



## PHABC 2010 AWARDS WINNERS

### BARBARA SELWOOD – President's Award

It is our pleasure to recognize Barbara Selwood for her contribution to Public Health Practice in BC, and especially for her contribution to public health nursing practice in the area of Perinatal Health.

Barb started her career many years ago as a public health nurse in Port Hardy BC and was one of two nurses that served the whole North Island including Was, Vernon and Alert Bay. She went back to school and completed her BScN degree at UBC, then went back to Port Hardy to work for Indian Health Services. Shortly after meeting her husband and marrying, she moved back to the city and worked for the City of Vancouver as a PHN and then as a perinatal coordinator. While in this position Barb was a technical consultant for the Baby's Best Chance publication and Barb was also part of the leadership group responsible for bringing in the Newborn Hotline to Vancouver.

Barb left Vancouver in 2002 and moved on to Fraser Health as manager of prevention services. In 2004 Barb left Fraser Health to work for the BC Reproductive Care Program which is now called Perinatal Services BC, part of PHSA. While in this position she developed and also revised the provincial perinatal documentation

forms used by all hospitals and public health units across BC. Barb played a pivotal role in facilitating breastfeeding education for health care providers across BC. This greatly facilitated physicians, hospital nurses, and public health nurses to gain expertise in breast feeding education that could then be taken back to their communities to build local capacity and to train other staff.

Most recently Barb led the committee that updated the Care Pathways for Postpartum and Newborn care for BC.

Barbara Selwood is highly respected for her many years of Leadership as chair of the provincial perinatal (PHNL) committee. Over these years, Barbara facilitated the work of the public health nurse leaders in the province of B.C. to ensure that public health perinatal nursing services are based on best practice. Her leadership assisted the PHNL in networking, sharing ideas and working collaboratively in representing the needs of the population of B.C. from urban, rural and northern regions.

Barbara is a strong advocate for public health, believing in the value of public health services to attain positive long term outcomes at a population level. She also believes in the value of inclusive leadership to support front line service delivery and ultimately make positive outcomes a reality.

#### FRED BASS- Merit Award

Fred Bass was born in New York City and attended Case-Western Reserve Medical School. He served as a Preventive Medicine Officer in the US Army's 7th Infantry Division in Korea. After his military service, he was a TB Control Officer for the New Jersey Department of Health and a Unit Medical Health Officer. He earned a Master's degree in epidemiology at the Harvard School of

Public Health and a Doctor of Science at Johns Hopkins, writing a thesis on Medical Care Use Attributable to Cigarette Smoking. He taught at the University of Pennsylvania and came to the Vancouver Health Department in 1975. There, in 1982, he became Director of Health Promotion.

In 1989, he founded the BC Doctors Stop-Smoking Program to help doctors help their patients stop smoking. He helped to form the Society for Clinical Preventive Care in 1997, with a mission to implement proven clinical preventive measures. In 2001 he was awarded Honorary Membership in the Canadian Medical Association for his extensive work in tobacco control.

Fred took his passion for health and the environment into municipal politics, running for Vancouver City Council as a Green party candidate in 1996. He was first elected to city council in 1999 as a member of COPE, and topped the polls when re-elected in 2002 with 70,525 votes. His political priorities were action on the environment and transit.

Throughout his professional career, Fred Bass has been a passionate and committed proponent of prevention, particularly with respect to tobacco control and environmental issues. He is a worthy recipient of the PHABC Merit Award for his services to public health and prevention.