



2015 PHABC Awards

President's Award – Mary Collins

Mary's many accomplishments as a contributor to public policy in BC, Canada and internationally are too numerous to recount in this nomination. She has had a long and distinguished career as a political leader and accomplished administrator including a Member of Parliament and Federal Cabinet Minister. She has worked with the World Health Organization on health care reform. Her contributions to public health in BC alone are substantial.

Mary is the Director of the BC Healthy Living Alliance Secretariat. PHABC is a founding member of this Alliance that is dedicated to improving the health of British Columbians by advancing the illness prevention and health promotion agenda. Through her leadership, Mary strengthened the capacity of BCHLA to work truly as an Alliance making the organization much more than the sum of its parts – health organizations that were predominantly disease focussed and often in competition for funds with one another. Mary's diplomacy and persuasion created a true community of organizations capable of a common purpose and common effort. In addition, her knowledge and sophistication in working with government fostered a partnership with government at the most senior levels and ensured a strong working relationship with key Ministries, a high level of organizational credibility and funding to support BCHLA's mission. It is her outstanding organizational leadership that were in large part the basis for the successes of the Alliance.

Mary's leadership of BCHLA was characterized by an move to emphasize the social determinants of health in the projects funded by the Alliance and in its policy advocacy work. She understood population health and as importantly had meaningful ways to express the concepts so that they motivated action and became more than difficult concepts to market to decision makers. Through her leadership BCHLA incorporated the upstream ideas of population health into the health promotion funding packages of the Alliance. Many innovative projects were funded, evaluated and demonstrated the need for actions to address the "causes of the causes". More importantly, and always at the core of Mary's motivation, these projects made real improvements in the health of vulnerable people.

Mary is a leader in the business community and through her involvement with that community she made significant inroads in attempting to build bridges to the "unusual suspects" for public health partnerships. She was instrumental in bringing together business representatives, community leaders and public health leaders in numerous forums to discuss the policy changes that business should support to address the social determinants of health. She was able to help overcome scepticism where many have failed before. She has helped to change the dialogue on health inequities in the business community.

At BCHLA, Mary directed the development of a substantial public policy platform for advocacy. A number of very significant background reports were commissioned and used as the basis for some

substantive efforts by the BCHLA to encourage “healthy public policy”. These papers continue to be used as tools for change by the public health community. Mary must be credited for not just shaping these tools but for taking words to action.

Mary has always been generous with her time for PHABC activities. She has provided leadership to significant PHABC events including conferences, summer schools and other events. She has worked closely with the PHABC to build capacity within its membership and to reach out to the broader community to communicate about the importance of public health policies. She is a very worthy recipient of the President’s Award.

Healthy Corporate Citizen Award – LOCO BC (Amy Robinson – founder)

Amy Robinson is the Founder of LOCO BC, which is a non-profit local business alliance working to strengthen communities, grow the local economy and build strong, sustainable businesses by encouraging a shift in local purchasing by consumers, businesses and institutions/government. Her work is predicated on the belief that economic sustainability, along with social and environmental sustainability forms the bedrock of healthy and resilient communities. She encourages purchasers to buy from BC-based companies, and to buy BC goods and services based on a shared commitment to strong communities, a healthy environment, meaningful employment and fair trade practices.