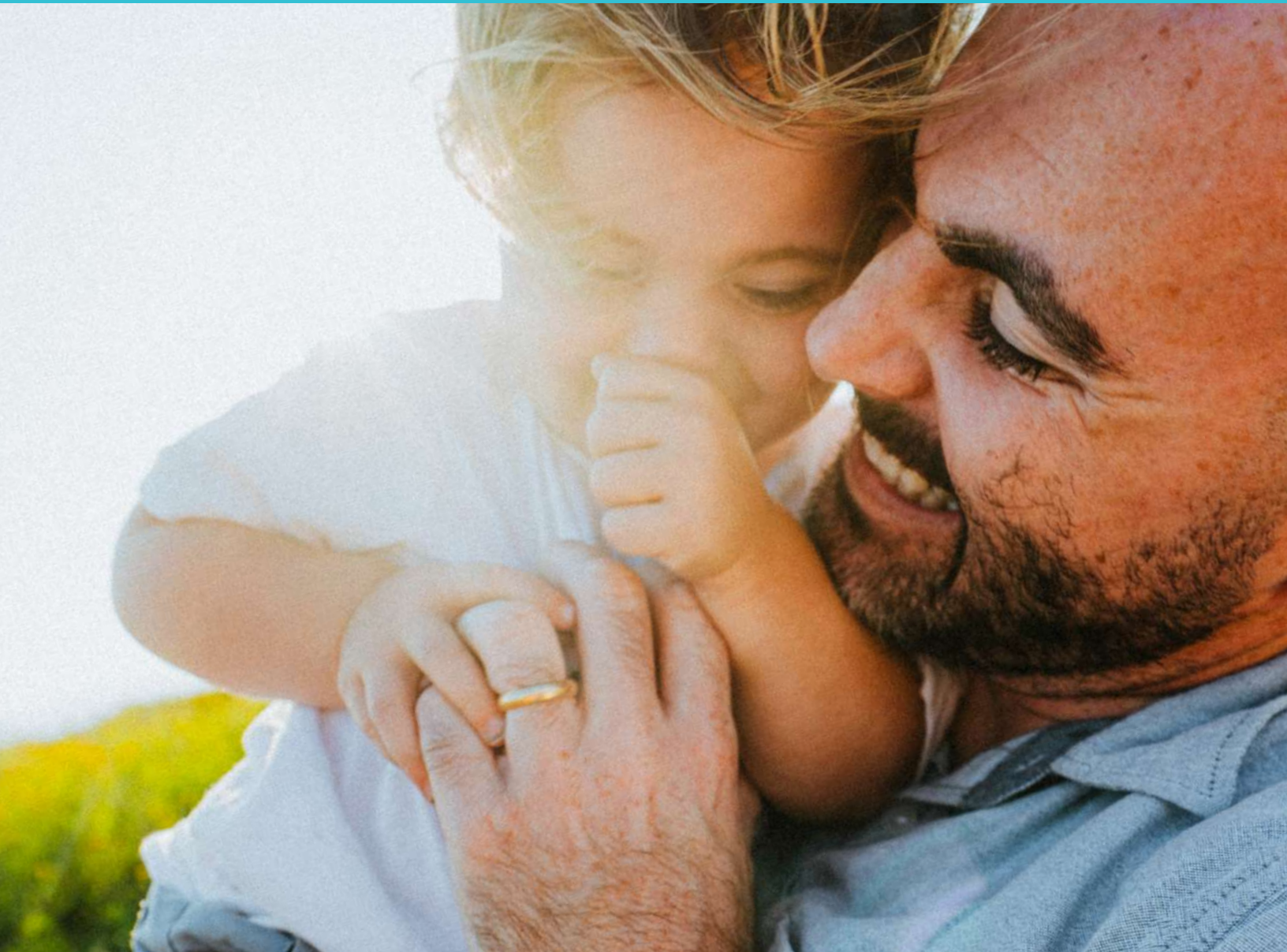


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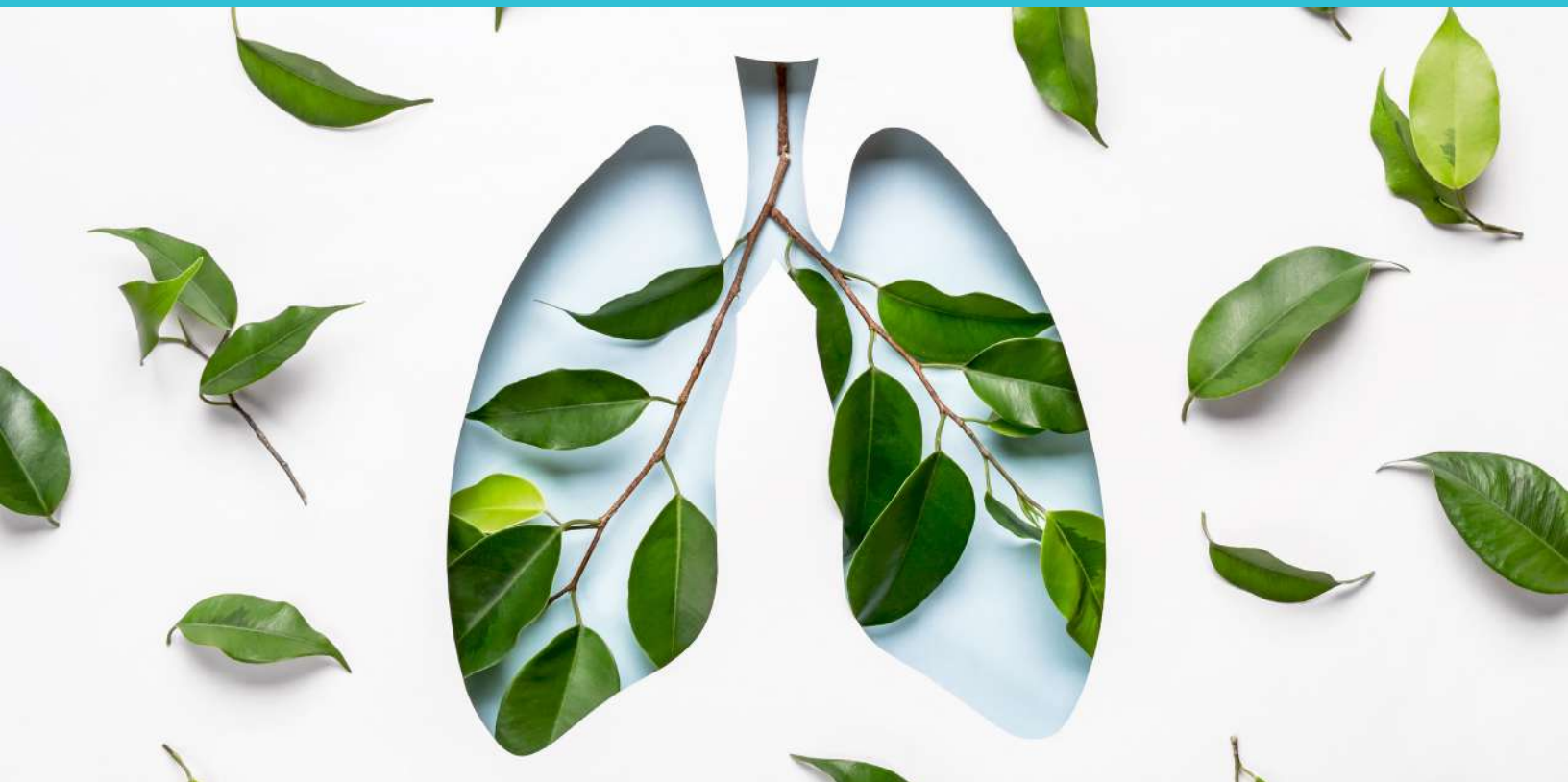


lung health
foundation



Lung Health Starts Now!

2021-2026 Strategic Plan



A NEW ERA IN LUNG HEALTH

When we evolved into the Lung Health Foundation, we did so to more effectively and efficiently deliver on our mission and invest the funds entrusted to us by donors and partners.

The sole reason the foundation exists is to help Canadians improve their lung health. Our bold new **Lung Health Starts Now! 2021-2026 Strategic Plan** will help us do it.

It's focused on taking on lung cancer, asthma and COPD.

We're also hard at work on health promotion through preventing youth smoking and vaping and protecting Canadians from infectious respiratory diseases – something we've all seen the importance of with COVID 19.

Unchanged and unwavering is our dedication to deliver life-changing and life-saving solutions that educate and empower Canadians to breathe better. We will work tirelessly to give patients and their families the programs and support they so urgently need, invest in research and advocate on their behalf.

With a more clear and defined focus, our impact will stretch to all communities in all provinces and territories, with every effort working together to drive change for those affected by, and at risk of developing, lung disease – **putting patients first and listening to donor priorities**.

We know the healthcare system is not nearly nimble enough to address the massive and growing gaps in prevention, diagnosis and treatment for the one-in-five Canadians literally gasping for breath. We are and we can thanks to our generous donors, valued partners and dedicated volunteers. **Together, we are creating a world where everyone can breathe easier.**

We are deeply grateful for your support and thank you for being a part of this mission

The Lung Health Foundation is committed to ...

OUR VISION

A world where everyone can breathe easier.

OUR MISSION

Improving the lung health of Canadians.

OUR PURPOSE

The Lung Health Foundation is the leading national charity dedicated to improving the lung health of Canadians.

WHAT WE BELIEVE

— Values that guide our work:

Be life-changing

We will empower Canadians to take control of their lung health

Be comfortable with being uncomfortable

We will not have a comfort zone that will prevent us from taking calculated risks

Be transparent

We will always do the right thing for the lung health of Canadians

Be collaborative

We will work with our partners to accomplish more than we can do alone

Be the first to listen

We will listen to our stakeholders to help inform our actions

Be patient-centered

Above all else, we will consider the needs of our patients and their health and well-being in everything we do



WHAT WE DO – OUR FOCUS

Each one of us takes 22,000 breaths every single day.

At the Lung Health Foundation, we're working hard toward a future where no one struggles to take theirs with a focus on:

Disease Prevention, Diagnosis, Treatment and Support

- *Asthma*
- *COPD*
- *Lung Cancer*

Health Promotion

- *Infectious Respiratory Disease*
- *Smoking and Vaping Prevention and Cessation*



5 GOALS FOR 5 YEARS

— One-in-five Canadians have lung disease. If you don't, you know someone who does. The urgency has never been greater. It's the reason we're launching a new commitment to Canadians: five goals for five years to improve lung health.

Goal 1

Give people with lung cancer a fighting chance by eliminating the barrier of stigma.

Lung cancer is by far the largest cancer killer in Canada, but it's the least funded. More will die from lung cancer than from colorectal, breast and pancreatic cancer combined. In fact, only 19% live five years after diagnosis with more than 21,000 Canadians dying this year alone – that's 58 families forced to say goodbye today and every day. Because smoking is seen as the main cause, patients face a stigma that causes many to go through cancer alone out of fear of judgment and feeling less worthy of help – whether they smoked or not. Quality of life suffers and more people die.

Blame and shame rob people with lung cancer of a proper fighting chance. We're going to change that.



Stock image

JULIANA'S STORY

Juliana exercises six times a week, eats vegan and never smoked. She also has lung cancer.

“My diagnosis started with mysterious headaches. I went for an MRI. You can imagine my shock when I got a phone call just minutes after the MRI telling me to go to the emergency room right away.”

Doctors found five tumours in Juliana's brain.

The source: lung cancer.

“To make matters even worse, I learned this news on my daughter's 16th birthday. I am only 41 years old and the certainty of my future has been taken away from me. I can't plan for my future. I can't even plan for my daughter's next birthday.”

A lot of people think lung cancer primarily affects smokers, so there's a lot of stigma around it.

“Right away people ask, 'Are you a smoker?' That's unfair. It's just the wrong question.

The fact is, if you've got lungs, you can get lung cancer.”



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Goal 2

Ensure no one loses a loved one to asthma.

Over three million Canadians have asthma, including 850,000 children. Most don't have it under control. Every year, there are tens of thousands of visits to the emergency room for asthma attacks. Some never make it home.

Every year, Canadians die from asthma. We're going to change that.

KYLE'S STORY

As a kid, Kyle lies on his couch listening to the other kids his age playing outside.

He wanted to join the fun but didn't dare risk it.

Kyle suffered severe asthma attacks that left him gasping for breath and in fear of his life. He didn't know what caused it. So, to be safe, he avoided sports and even missed days at school.

"Like so many families, we didn't know that people with asthma could learn how to control it and go on to live full and happy lives," says Kyle's mom, Shellie.

With proper medication and understanding his limits, Kyle took control of the asthma that had taken control of his life. Soon, his entire world changed.

Kyle jumped in to the world of sports he longed for from his couch. He biked, played soccer, baseball and even flag football. What he loved most was hockey and he became the captain of his AAA team. In addition to on-ice success, he twice earned the honour of Ontario Junior Hockey League Humanitarian of the Year.

"You should not change your lifestyle to accommodate asthma. Sports are an amazing outlet and make you feel more normal," says Kyle.

With asthma no longer holding him back, Kyle travelled to the Dominican Republic three times to build houses and a school. He's also been an active Lung Health Foundation ambassador since 2006.

Today, Kyle is a 23-year-old university student with a double major in criminology and sociology. He's still very active, playing on his varsity hockey team.

Learning how to manage his asthma, like through the use of an asthma action plan, was key to a fulfilling, active life for Kyle.

Goal 3

Help people with COPD live their lives to the fullest by keeping them out of the hospital.

COPD is a leading cause of hospitalization and the fifth-leading cause of death in Canada. About two million Canadians live with COPD, a lung disease that includes chronic bronchitis and emphysema. An aging population is driving up rates of COPD and the burden is only expected to grow.

COPD puts about 90,000 Canadians in the hospital every year. We're going to change that.



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BEV'S STORY

When Bev Black puffed on her first cigarette in 1964, she was oblivious to the risks. By the time she quit smoking, the damage was done.

She started experiencing shortness of breath in 1999 and was diagnosed with COPD in 2002.

Just two years later, she struggled with routine household tasks and had to leave her job as a personal support worker that she loved.

As a COPD sufferer, Bev is at a higher risk of getting pneumonia and of having complications from it and from the flu. She has contracted both multiple times – hospitalizing her twice.

“In 2009, I was in the hospital for seven weeks on the bi-pap machine and then on life support. In 2015, I was hospitalized for 12 days,” says Bev.

The first time she was hospitalized, her weight plummeted to just 72 pounds. At the time, her daughter was expecting her second child. Bev feared she may not make it long enough to meet her youngest grandchild.

Now nearly 80-years-old, Bev credits the support of doctors, children and the Lung Health Foundation for helping her bounce back.

Despite being a high risk COPD patient who requires oxygen, Bev stays positive and active. She exercises, plays bingo and cards. She also helped establish the Zoom-Airs, a group that provides a place in the community where people living with COPD can exercise safely. Bev collaborated with the owner of a local fitness studio, who set up a special section of his gym where COPD patients could work out with the appropriate equipment and without feeling intimidated by people who don't have the limitations of chronic lung conditions.

A devoted mother and grandmother, Bev also enjoys spending time with her family, especially her grandchildren.



Goal 4

Protect Canadians from the impact of COVID-19 and ensure older adults keep their independence through immunization.

Infectious respiratory disease can ravage with rapid speed. The COVID-19 pandemic will have an unprecedented and lasting impact. The flu kills thousands of Canadians every year and lands thousands more in hospital. The decline in an older person's immune system makes them more susceptible to catching the flu or pneumonia. These can be life-threatening for anyone but especially serious for seniors.

Canadians are constantly bombarded with misinformation about vaccines, leaving them hesitant and vulnerable. We're going to change that.

MICHELE'S STORY

In March 2017, Michele Leone was an active 81-year-old. He drove, walked outside every day and participated in programs at a seniors' centre with his wife, Concetta. Then, he got the flu.

While Michele did get the flu shot that season, he did not get the high-dose vaccine for seniors that had just become available.

After a few days of resting at home, he became weaker, congested and had a persistent cough and difficulty breathing. His son, Umberto, was very worried and took him to see his doctor.

"As soon as his physician saw my father, he looked right into my eyes and ordered me to take him to a hospital as soon as possible or we would lose him," says Umberto.

Not long after Michele was admitted to the ER, he suffered cardiac arrest.

He was resuscitated but had to be put on life support.

Michele spent 48 days in the intensive care unit, followed by 45 days in the cardio-respiratory medicine unit. He required a tracheostomy to help him breathe and developed congestive heart failure. He went into acute renal failure and suffered bacterial pneumonia and sepsis.

After discharge, Michele spent months in inpatient rehabilitation programs. While there, he fractured his rib due to a fall and developed norovirus. He finally returned home in January 2018—more than nine months after going to the ER.

He and Concetta try to live life to the fullest, but Michele can no longer drive, lives solely on the first floor of his three-storey home and requires regular, in-home assistance from personal support workers.

"Influenza is not simply a bad cold that will subside within a few days, as so many believe," says Umberto, who is a pharmacist.

"This is not only misleading but extremely dangerous and potentially fatal. My father's case proves that given the opportunity, the influenza virus has the potential to impose devastating consequences.

"Without a doubt, it is imperative to thoroughly discuss vaccination with your primary health care provider."



Goal 5

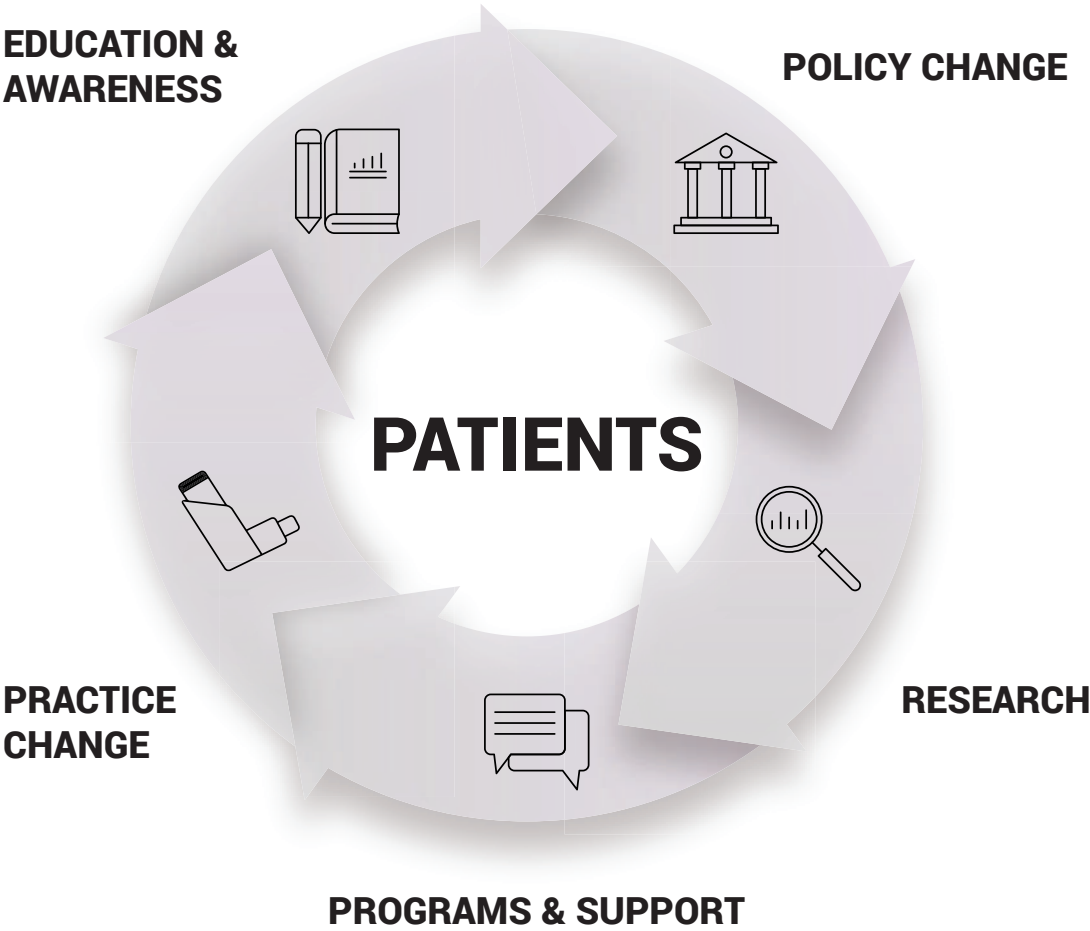
Ensure future generations don't suffer the debilitating effects of lung disease.

Most smokers get hooked on before their 18th birthday. And they pay for it dearly. Those who start smoking early will be more severely addicted and more likely to develop irreversible respiratory problems. Tobacco use increases the risk of lung cancer, can lead to COPD and contributes to the early deaths of tens of thousands of Canadians every year. Add to that, the effects of smoking cannabis on the lungs are still largely unknown and vaping provides a false sense of safety.

Canadian youth know the devastating effects of smoking and vaping but are still lured to light up. We're going to change that.

HOW WE'LL DO IT

Patients are at the center of everything we do. Every decision we make and every dollar we invest works together to help Canadians breathe better.



Lung disease costs \$42 Billion in Canada every year – and it’s increasing rapidly. The Lung Health Foundation is committed to investing the funds entrusted to us to make the greatest impact and deliver the most meaningful results.



OUR PLAN

Adopt a fully integrated, patient and donor-centered approach to investments that improve health outcomes.

- Address gaps in knowledge and improve the diagnosis and treatment of asthma, COPD and lung cancer by investing in purpose-driven research, including grant-in-aid funding, focused project support, clinical trials, digital health solutions and demonstration projects.
- Provide resources, support and self-management tools to empower Canadians to manage their health and well-being.
- Elevate the issues related to lung disease through public education and awareness.
- Ensure a robust evaluation program to measure progress against each organizational goal and across all areas of investment in order to mediate challenges and institute changes necessary for achieving required outcomes.

Be a national leader in policy, system and practice change to improve health outcomes for Canadians.

- Provincial and federal advocacy efforts to advance policy and system change within key areas of focus with respect to prevention, diagnosis, treatment and care.
- Engage and collaborate with healthcare professionals to improve the patient journey through practice change.

Lead a movement of like-minded individuals and organizations, unified with by a shared vision of increasing the urgency of lung disease and helping Canadians to lead healthier lives.

- Galvanize the respiratory medical community towards the achievement of our mission.
- Collaborate with organizations across Canada and internationally to expand our reach and capacity
- Strengthen and grow our individual, corporate and public partnerships.
- Reignite a passion with our employees, volunteers and patient community.

Be financially sound with the means and the will to support the work necessary for fulfilling our promise.

- A key enabler of our work, embodied in everything we do, every donor gift we steward, and every dollar we invest to help Canadians breathe.

— *Over 7.5 million Canadians suffer with lung disease.*

We will not sit idle and watch that number grow by a staggering 50 per cent in just one generation. Working together, we can turn the tide. Thank you for helping us, help Canadians breathe.



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Charitable Registration No. 12404 6368 RR0002

Ontario Lung Association is a registered charity operating as the Lung Health Foundation.