



Public Health Association of BC

2013 – 2014 Annual Report

**Presented at the Annual General Meeting
December 4, 2014
Sheraton Airport Hotel, BC**

President's Message

This past year has been an exciting and productive one for the association. The day to day operations are running smoothly and the association continues to be financially viable with a two year financial plan. Over the past year the finance committee undertook a detailed review and update to the Financial Policies under which PHABC functions. Those policies were then approved by the Board of PHABC. This measure will ensure we continue to operate in accordance with Canadian generally accepted accounting standards with transparency and accountability.

This year the association also engaged its Board members in a Board Evaluation Survey and as a result has developed Board and staff responsibility documents to provide further clarity around roles and responsibilities moving forward. The association also developed privacy policies, privacy impact assessment templates, and a corporate sponsorship policy.

The association's financial stability continues to be anchored by our successful delivery of projects. This past year we continued project work in key areas such as Immunization health promotion and the iboost immunity campaign as well as workforce and competency development with work on intersectoral competency statements. I am also pleased to announce the expansion of our Farm to School program, which will see PHABC provide full time provincial coordination, the development of three regional hubs, and 50 new farm to school programs over the next two years. On behalf of PHABC I wish to thank all of our funders and partners for their ongoing support of the Association.

As in previous years, I continue to marvel at both the quality and quantity of work that is done by board members and volunteers on PHABC committees. The Policy Advocacy and Research committee has been very active working on a variety of issues. In Particular, the Poverty Reduction Subcommittee has played a major role in keeping the health inequity agenda on the public radar and has produced a position statement on Poverty and Inequity developed by John Millar. PARC recently drafted a letter to the Premier underscoring our concerns with relatively high rates of poverty in BC and requested support for Bill M212 - The Poverty Reduction and Economic Inclusion Act. I encourage you to learn more about some of the other work that PARC is engaged in on important topics such as Climate Change and the Corporate Determinants of Health by reading the annual report.

The Capacity Building Committee continued to support our commitment to public health workforce development with our summer school and conference over the past year and developed a planning cycle guideline for capacity building events to encourage early planning and provide approximate timelines/milestones. They were also successful in submitting a proposal for CIHR grant funding in support of the 2014 PHABC conference and are heavily involved in the initial planning for PHABC events in affiliation with the 2015 CPHA conference, which will be held in Vancouver next year.

Over the past year the Board has worked diligently on a new strategic plan and this will continue to be a top priority over the next year as we have struck a small working group to

move this forward. Once the new board has an opportunity for discussion PHABC members will have an opportunity to provide further input into the strategic plan over the next year as we complete the plan. Although strategic planning has taken more time than initially anticipated we are excited about the discussions which have taken place and felt it important to take our time in developing the vision for the association for the next five years.

Another priority for the year to come, is the development of a new PHABC website; one that will be visually appealing, easy to navigate, and provide the virtual hub for the association and its activities into the future. In fact, work on the new website has already begun and we look forward to unveiling the new website in the months to come.

Overall, it has been another successful year and I wish to thank everyone who has contributed time to the association. In particular, I wish to thank our dedicated and hard working staff, Michael and Cecilia. Thank you all so much for your efforts. We could not do our work without you. Board members also do much of the work of the organization by leading and participating in committees. I would like to thank all of you for the work you have done this year. There are also many members of the association who volunteer for committees. We need their support very much to do our work, so I want to thank all of you for your contributions to our success.

Sincerely,
Marjorie MacDonald
President

Finance Report:

For the Fiscal year ending September 30, 2014, it has been another solid year for the finances of PHABC and the Finance Committee. The association has continued to seek out projects that align with the goals and mission of PHABC; while creating opportunities for increased revenue.

In the past fiscal year, there has been a concentrated effort to review and monitor expenditures to look for efficiencies wherever possible. This is evidenced by the overall financial results which show an increase in total revenue (as compared to prior year) of close to 12%, while overall expenses increased by only 6%. On a very practical note, the Finance Committee was involved with a detailed review and update to the Financial Policies under which PHABC functions. Those policies were then approved by the Board of PHABC.

In terms of financial sustainment, PHABC has continued to seek out new projects while maintaining administration expenses at a reasonable level, such that it has a very stable two year budget plan and projections for future years.

As in prior years, I wish to thank and acknowledge the continued great work of both Michael and Cecilia.

Sincerely,
Ron Van Halen
Treasurer

Governance Committee report

This year the Governance Committee had one major project assigned to it and that was to assist in the development of a privacy impact assessment related to website offerings. PHABC has proven to be a great partner in assisting others develop and offer web capacity and did so in regard to potential expansion of our web offerings that could include the collection of personal information. The privacy impact assessment was conducted and a number of policies were developed ranging from collection policy, access to personal information and storage policies. This project has strengthened PHABC as a web service provider.

The Governance Committee also carried out its normal responsibilities in regard to recruitment for the Board nominations, overseeing any needed election processes and ensuring the AGM followed the requirements of the bylaws. Most of these functions were ably carried out by staff with oversight by the Committee. There were some decisions that needed to be made about filling vacancies in the Director positions and advice was provided to the Executive Committee on these issues.

Ted Bruce
Chair
Governance Committee

Capacity Building Committee Report, 2013-2014

Submitted by committee leads: Kayla Serrato and Irv Rootman

Key aims of the PHABC capacity building committee:

- To assess and respond to current learning needs in an effort to develop the knowledge and skill sets of the public health workforce in British Columbia.
- To engage individuals working directly and indirectly in public health in professional development that encourages dialogue and skill building both within and across sectors.

Special acknowledgement:

The planning and implementation of PHABC capacity building committee events are made possible through the volunteer efforts of committee members, committee co-chairs and presenters. PHABC board members and staff are very grateful to all who continue to

support these events and the tremendous amount of work that goes into them. The efforts of PHABC staff are also incredibly important to make these events a reality. Thank you for their continued expertise and support.

Summary of capacity building planning:

Based on survey input from PHABC members and past participants at PHABC professional development events, topic areas and approaches were determined for the planning of two main events in 2014:

- **2014 Public Health Summer School (June 23-26, 2014)**

This 5th annual event was a four day session hosted across a number of UBC Faculty of Medicine and Regional Health Authority video-conferencing sites in the Province.

- June 23/24 - Supporting and Protecting Health: Promoting Mental Wellness and Addressing Psychoactive Substances
 - Co-chairs: Connie Coniglio and Dan Reist
- June 25/26 - Strengthening Healthy and Sustainable Communities through Local Government Planning and Public Health Collaboration
 - Co-chairs: Alison McNeil and Jodi Mucha

- **2014 PHABC Conference & Public Event (December 4-5, 2014)**

This annual event has a particular focus on how public health leaders and the private or business sector can partner around the mission of creating the conditions for health and well-being for all. This event was made possible with the generous support of CIHR.

- **2014 PHABC Conference: Shared Prosperity for Health and Well-Being: A Collaborative Dialogue between Business and Public Health**
 - **Co-chairs: John Millar, Greg D'Avignon**
 - **PHABC board supports: Marjorie MacDonald, Paola Ardiles**
- 2014 PHABC Networking and Public Event: Building Better Business & Better Health: B Corp Panel & Networking Event
 - Partners in hosting: PHABC, Canadian Institute for Health Research (CIHR), Bridge for Health

Key Achievements:

- Development of a planning cycle guideline for capacity building events to encourage early planning and provide approximate timelines/milestones
- Continued recruitment of PHABC members to be a part of the capacity building committee and its work
- Successful submission and selection for CIHR grant funding in support of the 2014 PHABC conference
- Program planning for and hosting of the summer school, conference and community event
- Capacity building event communications and facilitation
- Successful hosting of 2014 summer school with over 150 attendees and 8 sites across British Columbia

- Writing and circulation of a 2014 summer school evaluation
- Initial planning for PHABC events in affiliation with the 2015 CPHA conference

Priorities moving forward:

Based on feedback from 2014 summer school survey results in addition to dialogue with this year's co-chairs, planning committee members, and PHABC board members, priorities for the future work of this committee include:

- **Committee Leadership**
 - Establishment of PHABC board members leads for the capacity building committee for the 2014-2015 year
 - Recruitment and retention of capacity building committee members interested in being involved in the planning and implementation of events in 2015.
- **Public Health Summer School**
 - Support for the planning of a 6th annual, 2015 summer school; Suggestion for the event to be two days in length, in July or August
 - Support to reduce catering at the summer school to beverages and snacks to reduce costs and encourage increased registration
 - Support to pursue the potential of hosting the 2015 summer school in partnership with Regional Health Authorities and Schools of Public Health
- **PHABC Conference**
 - Support for PHABC to host sessions as a part of the CPHA 2015 Conference, including a public event
 - Support for PHABC to not plan a 2015 PHABC Conference and to begin planning early for a 2016 event
- **Partnership Opportunities**
 - Support for PHABC and capacity building committee leads to initiate regular discussions with Regional Health Authorities, government, inter-sectoral and academic partners regarding ongoing professional development needs and opportunities to communicate and collaborate
 - Support for PHABC and capacity building committee leads to encourage and support student participation and mentorship opportunities in the committee's work
 - Support for PHABC and capacity building committee leads to explore opportunities for partnership to host webinars in 2015

With thanks:

Thank you to all of those who were a part of the PHABC capacity building work and planning committees during the 2013-2014 planning year. Apologies if a name has not been appropriately included in this list. Everyone's efforts are greatly appreciated.

Planning Volunteers:

Alycia Fridkin	Jane McCarney	Stephen Smith
Alison McNeill	Jodi Mucha	Trevor Hancock
Andrea Ottem	Jolene Lansdowne	Theresa Healy
Blake Stitilis	Karensa Medhurst	Maria Przydatek
Brian Emerson	Malcolm Steinberg	Cynthia Smith
Claire O'Gorman	Meredith Woermke	Jan Mahoney
Connie Coniglio	Pam Moore	Loraina Stephen
Carmencita Lake	Perry Kendall	Tiffany Wang
Charlene King	Shannon Clarke	Bob Woolard
Christiana Wall	Sally McBride	Simon Carroll
Dorothy Cumming	Sarah Gustin	Cherylynn Bassani
Dan Reist	Stacy Barter	Melinda Markey
Huma Yasina	Devin Landis	Zaeem Khan
Mara Sand	Sharla Drebit	Cheryl Stephens
Caitlin Blewett	Angeza Yusufzai	Elisheba Muturi
Deanna Bekker	Silas Brownsey	Karen Davison
Lysa Wone	Jamal Harb	

Board Members:

Paola Ardiles	Marjorie MacDonald	John Millar
Kayla Serrato	Diana Daghofer	Theresa Healy

PHABC Staff:

Michael Barnes	Cecilia Velasco	Alejandra Huerta
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On behalf of the Capacity-Building Committee, the Board and PHABC staff I would like to express our thanks to Kayla for her outstanding and dedicated work as Co-Chair of the Capacity-Building Committee over the last year. It has been a privilege and a pleasure to work with you on capacity-building efforts and we will miss your enthusiasm and great ideas as you move on to other volunteer work.

Sincerely,

Irv Rootman (Co-chair)

PARC Committee 2014 Annual Report to the PHABC Board of Directors

The PARC committee is one of the active subcommittees of PHABC, which has been very effective in promoting public health in BC and beyond. Through its networking with other partners and participation in their activities it has played a significant role in giving a voice to public health and the broader discourse around social determinants of population health.

PARC has organized itself according to the priorities set by the Board, and in response to emerging critical issues of concern to public and population health. In its latest structure, PARC consists of four subcommittees, namely, i) The Communication and Social Media; ii) The Poverty Reduction; iii) Climate Change and iv) The Corporate Determinants of Health. In the following, a brief description of the roles and activities of each of these subcommittees during the past year is provided.

The Communication and Social Media Subcommittee

The Communications and Social Media Subcommittee plays a significant role in communicating PHABC position statements, policy endorsements and sharing news and information about events organized by PHABC or its partner organizations with PHABC members. More recently, it has engaged in getting feedback from our Association members with respect to strategies and priorities that the Board should follow. As well, it has set up a blog sphere on the PHABC website under the title of Health Voices, where senior members of the Association write about significant health issues of the day and policy responses they call for. Thanks to the hard work of this subcommittee (notably by Sally McBride and Claire O’Gorman), we have seen a surge in the number of people (members and non-members) who follow us on the social media. It is anticipated that with the more effective and user-friendly platform for our website to be in place in the near future, we would be able to further improve our communication with our members and community stakeholders, and have greater exposure on the social media.

The Poverty Reduction Subcommittee

The Poverty Reduction Subcommittee has played a major role in keeping the health inequity agenda on the public radar. Through its connections and engagements with other partner organizations such as First Call and Canadian Center for Alternative Policies, it has targeted poverty as the main upstream determinant of health and health inequity. Under the leadership of Ted Bruce and John Millar and other key community stakeholders the poverty reduction agenda is well in the public domain and cannot be ignored by politicians. A position statement on Poverty and Inequity developed by John Millar is by far one of the most progressive and clearly stated documents on the role of poverty on health and health inequity with implications for policy and action to address poverty. PARC recently drafted a letter to the Premier underscoring our concerns with relatively high rates of poverty in BC and requested support for Bill M212 - The Poverty Reduction and Economic Inclusion Act.

The Climate Change Subcommittee

The Climate Change Subcommittee connects PARC and PHABC to a wide and expanding network of activist organizations – the Climate Change Network - that are concerned about climate change and its adverse impacts on public and population health. Under the leadership of Trevor Hancock, Ted Bruce and Sally McBride PHABC has had an active presence in the formation of discourse around climate change along with other key players in the BC community. Given the broad nature of climate change and its wide-ranging consequences for the environment and its potentially unknown socioeconomic

repercussions for various communities, the work of the Climate Change Network is still in progress and requires greater reflection and participation from various stakeholders.

The Corporate Determinants of Health Subcommittee

The Corporate Determinants of Health Subcommittee emerged in response to the observation that certain organizations (e.g. the Municipality of West Minister) pay “living wages” to their employees as opposed to “minimum wages”. It quickly evolved to a greater realization that there are certain organizations and companies that do contribute to the greater good of the community by their responsible behavior, and therefore, not all corporations are bad and greedy. In the interest of recognizing and promoting good corporate citizenship and to make efforts for health promotion more inclusive, the idea of Corporate Determinants of Health emerged as an appropriate theme for the PHABC annual Conference to be held on December 4-5, 2014. So, for the first time the Business community is invited to be part of the communal discourse on health promotion and health inequity reduction. John Millar has been the head figure pushing this agenda from the beginning and has been very influential in getting it going.

Challenges and Opportunities

The PARC members (like other members of PHABC working in other subcommittees) volunteer a generous amount of their time to help PHABC become a success that it has become. Some members are often serving concurrently on other subcommittees as well as participating in other community engagements. As a result, attendance at PARC typically goes through a cycle of very active participation at the beginning of the year to less than active participation towards the end of the year. This is rather normal and given other commitments people have, we cannot reasonably expect to have everybody engaged all the time. With the prospects of some members departing and new members coming on board soon, it is hoped that new energy and talent is recruited to the PARC to embark on yet another year of successful performance in promoting the cause of public health and health equity in BC and beyond.

In the last meeting of PARC on November 3, 2014, it was suggested that we ask our members and participants during the Conference to identify 6-7 areas of advocacy of interest to them in order to provide some direction for PARC moving forward. Also, it was suggested that further clarification on nature of the relationship between the Board and PARC would help committee members have a better understanding of their role and the contributions they make.

With Regards: Jalil Safaei and John Millar – PARC Co-Chairs

Public Engagement Committee Report

This year we formed the Public Engagement Committee and brought together the chairs from the community engagement subcommittee (of the Capacity Building Committee) and

the membership committee, with the understanding that many goals and functions of these two groups are closely connected. The Public Engagement Committee's role is to foster the participation and engagement of PHABC's various stakeholders in all core activities related to advocacy and capacity building. PHABC's stakeholders include: members, students, government and health authority partners, other NGO's, academia, business and the public at large.

Draft committee objectives include:

- Promote and increase public awareness, engagement and membership in PHABC
- Create inter-sectoral partnerships that support the public health workforce across BC
- Cultivate an engaged membership that enables PHABC to achieve its mission and goals

We are currently developing a governance structure for this committee that will work for our volunteer-based efforts and invite you to participate and share your ideas. To date, we have focused our efforts on working with partners to organize the public event that is part of the annual PHABC conference. This year the public event is focused on engaging BC business leaders involved in B Corporations that are leading a global movement to re-design success in business to create higher quality jobs and improve quality of life in our community. We look forward to working with new members to strengthen this committee and create a terms of reference and work plan for the New Year.

Paola Ardiles and Judy Burgess, Co-Chairs