



## 2012 PUBLIC HEALTH ASSOCIATION OF BC CONFERENCE

*'Reorienting Health Services: Aligning  
Primary Health Care and Public Health  
in Pursuit of Health for All'*

Online Registration @ [www.phabc.org](http://www.phabc.org)

November 22 & 23, 2012 (Thursday, Friday)  
8:00AM – 5:00PM (Speakers begin at 8:45AM)  
Hilton Vancouver Metrotown  
6083 McKay Ave, Burnaby, BC V5H 2W7  
1 (604) 438-1200

**Keynote Speakers:**

Dr. John Millar, Dr. Marjorie MacDonald, Arlene Paton, Nicola Manning,  
Dr. Allan Best, Cathy Ulrich, Jim Thorsteinson, Kelly McQuillen and  
Steven Lewis

In addition to many excellent presentations from experts across BC.

*We encourage researchers, practitioners, students, policy-makers,  
and community members who work directly or indirectly within  
public health to participate in this conference. All are welcome.*

## Registration Includes:

- Breakfast, coffee breaks & lunch
- Attendance at the PHABC Community Event
- Attendance at the PHABC Networking Event
- Conference venue, speakers & supplemental materials
- Special PHABC hotel rate at the Hilton Metrotown Hotel
- Reduced registration rates for PHABC members (new and existing members)

## Additional Free Events – All Welcome

### **PHABC Community Event**

**Thursday, Nov. 22, 2012**

**6:30PM – Doors Open / 7:00PM Start**

**Vancouver Public Library – Alice Room** Bottom floor - 350 West Georgia Street,  
Vancouver

Please RSVP: [staff@phabc.org](mailto:staff@phabc.org)

### **New Visions of Health Care in Aboriginal Communities: Integrating Primary Care and Public Health**

Come learn and share ideas about Aboriginal health care and research.

This event is open to the general public. **Aboriginal and non-Aboriginal community members are welcome and encouraged to attend.** This event is very relevant for health care practitioners, community service providers and Aboriginal organizations.

**Topic:** For many Aboriginal community members, primary health (eg. family doctors) and public health (eg. disease prevention) services are the first contact with the health care system. This event will explore examples of how public health and primary care can be potentially combined in creative ways to better meet the needs of Aboriginal community members.

### **Speaker's panel, including:**

**Kim Brooks**

Department Head,  
Yúustway Health  
Services Department,  
Squamish Nation

**Mara Andrews**

Consultant, Integrated  
Primary &  
Community  
Care Initiative &  
Director,  
Kāhui Tautoko

**Dr. Annette Browne**

Professor, School of  
Nursing, University  
of  
British Columbia

**Dr. Marjorie  
MacDonald**

Professor, Faculty of  
Human and Social  
Development, UVIC,  
CIHR/PHAC Applied  
Public Health Chair

## **PHABC Annual General Meeting**

**7:30 -8:30 am November 23<sup>rd</sup>**

**Hilton Vancouver Metrotown-Tiffany Ballroom C**  
6083 McKay Ave, Burnaby, BC

## **PHABC Professional Networking Event -**

**4:30-6:30 pm November 22<sup>nd</sup>**

**Hilton Vancouver Metrotown-Lounge**  
6083 McKay Ave, Burnaby BC

Come out to meet and chat with other individuals in your field! This is a great opportunity to get to know each other and start the conversation in working together!

## **Topics, Speakers & Formats**

### **Conference presentations will focus on five themes:**

#### *1. Bringing Public Health and Primary Health Care Together*

o This theme will focus on how the health system can better realize a population health approach within primary health care service delivery.

#### *2. Governing a Primary Health Care-led Health System*

o This theme will focus on whether we have the right mix of roles, resources and responsibilities in the system of governance in our health system that will allow it to move toward a reoriented, primary-health careled system.

#### *3. Building a BC Platform for Interdisciplinary Practice in Primary Health Care*

o This theme focuses on the necessary resources (human, financial, educational and technical) that can create a supportive environment for interdisciplinary practice in BC's PHC system.

#### *4. Changing Cultures, Transforming Practice*

o This theme will focus on how different meaning systems, interprofessional/inter-personal relationships, and organizational/work practices affect the ability to transform health systems

#### *5. Engaging with the Populations We Serve*

o This theme will focus on how individuals, their families and their communities can be the drivers of health system reform and can actively participate in the planning, implementation and evaluation of services.

## Keynote Speakers Include:

### **Arlene Paton**

Arlene Paton became the Assistant Deputy Minister, Population and Public Health, Ministry of Health, in September 2011. She is responsible for a team of about 150 people working across the health system, government and society on the full range of population and public health programs, services and initiatives, environmental health, communicable disease prevention, immunization, health emergency management, health promotion and citizen engagement, maternal, child and youth public health programs, healthy schools, communities and workplaces, strategies to increase healthy eating and physical activity levels, and mental health promotion, as well as a focus on specific populations such as Aboriginal peoples, seniors and women. Arlene has worked for the provincial government in Victoria since 1988, starting at Treasury Board Staff in the Ministry of Finance, and was appointed Assistant Deputy Minister, Post Secondary Education Division, Ministry of Advanced Education, in October 2004. She moved to the Ministry of Aboriginal Relations and Reconciliation in 2006 to lead the all-of-government approach to closing the social and economic gaps that exist between Aboriginal and other British Columbians. Arlene holds a Bachelor of Arts degree from the University of Manitoba and a Master's degree in Public Administration from Queen's University.

### **Nichola Manning**

Nichola Manning was appointed Assistant Deputy Minister, Medical Services and Health Human Resources Division with the British Columbia Ministry of Health effective May 22, 2012. In this position, Nichola is responsible for administrative policy oversight and planning for the provincial medical services program; physician human resource policy; negotiations and issues management; primary health care redesign; health-sector human resource planning; post-graduate medical education; and provincial oversight of the blood services and laboratory medicine services.

After obtaining a Masters degree in Public Administration from the University of Victoria, Nichola joined the British Columbia Public Service and has fifteen years of experience with the Ministry of Health holding a variety of portfolios including physician engagement and collaboration; physician prevention services; acute and tertiary services; emergency services; midwifery; nursing and the medical services plan. Nichola has been an active representative and involved in implementation of numerous cross Ministry/physician stakeholder initiatives for the General Practice Services Committee, Specialist Services Committee, Shared Care Committee, Tariff Committee, Guidelines and Protocols Advisory Committee, and the Medical Services Commission.

Nichola, her husband, and their two sons reside in Metchosin where they are actively involved in a number of community and sports associations.

### **Cathy Ulrich**

Cathy has been President and CEO since 2007. From 2002 to 2007, Cathy was the Vice President, Clinical Services and Chief Nursing Officer for Northern Health. Cathy has a nursing degree from the University of Alberta and a master's degree in community health sciences from the University of Northern BC (UNBC). She has been the recipient of the Public Health Association of BC President's Award, the College of Registered Nurses Award of Excellence in Nursing Administration, and the UNBC Alumni of the Year Award. She is also a Fellow in the Wharton Nurse Executive Program. She is currently an adjunct professor in UNBC's Nursing and Community Health Sciences Programs and serves on the board of the Michael Smith Foundation for Health Research

### **Dr. Charles Jago**

Dr. Charles Jago was appointed to the Northern Health Board in September 2007. Dr. Jago was president of the University of Northern BC from 1995 to 2006 and 2008 – 09. During his tenure, he initiated the establishment of the Northern Medical Program. Dr. Jago has been actively involved in many Northern economic development initiatives and championed the development of educational partnerships and programs for First Nations groups in Northern B.C. Dr. Jago was named to the Order of Canada in 2004 for his 25 years of outstanding achievement and service to education

### **Dr. Marjorie MacDonald**

Marjorie MacDonald, RN, PhD is a Professor in the School of Nursing at the University of Victoria. She holds a CIHR/PHAC Applied Public Health Research Chair and is current President of the Public Health Association of BC. Her program of research focuses on Public Health Systems and Services, particularly the implementation and impact of core public health functions as they evolve. Over the past four years, she has been involved in series of four studies examining collaboration between the public health and primary care sectors culminating in the development of a framework that can be used to inform the development of collaborations. In a current study, she leads a research team exploring public health-primary care collaboration within the context of public health renewal in BC and Ontario.

### **Dr. Jim Thorsteinson**

BSc (McGill 1968), BSc(Med) (Manitoba 1973), MD (Manitoba 1973), CCFP (1975), FCFP (1985)

*Current:*

Clinical Professor, UBC Department of Family Practice

Executive Director of the BC College of Family Physicians (BCCFP) since 2005-

Part-time Clinician with Three Bridges CHC, Vancouver, with an interest in Addiction Medicine

### **Allan Best**

Allan Best, PhD is Managing Director, *InSource*; Associate Scientist, Vancouver Coastal Health Research Institute; and Clinical Professor; University of British Columbia. *InSource* is a Vancouver-based health services and population health research group with expertise in knowledge translation and exchange, systems thinking, and communications. It serves health systems decision makers at the regional, provincial and national levels, offering innovative “whole systems” research, planning, and evaluation tools to support large-scale organizational change.

Recent projects include a systematic review of large systems change to guide government healthcare transformation initiatives, and a social network analysis and development for a multi-provincial interprofessional practice initiative.

### **Lynda Foley**

Lynda Foley is currently the Executive Director for Home Health and End of Life Care with Fraser Health Authority. She has been working in Health Care for 35 years with twenty-nine years of progressive management experience across acute care, ambulatory care, residential care and home health. The last 14 years have been dedicated to the home and community care sector.

Lynda has a Masters of Nursing from the University of Calgary, where her graduate work focused on leadership development in Nursing. Lynda has also held the position of

adjunct professor with the University of Calgary, Faculty of Nursing. Her clinical interest lies in working with older adults experiencing chronicity and their ability for self management. She holds the Canadian Nurses Association, Certification in Gerontological Nursing and has recently been elected to the Board of Directors for the Canadian Home Care Association as one of the 2 BC representatives.

### **Kelly McQuillen**

Kelly McQuillen is the Executive Director of Primary and Specialist Services with the BC Ministry of Health. Kelly has 18 years experience as a director and strategic health care professional working for the federal, territorial (Yukon) and provincial (Manitoba and British Columbia) governments. She is a registered dietician who has an in-depth knowledge of public health, primary health care, health promotion and nutrition.

Kelly is committed to patient-and family-centered care as an innovative approach to the planning, delivery, quality improvement and evaluation of health care-an approach that is grounded in mutually beneficial partnerships among individuals, families, communities and providers.

Her current position enables and facilitates patient and family voice, choice and representation in the care, quality improvement and system redesign of primary health care in BC.

### **Michelle DeGroot**

Executive Director, Health Actions, First Nations Health Authority (FNHA)  
Michelle DeGroot is Secwepemc and a member of the Kamloops Indian Band. Prior to this position, Michelle served as the VP, Policy and Research for the First Nations Health Council. Prior to her work with FNHC, Michelle served for five years as Policy Analyst, Health Careers Manager and Director of the First Nations Chiefs' Health Committee. In her current work, Michelle is Executive Director of Health Actions and is responsible for overseeing the process, on behalf of the FNHA, for implementation of the various Health Actions outlined in the Transformative Change Accord: First Nation Health Plan and the Tripartite First Nation Health Plan. She works along with partners from the federal/provincial governments, health authorities, First Nation/Aboriginal and public sectors in the development and implementation of provincial strategies for First Nations health and well-being.

### **Steven Lewis**

Steven Lewis is a health policy and research consultant based in Saskatoon, and Adjunct Professor of Health Policy at Simon Fraser University. Prior to resuming a full-time consulting practice he headed a health research granting agency and spent 7 years as CEO of the Health Services Utilization and Research Commission in Saskatchewan. He has served on various boards and committees, including the Governing Council of the Canadian Institutes of Health Research, the Saskatchewan Health Quality Council, the Health Council of Canada, and the editorial boards of several journals, including *Open Medicine*. He writes frequently on improving quality, equity, and performance in health care, and is the moderator of the M.A.S.H. blog – Meaningful Analogies in Sports and Health.

## **Chairs / Moderators**

- **Dr. John Millar**  
Conference Committee Co-chair and Executive Director, Public Health Services Authority Population and Public Health
- **Julie Kerr**  
Conference Committee Co-chair and VP Community, Rural and Mental Health for the Calgary Zone, Alberta Health Services

Julie Kerr holds a masters degree in Psychology and a certificate in Applied Behavioral Analysis. She worked for Northern Health for 11 years in the areas of mental health and addictions, public health and population health. Prior to that, she worked in the social services and non-profit sectors with high risk families, children and youth.

Julie has just moved to Alberta where she is orienting to her role as VP Community, Rural and Mental Health for the Calgary Zone within Alberta Health Services. She has enjoyed her years in BC and working with her provincial colleagues within PHABC. Julie believes that health happens within the context of meaningful relationships and meaningful activity, where an individual's gifts and abilities are shared with and valued by the community, and she has found that opportunity within her employment and within her PHABC involvement.

- **Simon Carroll**  
Sessional Instructor, Dept. of Sociology, University of Victoria

Simon has had a long interest in the health research field, completing his doctoral work on alternative approaches to assessing the effectiveness of complex health interventions at the University of Victoria. He has contributed to a variety of relevant research projects and has published several articles and book chapters related to the area of integrating public health and primary health care. His particular interest is the application of social theory to health promotion, population health and health systems change. He currently teaches in the Department of Sociology at the University of Victoria.

- **Dr. Marjorie MacDonald**  
PHABC President & Professor, School of Nursing, UVIC

(See above for Bio)

### **Communities of Practice hosted by:**

- Public Health Nurses Leadership
- Health Literacy Network

### **Presentation formats include:**

- Keynote speeches
  - Formal paper and poster presentations
  - World Café dialogue session
  - Workshops
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## **2012 PHABC Conference Background**

Explore ongoing efforts to align the broad goals of a population-based public health framework with the development of a primary health care-led health system; this also corresponds to one of the key action areas in the Ottawa Charter for Health Promotion: reorienting health services.

The 2012 PHABC Conference is a two-day event that will ask participants to address one of the more difficult challenges of the Ottawa Charter: the need to shift our health care systems from a path dominated by the goal of curing illness, to a path that aims to promote the health of the people; people considered as ‘whole’ persons, in their communities, with their cultures and traditions, and in their social and physical environments. This shift is also one that moves from an exclusive focus on professionally dominated clinical services to a focus on involving individual patients, community groups, professionals and governments in a collective effort to improve the health of the whole population and to reduce inequities in health between different population groups.

An important fulcrum for leveraging this change is the connection between public health and primary health care. Since the *Alma Ata Declaration* in 1978 on primary health care there has been a persistent call for reorienting health systems to a primary health care led focus. In Canada, several Royal Commissions, at both provincial and national levels, have consistently argued that, in order to make our health care system both more efficient in terms of cost and more effective in terms of quality, we need to have an integrated, coordinated system of care, across the spectrum of health promotion, disease prevention, curative and rehabilitative care. More recently, end-of-life care, including palliative care, has been added as a central function of an integrated health system. Primary health care has always been at the centre of this vision. Although public health is sometimes known solely for its more technical service functions, public health is about all the *organized efforts of society* to promote health and prevent illness, including the health care system itself. Thus,

the clarion call of the *Alma Ata Declaration* has always been a quintessentially *public health agenda* and in fact was explicitly acknowledged in the *Ottawa Charter for Health Promotion* as its key foundation document.

## Conference Goal and Objectives

### **Goal:**

To learn how better collaboration between primary care and public health can reduce the burden of disease and health care expenditures sustain the health care system and free up resources to address health inequities and the determinants of health.

### **Objectives:**

1. Increase **awareness and concern** among conference participants and affiliated organizations regarding:
  - the **threats posed by ever increasing healthcare expenditures**
  - the **need to reduce the burden of chronic disease**
  - the need for **better collaboration between primary care and public health,**
  - and the need for **increased investments in prevention and public health.**
2. Increase **knowledge, skills and resources** of conference participants needed to achieve enhanced **collaboration between public health and primary care.**
3. Learn how PH/PC collaboration can address:
  - **health inequities**
  - social & economic **determinants**
  - behavioural **risk factors**
  - clinical **prevention**
4. Improve the **opportunities** of conference participants and affiliated organizations to network and collaborate.

# Conference Logistics

## **Conference Location Information**

<http://www3.hilton.com/en/hotels/british-columbia/hilton-vancouver-metrotown-YVRVMHF/maps-directions/index.html>

## **Conference Accommodations**

Special Conference Hotel Rate – \$ 119 per night for a KING BED DELUXE room  
(Internet included)

Please book online here

[http://www.hilton.com/en/hi/groups/personalized/Y/YVRVMHF-PHA-20121121/index.jhtml?WT.mc\\_id=POG](http://www.hilton.com/en/hi/groups/personalized/Y/YVRVMHF-PHA-20121121/index.jhtml?WT.mc_id=POG)

Phone: #604-438-1200

## Online Registration Information

### **Early Bird Registration: September 8- October 17, 2012**

\$250-2 days, PHABC Member (current and new members) (\$280.00 incl. HST)

\$320- 2 days, Non-Member (\$358.40 incl. HST)

\$185-2 days, Student PHABC Member (current and new members) (\$207.20 incl. HST)

\$230-2 days, Student Non-Member (\$257.60 incl. HST)

\$185-2 days, Senior [65+] PHABC Member (current and new members) (\$207.20 incl. HST)

\$230-2 days, Senior [65+] Non-Member (\$257.60 incl. HST)

\$200-1 day registration, November 22 or 23 (\$224.00 incl. HST)

\$125-Pre-authorized Presenter (selected abstract) 1 day registration, November 22 or 23 (\$140.00 incl. HST)

### **Regular Registration: October 17- November 13, 2012**

\$290-2 days, PHABC Member (current and new members) (\$324.80 incl. HST)

\$360-2 days, Non-Member (\$403.20 incl. HST)

\$205-2 days, Student PHABC Member (current and new members) (\$229.60 incl. HST)

\$250-2 days, Student Non-Member (\$280.00 incl. HST)

\$205-2 days, Senior [65+] PHABC Member (current and new members) (\$229.60 incl. HST)

\$250-2 days, Senior [65+] Non-Member (\$280.00 incl. HST)

\$220-1 day registration, November 22 or 23 (\$246.40 incl. HST)

\$125-Pre-authorized Presenter (selected abstract) 1 day registration, November 22 or 23 (\$140.00 incl. HST)

**Late registration: November 14-November 22**

\$330-2 days, PHABC Member (current and new members) (\$369.60 incl. HST)

\$400-2 days, Non-Member (\$448.00 incl. HST)

\$225-2 days, Student PHABC Member (current and new members) (\$252.00 incl. HST)

\$270-2 days, Student Non-Member (\$302.40 incl. HST)

\$225-2 days, Senior [65+] PHABC Member (current and new members) (\$252.00 incl. HST)

\$270-2 days, Senior [65+] Non-Member (\$302.40 incl. HST)

\$240-1 day registration, November 22 or 23 (\$268.80 incl. HST)

\$165-Pre-authorized Presenter (selected abstract) 1 day registration, November 22 or 23 (\$184.80 incl. HST)

## On-site Parking

A multi-level parking garage is located adjacent to the Hilton Vancouver Metrotown Hotel.

Parking rates = \$9 per day for conference participants

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## How to Prepare

- Familiarize yourself with the Ottawa Charter: Reorienting Health Services and the Alma Ata Declaration
- Pre-brainstorm any questions that you might want answered at the conference
- Bring a pen and paper for note taking
- Bring your business cards for networking

## Thank you for your interest in the 2012 PHABC Conference

Following the success of the Public Health Summer School, the 2012 PHABC Conference is another excellent professional development and networking opportunity.

Please distribute information about this event widely in support of local public health action and core competency development.

\*\* Please call PHABC staff member Cecilia Velasco at 250-595-8422 or email at [staff@phabc.org](mailto:staff@phabc.org) if you require any assistance with registration and online payment.

\*\* Please email PHABC Conference Coordinator Charlene King at [cking4@ualberta.ca](mailto:cking4@ualberta.ca) if you have any questions regarding the conference agenda.

Visit [www.phabc.org](http://www.phabc.org) for more information.