



Public Health Association of BC

2014 – 2015 Annual Report

**Presented at the Annual General Meeting
November 27, 2015**

Simon Fraser University, Surrey, BC

President's Message

This will be the last President's report I present for the Annual General Meeting of PHABC. I am stepping down from the role of President after serving four years in this position. It has been an exciting time to be in this leadership position and a real privilege to work with such talented and dedicated board members and staff. I have learned much from all of them, and have been humbled by their amazing contributions to public health in BC. I want to thank each and every board member who has served during the period of time I have been president. In particular, I want to thank those board members who have completed their terms and are now stepping down from the board. These include: Ted Bruce, (Past President) Ron Van Halen (Treasurer) and Sonia Lamont (Director-at-large). Thank you so much for your contributions to PHABC and to public health in this province.

I am happy to report that we have had another positive and productive year. Although our day to day operations are running smoothly, we have continued to implement changes that were recommended by board members in the evaluation we conducted in 2013-2014. The new board and executive will continue to follow through with implementing and perhaps tweaking these recommended changes.

In the previous year, we made some changes to the committee structure of the organization including the creation and implementation of the Public Engagement Committee (PEC), with which we merged the Membership Committee. This year, however, the PEC determined that there was too much of a disconnect between membership operations and our plans for public engagement functions. As a result, we will be revisiting that decision and making new plans for the membership function of PHABC. Suggestions about membership operations from our wider membership are welcome as our new President and board considers and makes these changes.

I am pleased to report once again that PHABC continues to be a financially stable organization, with sufficient funds to carry us for at least a two year period if no new funds are forthcoming. I would like to thank Ron Van Halen, who has served as Treasurer of PHABC for 4 years. Ron, along with our Executive Director, Michael Barnes, have stewarded the organization in the successful management of our financial resources. As I noted above, Ron is stepping down from the board this year, and all of us thank Ron for his financial acumen and outstanding advice and management expertise.

Our financial stability is solidly grounded in the successful delivery of a range of public health projects. PHABC continues to provide leadership and administration in Immunization health promotion as well as public health workforce development and competency development with a focus on health equity and intersectoral competencies. PHABC continues its commitment to food security by providing coordination and administration of the Farm to School program which will see 50 new programs over this year and next. I would like to take this opportunity to thank all of our funders and partners that allow us to engage in such meaningful work.

Although we anticipate that our financial stability will continue to be anchored in our successful projects, we are giving serious consideration to new ways of enhancing our

financial picture so we can invest more resources in carrying out the goals we have outlined in our new strategic plan. We have been working hard this year to try to finalize the strategic plan in time for this AGM, but it has been such a busy year with, for example, our substantial involvement in CPHA 2015 held in Vancouver, that we were not yet able to distribute the draft Strategic Plan to the membership in advance of the AGM. We have, however, made significant progress with identification of our overarching goals and objectives. Each committee in PHABC has now reviewed these goals and objectives to identify the specific activities that they will conduct to achieve the organization's goals. We expect soon to have a final draft ready for distribution to the membership for feedback. We will then make changes based on the feedback and the final approved Strategic Plan will be posted on our website and available for all members and the public to view. This new plan will provide benchmarks for evaluating our progress and accomplishments in the future.

And speaking of the PHABC website, I hope that all members have had the opportunity to visit our new website, which went live on July 1st. Board members, PHABC members, and the public have all provided us with important feedback on how to improve our website. That feedback has all been carefully considered in the new design. We have worked diligently over the past year to revise the structure, organization, logo and colour scheme of the website and have finally achieved what we hope you will see as a significant improvement in the look, feel, and functionality of the website. Thanks to our staff and to Crystal Rothwell (Createscape Design Studio) for the hard work of designing and implementing our new face to the world.

Highlights of each PHABC Committee's activities are outlined in the various committee reports attached as part of the Annual Report, so I will not repeat them here. However, each committee carried out a number of successful activities relevant to the aims of that committee and in service of the organization's goals. As noted above, each committee has identified proposed activities for the future in line with the new goals in our revised Strategic Plan. Thank you to all the committee chairs for your hard work this year, including: John Millar and Shannon Turner (PARC), Irv Rootman, Dan Reist and Theresa Healy (Capacity Building), Diana Daghofer and Maureen Rowan (Public Engagement), and Ted Bruce (Governance). In addition to leadership from board members, each committee is supported by the active participation of other board members as well as representatives from the general membership of PHABC. We owe much to our general members who contribute a great deal to the ongoing work of our committees and the organizational as a whole. Thanks so much to all who have participated over the past year. We need your support for the work that we do. Overall, it has been another successful year and I wish to thank everyone who has contributed in some way to the association. In particular, I wish to thank our dedicated and hard-working staff, Michael Barnes and Cecilia Velasco. Thank you all so much for your efforts. We could not do our work without you. Not only is your work important to achieving our goals, but you are both wonderful to work with. I will miss our day to day interactions. All the best to PHABC with a new President at the helm.

Sincerely,
Marjorie MacDonald
President

Finance Report:

For the Fiscal year ending September 30, 2015, PHABC has enjoyed another successful financial year. As evidenced by this year's Financial Statements, PHABC continues to be a fiscally healthy and vibrant society. This year saw an increase in revenue; as well as overall equity.

As always, I wish to thank and acknowledge the continued excellent work of both Michael and Cecilia.

As this will be my last year as Treasurer of PHABC, I do sincerely want to recognize the exceptional work and dedication of the board members of PHABC. Their efforts and commitment to ensuring the success of the association are limitless and they have made my time with the association so much more enjoyable. Thank you all and I have no doubt that PHABC will continue to excel.

Sincerely,
Ron Van Halen
Treasurer

Governance Committee report

The Governance Committee successfully conducted the nomination and election processes to fill vacancies on the Board. This year, there were vacancies for the President, Vice President, Treasurer and 3 Directors at Large. All positions were filled by acclamation. A major task was to conduct a preliminary review of the new BC Societies Act to assess the implications for changes to the PHABC Constitution and Bylaws. A number of potential changes were identified, but overall the conclusion was that the existing Constitution and Bylaws are in compliance with the new legislation. Several possible Bylaw changes were drafted and further analysis will be conducted and tabled with the Board of Directors for discussion and eventual presentation to the Annual General Meeting.

Ted Bruce
Chair
Governance Committee

Capacity Building Committee Report, 2013-2014

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.

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 2015:

Sessions at the 2015 CPHA Conference that took place between May 25-28 in Vancouver. Representatives of PHABC were involved in the planning of the Conference as a whole as well as three sessions during the Conference, sponsored or co-sponsored by PHABC.

The first session was a public forum on the evening of the first day of the conference on “Prevention of Violence” sponsored by PHABC, Prevention of Violence Canada, CPHA, Canadian Red Cross and Bridge for Health. It was the 11th Canadian Town Hall on this topic and discussed progress on the WHO recommendations for violence prevention. Presenters were Gregory Taylor (Chief Medical Officer for Canada), Irwin Waller (President, International Organization for Victim Assistance), Sheldon Kennedy (Sheldon Kennedy Child Advocacy and Respect Group), Shelley Cardinal (National Aboriginal Officer, Red Cross) and Red Cross youth leaders.

The second session sponsored by PHABC was on the topic of “Social Innovation and Public Health” and built on the experience of the 2014 PHABC Conference that discussed this topic. It was chaired by Paola Ardiles (executive board member of PHABC and founder of Bridge for Health) and speakers included Roger Wheeler (Professor in the Okanagan School of Business at Okanagan College) and Sara Blenkhorn (Director of Leverage Lab, Future Strategies).

The third session, sponsored by PHABC and CPHA and supported by the International Institute for Global Health of the United Nations University, took place over the morning of the final day of the conference and addressed the topic of “Innovative Environmental and Public Health action on Planetary Health”. The first part, chaired by Trevor Hancock, dealt with the “right to a healthy environment” and featured presentations by Peter Robinson (Executive Director of the David Suzuki Foundation) and David Boyd (Adjunct Professor in Resource and Environment Management at SFU). The second part on the topic of “taking action on fossil fuels in the Pacific Northwest” was moderated by Diana Daghofer (Principle, Wellspring Strategies and PHABC board member) and featured Pecha Kucha presentations by Bruce Amundson (President Washington Physicians for Social Responsibility), Meg Holden (Associate Professor, Urban Studies SFU), Cornelius Suchy (CEO, Canadian Biomass Energy Research), Luke Smeaton (Acting Executive Director, Lighthouse Sustainable Building Centre), Eric Smiley (Principal, Reid Wylde Engineering) and Lauren Archibald (Western Marketing Manager, Bullfrog Power). This was followed by a presentation by Tim Takaro (Professor, Faculty of Health Sciences, SFU) who discussed “How we go to the next step?” and a discussion period with the audience.

2015 Public Health Summer School (6th Annual) that took place on July 13-14 and was hosted across a number of UBC Faculty of Medicine and regional health authority video-conferencing sites in the province. The topic covered during the two-day school was “How

to Engage the Public in Public Health”. The co-chairs were Irv Rootman, Maureen Rowan, Theresa Healy and Dan Reist and it was coordinated by Jackie Cushing and supported by Cecilia Velasco and Michael Barnes.

There were 104 participants at eight sites across B.C., 60% of whom had not attended a PHABC summer school before. In contrast to the previous summers schools, no lunches were provided at the larger sites, which allowed PHABC to lower the admission cost. The school also was two days long rather than four, which had been the case in the previous four summer schools. Aside from this, the summer school program was structured in a similar pattern as previous summer schools with theory on the morning of the first day and practice (case studies and a workshop) following for the remaining day and a half. According to the evaluation, 89% of respondents to the follow-up survey thought that the school had met its goals, 92% would recommend it to their colleagues and 66% thought that it was likely that they will attend future summer schools. Overall, respondents viewed the summer school as a positive and valuable learning experience and gave high ratings for event logistics and presenters. Many, however, suggested that future summer schools should feature more in-depth case studies and provide more opportunities for networking with colleagues and discussing personal work projects. Some also expressed the need for the summer school to reach out more to public health practitioners in northern BC.

In addition to organizing these two events, PHABC continued to support the **B.C. Health Literacy Network**. Among its capacity-building activities, the Network initiated a Webinar series, the first of which on the topic of “The More We Get Together- A Conversation About Health Literacy” on Nov 5, 2015. This could be a prototype for other webinars provided through PHABC.

Finally, in 2015, members of the committee and board met with representatives of the three Public Health Schools in BC to try to increase collaboration between the Association and the schools in relation to capacity-building and have seen signs that this is starting to happen.

Plans for 2016

Among other things, the PHABC Capacity-Building Committee recommends to organize a Summer School in 2016 as well as a Conference with a Community event attached (in collaboration with the Public Engagement Committee). In addition, the committee is considering other means of capacity enhancement, including webinars, to extend our reach.

Acknowledgements

The planning and implementation of PHABC capacity building committee events are made possible through the volunteer efforts of committee members, presenters, and a host of other volunteers. The co-chairs are very grateful to all (volunteers and staff) whose efforts make these events a reality. Thank you for their continued expertise and support.

Members –

Blake Stitilis	Michael Barnes
Christiana Wall	Irv Rootman
Jolene Lansdowne	Jodi Mucha
Karensa Medhurst	Trevor Hancock
Malcolm Steinberg	Healy, Theresa
Meredith De Freitas	Carmen Brown
Perry Kendall	Maria Przydatek
Shannon Clarke	Charlene King
Sally McBride	Cynthia Smith
Stacy Barter	Jan Mahoney
Carmencita Lake	Loraina Stephen
Dan Reist	Christine Abram
Paulette Lacroix	Maureen Rowan
Chisato Ito	Lee Johnston
AngiLena	Winnie Hung
Jackie Cushing	Camilla Boisvert
Dezirae Beck	Alex Frame
Miranda Kelly	Sonia Lamont
Judy Bader	

PARC Committee 2014 Annual Report to the PHABC Board of Directors

The purpose of the Policy, Advocacy and research Committee (PARC) **is to advance policies that promote health, well-being and social equity** through the following:

- Ensure that evidence-based policy is presented to the board addressing health promotion, wellbeing and social equity.
- Pursue partnerships and allies with NGOs, civil society and governments to generate healthy public policy.
- Communicate recommended policy in a publicly accessible manner.
- Advocate for implementation of policies at all levels of governance
- Evaluate influence within the policy community

PARC has been coordinating with the Strategic Planning process of PHABC and has identified the following as the priority areas going forward:

1. Eliminating poverty and reducing socioeconomic and health inequities
2. Reversing climate change, global warming and environmental degradation
3. Developing a sustainable equitable economy
4. Preventing violence (particularly against women)

Activities over 2015

Poverty and inequities:

- Endorsed the Poverty Reduction Coalition's call for \$15 minimum wage
- Guaranteed annual income – recommended further research and analysis, included in 'framework' (see below)
- Developed a framework for action and advocacy: 'New Rules for Shared Prosperity'

Climate and environment

- Endorsed a 'YES' vote for the Vancouver transit Referendum

Violence Prevention

- Endorsed and participated in Prevention of Violence Canada National Town Hall meeting at Canadian Public Health Association Conference May, 2015 Vancouver, BC
- Participated in online Violence Prevention Charter for Canada
- Supported Paola Ardiles nomination for Vancouver, Woman of Distinction Awards with funds committed to violence prevention
- Provided a contribution towards POVC participation in Global Violence Prevention Alliance meeting in Geneva
- Provided administrative support for correspondence to Federal Government regarding violence prevention policy.
- Participated in strategic planning for PHABC violence prevention efforts
- Board presentation on Prevention of Violence Canada mandate and developments regarding UN Sustainable Development Goals

Other initiatives

- Primary Care transformation – responded to a MOH paper on primary care transformation that excluded recognition of public health in a transformed Community Based primary Healthcare System – position paper posted on website and sent to the Ministry
- Partnership development –
 - PARC will increase annual contributions to partners First Call and Poverty Reduction Coalition from \$100 to \$250 in recognition of the excellent advocacy work they do that aligns well with our own.
 - Regular attendance at First call, Poverty Reduction Coalition, HOC and BCHLA meetings, liaisons with CCPA
 - Connections have been made with Board Voice to explore partnering with them

Sincerely,

John Millar and Shannon Turner – PARC Co-Chairs

Public Engagement Committee Report

The 2015 PHABC Public Engagement Summer School defined public engagement as: “involving the population in whole or in part with equitable involvement of marginalized populations in public health concerns/issues during processes such as agenda-setting, decision-making, policy-formation, implementation activities and evaluation to potentially improve the well-being of the population” The work of the Public Engagement Committee aims 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.

As part of the renewal of the PHABC strategic plan, the Public Engagement Committee has fine-tuned the committee’s goals. The committee goals are:

Goal: To build support among British Columbians’ for the work of public health, by increasing their knowledge of and engagement in public health issues.

1. To enable sustained, responsive and coordinated public engagement partnerships.
2. To provide provincial leadership by working with others to promote decision-making and actions that values effective public engagement as well as supporting and facilitating effective public engagement processes.
3. To work independently and with partners to develop, implement and evaluate public engagement strategies that engage the public in addressing identified public health issues.
4. To work with others in the development and improvement of processes, tools and resources that recognize and increase understand of public needs, opportunities and priorities.
5. To develop and maintain a public presence, through various communications channels.

To date, we have focused our efforts on working with partners to organize public events and update current resources. During the 2015 CPHA Conference, three public engagement opportunities were offered including:

- a public forum by “Prevention of Violence Canada”
- a session on social innovation, a collaborative approach to addressing society’s most complex challenges, from reducing poverty to creating environmentally-sustainable energy sources often using methods such as social entrepreneurship and financing.
- a half-day forum on “Finding common cause: Innovative environmental and public health action on Planetary Health”, featuring David Boyd, Adjunct Professor in Resource and Environmental Management at SFU, and Peter Robinson, Executive Director, David Suzuki Foundation.

In addition, the following presentations provided university students and faculty with information about public health and PHABC:

- a basic presentation about finding work in public health after graduation and an invitation to become involved in the work of PHABC was provided to students of Simon Fraser University School of Public Policy as well as the University of Victoria School of Public Health and Social Policy.
- a presentation by PHABC Board members to University of BC, Simon Fraser University and University of Victoria faculties of public health regarding public health issues and the work of PHABC.

Currently, we are working with the Policy, Advocacy & Research Committee and other PHABC board members to raise public awareness about some of the issues we are addressing, including poverty reduction and equity for all. We would love to have you join us to strengthen our efforts on behalf of all British Columbians.

We invite you to participate and share your ideas as we move forward.

Sincerely,
Maureen Rowan and Diana Daghofer (Co-Chairs)