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**Public Health Association  
of British Columbia**

**2010 – 2011 Annual Report**

**Presented at the Annual General Meeting**

**November 28, 2011**

**Executive Plaza Hotel, Richmond, BC**



# Public Health Association of British Columbia

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## President's Message

On behalf of the PHABC Board of Directors, I am pleased to report on another successful year. This is evident in our membership growth, stable funding, high enrolment in our educational events, website traffic and robust partnerships with other organizations. The reputation and credibility of the Association is recognized provincially and nationally.

The Board has spent part of the year revising the Strategic Plan and will finish this work over the course of the next several months. This document has proven to be an invaluable tool to assist the Board maintain its priorities and focus our efforts on critical areas especially when there are so many worthwhile endeavours for us to pursue. The Board wanted to strengthen the language in the Plan to be more proactive in order to reflect PHABC's provincial, and in some cases national, leadership in some important areas. I think it is safe to report that PHABC is not a passive partner within the public health community and the new language of the Plan captures that. The Board also re-framed elements of the Plan to emphasize the benefits for membership in PHABC. You will have the opportunity to see a new membership brochure prepared by our communications committee that reflects this approach. The graphic at the end of this report shows the revised goals and strategies of the Strategic Plan.

The Board has continued to implement a financial plan that ensures financial stability for the Association for several years and positions the Association for growth in the future. We continue to diversify the types of projects we pursue to support our infrastructure but are selective so that these projects are consistent with and further our strategic priorities. Our project selection guidelines are especially helpful in this regard and we have also updated our policy on the selection process for consultants to ensure a fair and transparent process that provides opportunities for members who may be consultants. The behind-the-scenes work to develop and implement the variety of projects on our books is a considerable accomplishment and I want to especially recognize Michael Barnes our Executive Director and Cecilia Velasco our Office Coordinator who manage a considerable workload to ensure the success of our projects. I want also to recognize consultants who have worked on multi-year projects that have recently come to an end: Joanne Bays, Zena Simces and Sue Ross. They have shown a commitment to quality in their work that has contributed to the credibility of PHABC with our funders.

PHABC continues to be a strong public voice for population health in the Province. We have been outspoken on a variety of issues including calling for prevention funding increases in

response to the new government policies for public health, providing perspectives on poverty reduction and providing national leadership on literacy, food security and prevention of violence. We continue to be the recognized leader in public health workforce development in BC. It is exciting to see our growth in this area to the point where this year we have both a summer school offering and a provincial conference. We also have provided additional support to communities of practice enabling groups within public health to further their contributions to continuing education and networking.

In the past year, we have placed a renewed emphasis on our membership development and communications activity. Board Committees in these areas have been re-invigorated over the year and I anticipate we will see more robust member communications in the coming year. This is in addition to the other committees that continue their great work as evident in their individual reports. The volunteerism of our Board and members on these committees is noteworthy and is the heart of the Association.

PHABC is successful because of the many partnerships we have embraced. I want to make special mention of some key partners that we have especially worked with in the past year: First Call, the BC Poverty Reduction Coalition which I co-chair with Seth Klein of the Canadian Centre for Policy Alternatives, the BC Healthy Living Alliance, the Provincial Health Services Authority and the schools of public health - the latter being key to our summer school. I also want to thank the Public Health Agency of Canada, the Ministry of Health and the BC Academic Health Council as they have been instrumental in the success of our competency assessment project. I would also like to recognize Andy Hazelwood the recently retired ADM in the Ministry of Health who has been a great supporter and counsel to the Association.

The coming year is not without its challenges. I feel we must put some efforts toward renewing our relationship with the Ministry of Health as it has undergone significant changes within the public health area recently. The need for increases in funding for the public health sector is critical and yet we still see a health system dominated by acute care demands. I am also hopeful that although we must continue to educate the public about health inequities, we will see a movement toward action. The public understanding about the existence and consequences of inequity has considerable traction as evidenced in the broad support for the "Occupy Movement". PHABC has been one of the public health organizations instrumental in framing the arguments over the years and we should take a moment to congratulate ourselves for the success we now see in the broad based acceptance of the message. But that is just setting the stage for the shift that must occur in our public policies and culture. PHABC provides an inspiration to many of us in public health to continue on the path to creating an equitable and healthy society.

I complete my term as President this year and want to thank the current and past Board members and PHABC members for their support and encouragement.

Ted Bruce

## **Governance Committee**

It has been an uneventful year for the Governance Committee this year, thanks in large part to the efforts of the previous committee that left a fully renovated constitution and by-laws for us. Our committee has been small in number, but was able to do its work for the nomination and election process. We implemented an online, web-based voting process this year which will ease the burden of ballot counting and ensure a fair and confidential election process is in place for future years. I wish to express my thanks to our staff and IT consultant for their assistance in bringing this to fruition.

It would be of benefit to PHABC and the Governance Committee to increase membership and have good succession planning in place. This will be a key priority for us going forward.

Julie Kerr

## **Capacity Building Committee**

Several people left the Capacity-Building Committee and new members joined in 2011. The Current members are: Paola Ardiles; Marlene Barber; Jessie Brown; Ted Bruce; Michelle Burtnyk; Bruce Cameron; Simon Carroll; Maria Christina; Steve Corber; Jenn Dixon; Dee Duncan; Caitlin Etherington; Louis Giguere; Gen Grigg; Theresa Hermary; Kim Jensen; Katherine Jessie; Susan Key; Svetlana Kishchenko; Katrina Ludwig; Denise McKay; Marina Niks; Marilyn Ota; Irv Rootman. 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, a Summer School and Conference. The Summer School which was two days longer than the 2010 School, took place from July 5-8. Based on the findings of a survey completed by members of the Association, the first two days focused on Advocacy and the second on Health Literacy. Steve Corber co-chaired the Advocacy component with Irving Rootman and Leona Gadsby (Decoda Literacy Services) co-chaired the Health Literacy components. Most participants signed up for both components. There were six sites and more the double the number of participants as was the case for 2010. 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.

The second large event to which the Capacity-Building Committee made a contribution was the 2011 Public Health Conference on November 28 and 29. As it was close to the 25th Anniversary of the Ottawa Charter for Health Promotion the Charter was used as a framework for organizing the work of the Conference. In contrast to previous Conferences, this one

emphasized interactional approaches to sharing knowledge. The Conference was preceded by a Community Event at Wesley United Church on Mental Health Promotion in memory of Nancy Hall on November 27.

In addition, other Capacity-Building events took place during the past year with involvement of the Capacity-Building Committee. These included a multi-site video teleconference with Dr. Paul Cappon, the Executive Director and President of the Canadian Council on Learning on the topic of "What is the Future of Learning in Canada: Implications for health literacy". There also was a webinar "Measuring Health in Our Society" on September 8.

With regard to 2012, the Committee is exploring the possibility of organizing a third Summer School, and several other multi-site workshops and webinars.

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 [irootman@telus.net] or Marina Niks [miniks@shaw.ca].

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

Irv Rootman and Marina Niks

Co-Chairs, PHABC Capacity-Building Committee

## **Finance Committee**

Fiscal Year Ended 2010/11

As a newly appointed Treasurer for PHABC and the Finance Committee, time was spent this year understanding the financial status of the Association. Continuing work from previous years, the emphasis has been on monthly regular reporting and focusing on a two year budget plan to examine and determine stability and sustainment. Given the project nature of much of the work of the Association and reliance on new revenue sources; this is especially relevant but being successfully managed.

New projects to focus on in more detail for the coming year include development of an honorarium policy, and reviewing the feasibility (pros/cons) of charitable status designation.

I wish to thank both Michael & Cecilia for their exceptional support.

Ron Van Halen, Treasurer

## **Policy, Advocacy, Research and Communication Committee (PARC)**

In keeping with two of the overall PHABC strategic priorities of reducing inequities in health status and promoting a 6% investment in health spending being assigned to public health, the PARC has focused its effort on these two targets. It has been a challenging year for the committee to achieve a critical mass of attendees for meetings. PARC would like to encourage PHABC members who are interested in these topics to volunteer for the committee.

Actions undertaken under the 6% solution and the inequity campaign included a call to meet with the new Minister of Health and senior staff. This meeting has not yet taken place but PHABC will seek a meeting with the new Minister and Deputy Minister. The association was able to meet with the new ADM of public health and provided an overview about the association and our strategic priorities. The committee did verify (according to the ministries own released figures) the current spending that BC assigns to public health/health promotion is only 2.7% of the overall health budget.

Currently the committee is working towards a strategy that will culminate in the 2013 provincial election and so is developing communications backgrounders, Q&A's, etc on both the main issues. Subsequently a communication and engagement strategy will be developed that includes a web-based approach, public communication and PHABC board, directors and member personal advocacy.

The communication sub-group has also been actively involved in trying to increase membership, member participation and gauging member satisfaction. Tools for each of these issues are being developed. During the past year the PARC also considered and provided input for the Board of Directors on issues such as:

- The banning of the use of lawn and garden pesticides
- A call for the Federal government to cease exporting asbestos
- Opposition to Bill C-4 with respect to the mandatory detention of immigrant and refugee children

Dr. Brian O'Connor, Chair

## **Membership Committee Report**

This year the membership committee considered raising fees to align more closely with fees charged by other provincial public health associations across Canada. Currently BC has the lowest membership fees across the country with \$25 for regular members and \$15 for students and retirees. The committee drafted a letter to PHABC members and asked for feedback in the form of an internet survey. The letter included a newly drafted list of benefits for PHABC members. The results of the membership survey, with input from 108 members, were:

\$25	\$35	\$40	\$45	\$50	\$55	\$85	Other Amount
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The committee held a meeting with representatives of groups wishing to utilize PHABC to support a community of practice (COP). As a result of this a webpage template was created to facilitate a web presence for the groups and a session for each COP was added to the PHABC conference. The membership committee worked with the communications committee to develop a membership brochure to aid in recruiting members. It is also noteworthy that PHABC membership has increased by twenty three percent over the last year from 480 to 590 and the PHABC website page views continues to rise to its current level of approximately 210,000 page views a month. Both of these statistics suggest PHABC is becoming the go to place for public health and those interested in learning more about public health.

Megan Misovic, Chair

## PUBLIC HEALTH ASSOCIATION OF BRITISH COLUMBIA STRATEGIC PLAN – 2012

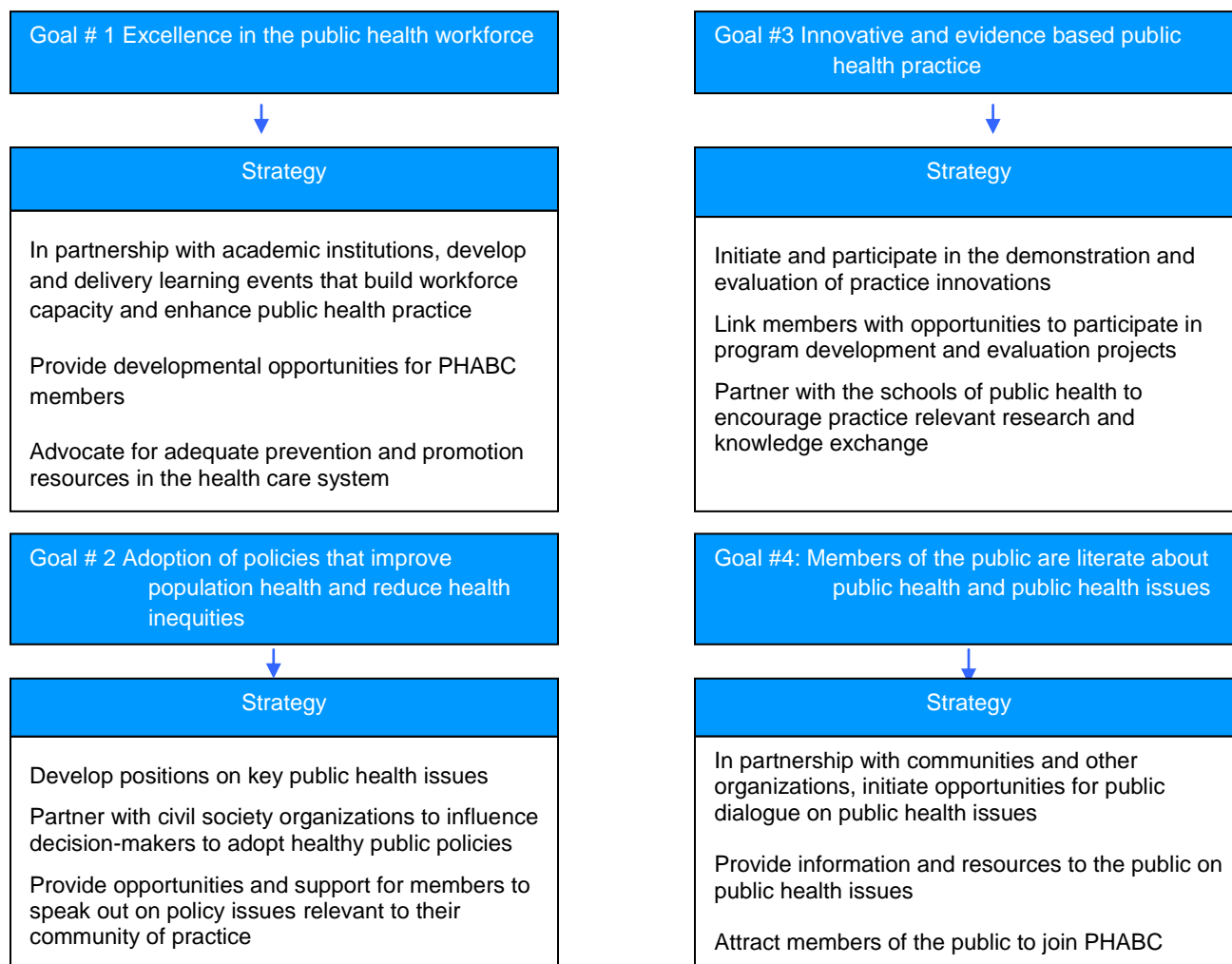
### Mandate:

Through a vibrant, member driven organization and partnership with others, PHABC works to preserve and promote the public's health by strengthening 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:

Annual PHABC summer school, PHABC conference and regular webinars

Western Canada/Territories Public Health Workforce Development Network to build capacity for workforce development

PHABC website as a gateway to public health information, tools and resources



## The 2011 Board of Directors

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