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# **Public Health Association of British Columbia**

## **2009 – 2010 Annual Report**

**Presented at the Annual General Meeting  
December 14, 2010  
SFU- Harbour Centre, Vancouver**



## Public Health Association of British Columbia

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The Public Health Association of British Columbia (PHABC) is a voluntary, non-profit, non-governmental organization whose mandate is to reflect the public's needs and interests in the promotion of public health and disease prevention; to put public health on the government and public agendas; and to advocate for the development of healthy public policy.

PHABC helps to promote and protect the public's health by actively working to:

- Encourage the development and implementation of healthful public policy;
- Facilitate the sharing of health and related information;
- Encourage research into the broad issues that affect the public's health;
- Co-operate regionally, nationally and internationally with other organizations to promote the public's health;
- Encourage governments to provide sufficient resources for disease prevention and the promotion and protection of the public's health;
- Advance opportunities for professional development.

The Association encourages membership from individuals, both professional and voluntary, who have an interest in the public's health. PHABC currently has over 480 members in all regions of the province. The membership includes: community development workers, public health nurses, health care administrators, medical officers of health, health system analysts, environmental health officers, researchers and others. Membership in PHABC offers individuals the opportunity to have a voice with government and other federal and provincial organizations to collectively work towards public health issues.

PHABC is a provincial affiliate of the Canadian Public Health Association. A registered non-profit society for almost 30 years, PHABC is run by a voluntary Board of Directors. Work is done by the Association through voluntary representation in various communities in BC, and through contracts with the public or private sectors.

**For more information, you are welcome to visit our website at [www.phabc.org](http://www.phabc.org),  
Or contact PHABC electronically at: [staff@phabc.org](mailto:staff@phabc.org)**

## President's Message

My first term as President has certainly been rewarding and I am looking forward to taking on a second term. The highlight for me over the last year has been the way the Board has strengthened its committee structure to focus on its revised strategic priorities. The Board has empowered its committees to take on the work of the Association and focused Board time on policy direction and oversight. The success of this has a lot to do with the quality of the Board Committee chairs who report to the Board at each meeting and volunteer significant time between meetings to lead the work of the Association. It is well worth the time to read their updates in this Annual Report.

I am pleased to prepare this report leading up to the Annual General Meeting because it gives me an opportunity to brag a bit about the leadership that the PHABC through its Board and many volunteers is providing to the public health community in BC. In fact my sense is that from a provincial perspective, PHABC is one of the more visible organizations in the public health community and certainly a leader in supporting front line workers through our educational offerings and advocacy. The work of the Association is guided by the Board's strategic framework that sets out a clear set of goals and priorities. We have printed the strategic framework in this report to give an overview of the span of activity going on.

PHABC is nothing without its membership and I am pleased that we continue to support a number of Communities of Practice through our web tool that facilitates communication among groups of members. This year the Board has clarified the concept of communities of practice and differentiated this from affiliate membership by formal organizations. We plan to introduce some exciting new supports in the coming year for members and partner public health organizations through the website. In addition, with a plan for a re-vitalized home page along and with the on-going sub-sites we maintain for others, [www.phabc.org](http://www.phabc.org) will be the gateway into public health in the coming years.

PHABC's educational offerings continue to be extremely popular. The public health Summer School in 2010 developed by PHABC in conjunction with a number of partners and post secondary programs has to be a highlight and a watershed for public health education in BC. PHABC wants to ensure this type of partnership continues into the future and to this end has developed a proposal for a Workforce Development Network if funded, this network would act as a catalyst for assessing educational needs of the public health workforce and facilitating educational offerings to meet this need. This year alone through this project we have developed assessment tools, piloted them in 3 health authorities and identified learning gaps and opportunities. We will be looking to our partners for financial support to keep this initiative going into the future.

Our financial sustainability has also been high on the agenda and I am pleased that we have a strong fiscal situation thanks to the many projects we lead and that allow us to generate revenue for the Association while aligning the project work with the Association's strategic priorities. Great credit goes to our Executive Director and Office

Manager who do a remarkable job of overseeing these projects – on time, on budget. A list of projects is included in this report.

The past few years has seen an expanded advocacy agenda for PHABC. The Board has paid particular attention to following up on Annual General Meeting resolutions. We adopted the reduction of health inequities as a strategic agenda for our work and have built a strong partnership to advocate for a poverty reduction agenda for BC. We also spoken out on the government's plan to re-allocate public health funds and have communicated publically and privately with the government on the potential impacts of this policy.

This has been the centenary year of the Canadian Public health Association and PHABC helped in the celebration of our past with presentation by 3 wise public health leaders: Dr. Gerald Bonham, Dr. John Blatherwick, and Dr. Frank White. This webinar series proved so popular we may extend it into next year with an even broader group of leaders sharing their wisdom with us.

It is a real honour and pleasure to work with the public health community to advance health in BC. I look forward to another year as President and continuing to work with the many volunteers and partners who contribute to our success.

Ted Bruce  
President

## **Finance Committee**

The Finance Committee was chaired by a new Treasurer that was appointed for the year Mr. David Procter. The Committee spent time examining the audited financial statement and the recommendations for follow up. The Committee continued to examine the financial plan and questions related to financial sustainability. The importance of creating an annual operating budget was highlighted and one was developed and approved by the Board of Directors.

Ted Bruce  
President

## **Governance Committee**

The Governance Committee once again processed the Nominations and Elections for Board of Director positions in accordance with the By-laws. This year the positions included:

- Vice President Position (election for one year as this position was appointed by the Board of Director in 2010 for a one year term).
- Five Directors at Large.

All positions were acclaimed and the new members of the Board of Directors include:

Marjorie MacDonald – Vice President (2011)

The five Directors at Large are for a two year term (2011-2012):

Julie Kerr

Lex Baas

Paola Ardiles

Judith Burgess

Sharon Davalovsky

Congratulations to all returning and new members of the Board.

In addition, the former Treasurer David Procter resigned in the summer and the Board of Directors under section 3.15 of the By-laws immediately appointed Ron Van Halen to this position for a one year term. It is always important to have this position filled because of the large number of contracts for which the Association is responsible. Because of the appointment this position was not posted for Election this year.

It is interesting to note the geographic distribution of the Board members is changing:

There are now 3 representatives from the North; 5 from the Island; 1 from the Interior and the remainder are from the Lower Mainland.

In the spring, the President asked the Governance Committee to conduct an extensive review of the concept of Communities of Practice and how PHABC's current Communities of Practice projects could be incorporated into the formal structure of PHABC. Chaired by the President the Governance and Membership Committees jointly discussed the results of the Governance Committee's review and forwarded

recommendations to the Board of Directors. The Board of Directors accepted these recommendations and they are now in operation.

In summary, Communities of Practice is a mechanism open to all members of the Association. An interested group of members can form a Community of Practice using the web platform. External Groups who wish to use the web platform for Communities of Practice can do it in one of two ways:

- Join the Association as an Affiliate members under the Bylaws, or
- Have each member of the Communities of Practice buy an individual membership in PHABC.

In closing, I would like to thank Julie Kerr, Elaine Berthelet and Susan Yeats for their work on the Governance Committee. This is my last term as a Member of the Board of Directors and I have very much enjoyed working with such dedicated Boards the past four years who cheerfully slogged through major revisions to the By-laws and were always willing to look at creative ways to improve services to its members and to the public.

Respectfully Submitted  
Sandra McKenzie  
Chair Governance Committee

## **Capacity Building Committee**

Several new members joined the Capacity-Building Committee in 2010. The Current members are: Paola Ardiles; Marlene Barber; Michael Barnes; Maria Cristina Barroetavena; Jessie Brown; Michelle Burtnyk; Lee Cameron; Simon Carroll; Steve Corber; Jenn Dixon; Dee Duncan; Caitlin Etherington; Louis Giguère; Geri Grigg; Theresa Hermary; Kim Jensen; Svetlana Kishchenko; Katrina Ludwig; Denise McKay; Warren Michelow; Breann Specht; and Kelly White. Irv Rootman and Marina Niks Co-chaired the Committee.

The Committee reviewed its Terms of Reference and Strategic Plan and agreed that its operational work should be done through sub-committees and that its main role should be to oversee the work of these committees and that it should focus on medium- to long-term planning related to Capacity Building.

To these ends, the Committee established a sub-committee to plan Workshops and a Summer School 2010. A workshop planned by the sub-committee on workshops on “Addressing Inequities in Health Through Literacy and Health Literacy” took place on April 26 and a Summer School planned by the Summer School sub-committee took place on July 26 and 27. The evaluations suggested that both were well-received and achieved most of their objectives (for more information see PHABC website). Suggestions were made for improving future events of this nature organized by the Association.

In addition, other Capacity-Building events took place during the past year with some involvement of the Capacity-Building Committee. These included a workshop on “Prosperity and Health” and a lecture of “Healthy Weights co-sponsored with BC Mental Health and Addiction Services. The Committee was also involved in planning an event with Richard Wilkinson on December 14.

With regard to 2011, the Committee is exploring the possibility of organizing a second Summer School, a Conference and one or more multi-centre workshops. To make an informed decision about preferred format, topics, timeline and location, the committee is surveying PHABC members.

Any member who is interested is welcome to join the Capacity-Building Committee or to suggest ideas and opportunities related to building capacity for public health in British Columbia. If you wish to do so, contact Irv Rootman [irrootman@telus.net](mailto:irrootman@telus.net) or Marina Niks [niksm@douglas.bc.ca](mailto:niksm@douglas.bc.ca).

Many thanks to the members of the Capacity-Building Committee and its subcommittees, all of whom made a significant contribution to building the capacity of public health in B.C. this year.

Irv Rootman and Marina Niks  
Co-Chairs, PHABC Capacity-Building Committee

## **Policy, Advocacy and Communications Committee**

Co-Chairs changed from Board Members Darryl Quantz and Marilyn Ota to Dr. Brian O'Connor and Debbie Leach.

The association has written letters advocating for its members on a variety of important public policy issues over the last year. Some of the topics included:

**Alcohol Pricing and ActNow BC Platform:** Letters were sent to Premier Campbell and the Ministers of Finance, Health, Healthy Living & Sport, Housing & Social Development, and the Auditor General regarding RESOLUTION: 2009-01.

**Tanning Beds:** Letter written to the Capital Regional District (CRD) Board in support of recommendations made by Dr. Richard Stanwick, Chief Medical Health Officer for Vancouver Island Health Authority regarding the amendment of CRD bylaws restricting the use of tanning beds to youth 18 years of age and older.

**Pesticides:** PHABC partnered with seven other BC medical and health organizations calling on the provincial government to enact province-wide legislation banning the sale and use of cosmetic pesticides.

**Tobacco Conflict of Interest:** PHABC joined CPHA and CMAJ calling for Barbara MacDougall to resign as Chair/Board member of International Development Research Centre due to her past participation on the board of Imperial Tobacco. “The Framework Convention on Tobacco Control prohibits direct funding or involvement from the tobacco

industry in research, or any other development activities; its guiding principles call for protection of government policy-making from tobacco industry influence.”

Long form Census: The association sent a letter to Minister Tony Clement regarding our concern about the plans to discontinue the long form Census questionnaire (2b) and to replace it with a voluntary National Household Survey (NHS). As the health care system is increasingly challenged by a surging demand that exceeds the growth in resources, the need for accurate data to support planning is acute. The ability to effectively and efficiently plan health services will be irreparably diminished by replacing the mandatory census with a voluntary survey.

The President of PHABC also wrote to the Minister of Health Services requesting a meeting to discuss concerns that health authorities have been asked to re-direct 10% of their public health budgets to new priorities. The letter stressed that public health is already underfunded and redirection of funds may advance one area of public health but at the expense of another critical core functions. PHABC has advocated for several years for government to increase public health funding significantly as was called for by the government’s own Standing Committee on Health. PHABC was pleased to see that distinguished PHABC member Dr. John Blatherwick articulated similar views in an opinion piece published in the Vancouver Sun.

Dr. Brian O’Connor and Debbie Leach  
Co-Chairs

## **Communications Committee**

This year the Communications Committee - whose mandate was previously included in the Policy, Advocacy and Communications Committee- was reconstituted as a standalone committee. The main issue that the committee has addressed so far has been to review the PHABC website in terms of financial sustainability, technology, functionality and a long-term strategy to improve these and better serve our members, staff, sub-sites and communities of practice.

The PHABC website is an important tool that we use for communication with members and it hosts a number of sub-sites including the Core Public Health Functions for BC, the Farm to School program, BC Food Security Gateway and the BC Map of Services. A request for proposal was circulated with key items including improving the ability of PHABC staff to maintain the dynamic site content, an updated technology roadmap, and more control over maintenance and hosting costs. Going forward the committee is interested in recruiting members with experience in developing a long-term communications strategy and leveraging new communication technologies to further improve our capacity to serve members, communities of practice and host public health related sub-sites.

Warren Michelow  
Chair



## Membership Committee

The Membership Committee has not been extremely active this year but supported the Board in its review of the membership categories and how this relates to communities of practice. Two joint meetings were held with the Governance Committee to examine the need for bylaw changes related to the membership categories under discussion. These deliberations by the Board will likely mean the pilot of group membership fees developed by the Membership Committee will end in the coming year but the new approach should better serve the members. The Committee identified a need to revitalize its make-up and has begun that process.

### Update on membership

The total numbers of members of the association have slightly increased from last year:

- November 2009 – 449
- **November 2010 – 485 total members**
  - Individual and conjoint – 415
  - Online communities/other - 70

## Website statistics 2010

The website is the major vehicle for member supports. Summary of increased usage of website during 2009:

- In 2009 the PHABC website averaged 180,393 page views per month.
- In 2010, the PHABC website is averaging 191,209 page views per month.
- This year PHABC set a new record with 360,443 page views in August.

## PHABC Project Updates

### Core and Technical Competencies for Public Health in BC

The Core and Technical Competencies for Public Health in BC will contribute to ensuring that the public health workforce has the right mix of people equipped with the right mix of competencies, in the right place and at the right time for the effective and efficient delivery of public health in BC. The project is a partnership between the Public Health Association of BC (PHABC), the BC Academic Health Council, the BC Ministry of Health Services, and the Public Health Agency of Canada (PHAC). PHABC is managing the project, with funding from the PHAC and the BC Ministry of Health Services.

In fiscal 2008/09 the project identified the core and technical competencies most critical to implementing the BC Ministry of Health Services [Framework for Core Functions in Public Health](#) and identified competency profile gaps.

In fiscal 2009/10 the project developed an environmental scan examining the use of networks as a best practice; conducted stakeholder interviews to identify policy enablers and barriers for continuing competency education for the public health workforce; developed a general self assessment tool for core competencies; and conducted a midterm evaluation.

In fiscal 2010/11 the self assessment tool was piloted within two regional health authorities in the community capacity building competency (identified as a priority by the needs assessment); completed an environmental scan of continuing education opportunities for community capacity building; and contributed to the development of a two day summer school as an educational response to the identified gaps in community capacity building. Future activities will include piloting the self assessment tool in another competency area and the development of a public health workforce network.

### **Healthy Foods Initiative: Farm to School Project and Local Food Salad Bars**

Since 2007, PHABC sought to develop a program that utilized a health promotion approach to increase access to fresh vegetables and fruits for food insecure families and utilized funding from the BC Healthy Living Alliance for Farm to School Salad Bars in 16 schools throughout Northern and Interior BC. Although the project funding has ended PHABC continues to build capacity within existing communities and develop sustainability for the program. We have promoted farm to school as an innovative public health practice, developed tools/resources and networks, trained others, and held a farm to school conference. As a result of these activities, we have seen additional salad bars sprout up throughout British Columbia.

PHABC is pleased to announce a partnership with the Ministry of Health Services to develop “local Food Salad Bars in Remote Communities”. The funding will allow us to build on the work of the Ministry’s produce availability initiative which identified seven model remote communities (Tahsis, Zeballos, Masset, Port Clements, Bella Coola, Telegraph Creek and Dease Lake) and created projects that increased the availability of produce in their communities. As part of phase two and three of the Initiative, these communities will be offered the opportunity to further their work by developing Local Food Salad Bars. PHABC views this initiative as an expansion of our existing farm to school salad bar program, albeit with a broader context within communities as these salad bars may be offered in hospitals, community centre's or other suitable locations in communities.

For more information please visit the farm to school website at:  
[www.phabc.org/farmentoschool](http://www.phabc.org/farmentoschool).

### **Food Security Gateway**

The Public Health Association and the Provincial Health Services Authority continue to maintain the [Food Security Gateway](#). The Gateway is a web portal that will connect you to BC initiatives and important resources that can help to create **healthy eating environments** and **food secure communities in BC**. It is meant to be a resource for public policy makers, food industry leaders, civil society organizations and interested citizens in BC.

### **Violence Prevention Alliance Asset Database**

The association is working in partnership with the World Health Organization and funding from the Bernard Van Leer foundation to work with the Violence Prevention Alliance (VPA) to develop an asset database for its member organizations. The VPA is

a network of WHO Member States, international agencies and civil society organizations working to prevent violence.

### **Core Public Health Functions**

As part of PHABC's commitment to Public Health workforce development PAHBC is pleased to promote the Ministry of Health Services Core functions for BC site on the PHABC platform. For those who are not aware the web site has been created to serve as a resource for health professionals administering and performing public health services in British Columbia. The core functions framework provides a tool for Health Authorities and public health practitioners to review their existing programs and policies in 21 core program areas within four categories: health improvement, prevention, environmental health, and health emergency management. The general public will also find the information and resources of interest. If you have not already done so please visit the site and have a look or you can click on the link below to try the resource quick finder: <http://www.phabc.org/modules.php?name=Contentcore&pa=showpage&pid=187>

## Appendices

### Committee List

<b>Executive</b>	<b>Membership</b>	<b>Capacity Building</b>
Ted Bruce (President)	Ted Bruce (Chair)	Marina Niks (Co-Chair)
Marjorie MacDonald (Vice President)	Margaret Antolovich	Irv Rootman (Co-Chair)
Shannon Turner (Past President)	Kim Laing	Paola Ardiles
Irv Rootman (Secretary)	Megan Misovic	Marlene Barber
Ron Van Halen (Treasurer)	Michael Barnes	Michael Barnes
Michael Barnes (Exec. Dir)	Cecilia Velasco (office staff)	Ted Bruce
		Michelle Burtnyk
<b>Finance</b>	<b>Governance</b>	Simon Carroll
Ron Van Halen (Chair)	Sandy Mckenzie (Chair)	Steve Corber
Michael Barnes	Elaine Berthelet	Dee Duncan
Sandy Mckenzie	Julie Kerr	Louis Giguère
Marjorie MacDonald	Susan Yeats	Geri Grigg
Ted Bruce		Theresa Hermary
	<b>Policy, Advocacy, and Research</b>	Kim Jensen
	Brian O'Connor (Co-Chair)	Svetlana Kishchenko
	Deb Leach (Co-Chair)	Anne George
	Paola Ardiles	Paulette Lacroix
	Shannon Turner	Katrina Ludwig
	Hannah Moffat	Marit Main
	Ron Dovell	Denise Mckay
	Jim Frankish	Warren Michelow
	Geri Grigg	Jesse Brown
	Gord Miller	Maria Cristina Barroetavena
	Shazia Karmali	Breanne Specht
	Ajay Puri	Kelly White
	Eleonora Molnar	Caitlin Etherington
	Jane McCarney	Lee Cameron
	Michael Barnes	Jen Dixon
	<b>Communications</b>	
	Warren Michelow (Chair)	
	Ted Bruce	
	John Dalgity	
	Cecilia Velasco (office staff)	

## The 2011 Board of Directors

<p><b>President</b>          Ted Bruce          Vancouver, BC          604-875-4378          Email: <a href="mailto:Ted.Bruce@vch.ca">Ted.Bruce@vch.ca</a></p>	<p><b>Directors-At-Large</b>          Julie Kerr          Prince George, BC          250-649-7061          Email: <a href="mailto:Julie.Kerr@northernhealth.ca">Julie.Kerr@northernhealth.ca</a></p>
<p><b>Immediate Past President</b>          Shannon Turner          Victoria, BC          250-858-1309 c          250-598-3409 h          Email: <a href="mailto:skturner@live.ca">skturner@live.ca</a></p>	<p>Margaret Antolovich          Powell River, BC          604-485-3330 w          Email: <a href="mailto:Margaret.antolovich@vch.ca">Margaret.antolovich@vch.ca</a></p>
<p><b>Vice President</b>          Marjorie MacDonald          Victoria, BC          250-472-4265          250-588-9493 h          Email: <a href="mailto:marjorie@uvic.ca">marjorie@uvic.ca</a></p>	<p>Paola Ardiles          Vancouver, BC          (604) 707-6391  <a href="mailto:pardiles@bcmhs.bc.ca">pardiles@bcmhs.bc.ca</a></p>
<p><b>Treasurer</b>          Ron Van Halen          Vancouver, BC          604-714-3766          Email: <a href="mailto:ron.vanhallen@vch.ca">ron.vanhallen@vch.ca</a></p>	<p>Lex Baas          Nelson, BC          250-505-7239h          250-352-6555w          Email: <a href="mailto:Lex.baas@interiorhealth.ca">Lex.baas@interiorhealth.ca</a></p>
<p><b>Secretary</b>          Irving Rootman          Vancouver, BC          604-733-6072 h          604-376-0429 c          Email: <a href="mailto:irootman@telus.net">irootman@telus.net</a></p>	<p>Judith Burgess          Victoria, BC          (250) 598-2915  <a href="mailto:jburgess@uvic.ca">jburgess@uvic.ca</a></p>
<p>Brian O'Connor          Vancouver, BC          604-983-6701          Email: <a href="mailto:Brian.o'connor@vch.ca">Brian.o'connor@vch.ca</a></p>	<p>Sharon Davalovsky          Prince George, BC          (250) 964-0706  <a href="mailto:Sharon.Davalovsky@northernhealth.ca">Sharon.Davalovsky@northernhealth.ca</a></p>
<p><b>Ex-Officio</b>          Michael Barnes, Executive Director          Victoria, BC          250-888-3549          Email: <a href="mailto:execdir@phabc.org">execdir@phabc.org</a></p>	<p>Megan Misovic          Victoria, BC          250-812-8076 h          Email : <a href="mailto:meganmisovic@shaw.ca">meganmisovic@shaw.ca</a></p>
<p>Cecilia Velasco          PHABC office coordinator  <a href="mailto:staff@phabc.org">staff@phabc.org</a>          250-595-8422</p>	<p>Jalil Safaei          Prince George, BC          250-964-3652 h          250-960-6698 w          Email : <a href="mailto:safaeij@unbc.ca">safaeij@unbc.ca</a></p>

**PUBLIC HEALTH ASSOCIATION OF BRITISH COLUMBIA STRATEGIC PLAN**

**Mandate:**

Preserving and promoting the public’s health by working to strengthen disease and injury prevention, health promotion, health protection and healthy public policy. We fulfill our mission through education, research advocacy and networking.

**Priority Topics:**

**Health Inequities**

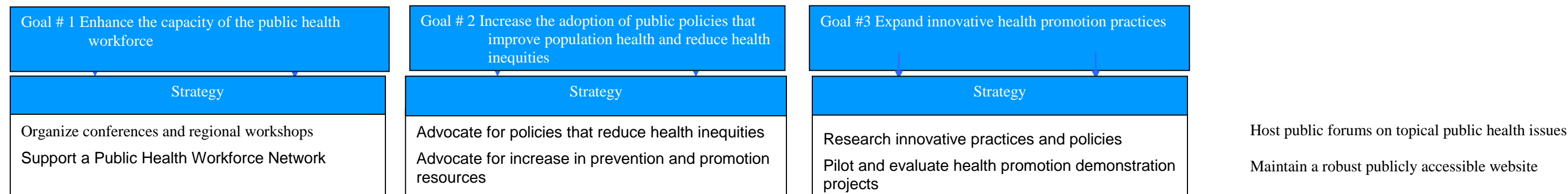
**Public Health Workforce**

**Food Security**

**Health Literacy**

**Prevention of Violence**

**Goals and Strategies:**



**KEY INITIATIVES 2010 - 2012:**

Continue a series of regional workshops, forums and educational events on the scope of health inequities, the importance of the social determinants of health and strategies to reduce health inequities. These events are aimed at a broad cross section of those concerned with the health and well being of our communities including public health practitioners, policy makers and the public.

Finalize Public Health Core Programs Competency Project to identify key competencies and gaps and identify related educational needs and strategies for the public health workforce.

Expand the PHABC website into the overarching gateway to public health information, tools and resources in BC including a Food Security component, advocacy resources and a Public Health Core Programs component.

Create and support a Workforce Development Network including academic institutions, health authorities and professional associations. The Network will facilitate collaboration to enhance the competency and capacity of the public health workforce.

Develop “policy action kits” to support members in pursuing advocacy initiatives.

Create new opportunities for “communities of practice” and public health disciplines. This will include educational streams and networking opportunities at the PHABC Conference or other events such as a Summer Institute, and greater capacity on the PHABC website for communities of practice.

Build the capacity of the public health workforce to support the development of health literacy skills in the general public in relation to public health issues

