



2011 PUBLIC HEALTH ASSOCIATION OF BC CONFERENCE

**“The Ottawa Charter for Health Promotion:
Critical Engagement from a Health Equity
Perspective”**

Online Registration @ www.phabc.org

Early bird rates apply. Register soon and save.

November 28 & 29, 2011 (Monday, Tuesday)
8:00AM – 5:00PM (Speakers begin at 8:45AM)
Executive Airport Plaza Hotel & Conference Centre
7311 Westminster Highway, Richmond, BC V6X 1A3

International Keynote Speakers:

Dr. David McQueen, Former Associate Director for Global Health
Promotion, National Center for Chronic Disease Prevention and Health Promotion

Dr. John Raeburn, Adjunct Professor - Community Health Development,
Auckland University of Technology

In addition to many excellent presentations from local experts.

**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
- Free shuttle transport from the Richmond Skytrain to the hotel (Richmond-Brighouse Station – Across from Richmond Centre Mall – 8:15AM pickup)
- Limited free parking at the hotel will be offered on a first-registered, first-served basis (Cecilia or Kayla will email to confirm free parking with early registrants)
- Special PHABC hotel rate at the Executive Airport Plaza Hotel
- Reduced registration rates for PHABC members (new and existing members)

Additional Free Events – All Welcome

More information to come soon!

PHABC Community Event - Evening of Sunday November 27th, 7:00PM

Topic: Mental Wellness, Resiliency & Reducing Health Inequities

St. Andrew's Wesley United Church

1022 Nelson Street, Downtown Vancouver, BC

<http://www.standrewswesleychurch.bc.ca/about/contact.php>

PHABC Annual General Meeting 5:00 – 6:00PM Monday November 28th

Executive Airport Plaza Hotel and Conference Centre

7311 Westminster Highway, Richmond BC

PHABC Professional Networking Event - Evening of Monday November 28th – 6:00 to 8:30PM

A great opportunity to meet new contacts and catch up with colleagues.

The Foggy Dew Pub - Executive Airport Plaza Hotel & Conference Centre

7311 Westminster Highway, Richmond BC

<http://www.foggydewirishpub.com/welcome/richmond.htm>

Topics, Speakers & Formats

Conference presentations will focus on the five key action areas of the Ottawa Charter in relation to the reduction of health inequities:

- Building healthy public policy
- Creating supportive environments
- Strengthening community action
- Developing personal skills
- Reorienting health systems

Keynote speakers include:

Dr. John Raeburn

Adjunct Professor, Auckland University of Technology

John Raeburn recently retired from the School of Population Health, University of Auckland after 34 years of academic, research and practice life. He currently holds a position as Adjunct Professor at Auckland University of Technology.

John has a PhD in Psychology, and he was Head of the Behavioural Science programme at the University of Auckland for many years. He has taught medical students, and postgraduate students in health science and public health, including originating the Mental Health Development programme.

His areas of interest include health promotion, community development, mental health promotion, and spirituality. He has been involved in many innovations in these areas over the years, and has published widely in the local and international literature, including authorship of the book *People-Centred Health Promotion* (with Canadian Irving Rootman).

He has worked with the WHO, and was closely involved with both the Ottawa and Bangkok Charters for Health Promotion. He has been Chair of the Mental Health Foundation, and was until recently Director of Public Health for the Problem Gambling Foundation of New Zealand. He is currently on the Board of the new mental health NGO Affinity.

John's passion has always been primarily with grass-roots, empowering community development, and its relationship to health and wellbeing, and in 2006, he was awarded a QSO for Community Service.

Dr. David McQueen

David McQueen is chair of the External Advisory Council. Dr. McQueen retired in 2011 after dedicating 19 years of service to the Centers for Disease Control and Prevention (CDC), where his most recent role was associate director for Global Health Promotion in the National Center for Chronic Disease Prevention and Health Promotion.

Dr. McQueen has contributed greatly to the field of public health throughout his career, and has been an outspoken voice for applying evidence-based health promotion strategies and existing infrastructures to address chronic diseases around the globe.

Before joining CDC, Dr. McQueen was professor and founding director of the Research Unit in Health and Behavioural Change at the University of Edinburgh, Scotland (1983-1992) and associate professor of Behavioral Sciences at the Johns Hopkins University School of Hygiene and Public Health in Baltimore (1979-1983).

Since 1965, he has held numerous other academic appointments from universities in the US, Germany, Belgium, Scotland and China.

Local speakers include:

Chairs / Moderators

- **Ted Bruce**

PHABC President & Executive Director, Population Health & Acting Regional Director, Aboriginal Health - Vancouver Coastal Health

- **Marjorie MacDonald**

PHABC Conference Co-Chair & Associate Professor, School of Nursing, UVIC

- **Paola Ardiles**

PHABC Conference Co-Chair & Project Manager, BC Mental Health and Addictions Services, Education and Population Health

- **Simon Carroll**

Associate Director, Centre for Community Health Promotion Research, UVIC

Featured Speakers

- **John Millar**

Executive Director, Public Health Services Authority Population and Public Health

** Individual response to Dr. McQueen's keynote presentation re: The Ottawa Charter for Health Promotion.

- **Charlotte Reading**

Associate Professor, School of Public Health and Social Policy & Faculty of Human and Social Development, University of Victoria

- **Trevor Hancock**

Professor and Senior Scholar, School of Public Health and Social Policy, University of Victoria

** Combined commentary re: Building healthy public policy and creating supportive environments.

- **Mary Collins**

Executive Director, BC Health Living Alliance Reducing Inequities in Health Through Community Action

- **Paola Ardiles**

PHABC Conference Co-Chair & Project Manager, BC Mental Health and Addictions Services, Education and Population Health

- **Irving Rootman**

PHABC Board Member & Former Michael Smith Foundation for Health Research Distinguished Scholar

- **Ann Pederson**

Director, BC Centre of Excellence for Women's Health

- **Deborah Schwartz**

Executive Director, FNHDA Secretariat and Community Engagement

** Combined response to Dr. Raeburn's keynote presentation re: The Future of the Ottawa Charter for Health Promotion.

Communities of Practice workshops hosted by:

- Public Health Nurse Administrators Organization
- Community Nutritionists Organization
- Health Literacy Network
- Health Officers Council
- Public Health Epidemiologists

Presentation formats include:

- Keynote speeches and responses
- Formal paper and poster presentations
- World Café dialogue session
- Communities of Practice workshops

2011 PHABC Conference Background

Ottawa Charter for Health Promotion Summary:

http://www.who.int/hpr/NPH/docs/ottawa_charter_hp.pdf

Explore the role of the Ottawa Charter for Health Promotion in reducing health inequities. The 2011 PHABC Conference is a two-day event that will challenge participants to look beyond the now abundant evidence that widespread inequities in health exist in British Columbia (and elsewhere), to new and innovative forms of action aimed at reducing these inequities.

As the foundation document for health promotion, the Ottawa Charter can offer a potential framework for developing more concrete strategies for reducing health inequities. While the Charter itself aspired to address this issue from the very beginning, with hindsight we can now critically address a series of key questions:

- Has the Charter succeeded in helping to address health inequities and if so, how?
- What is the future potential for the Charter's principles, strategies and action

areas to tackle these inequities?

- What new elements need to be considered in order to improve upon the Charter's foundation?
- How do the new emphases on the social determinants of health and globalization, fit with the Charter's framework?

This conference has explicitly structured its program around the notion of 'critical engagement' with the Ottawa Charter, giving conference attendees a real opportunity to develop a collective assessment of the past, present and future of the Charter and its role in pushing forward a progressive agenda for the new public health.

Conference Goal, Objectives and Outcomes

Goal:

To develop the health promotion knowledge, skills and capacities of public health practitioners and affiliated organizations to effectively address inequities in health.

Objectives:

1. To increase **awareness and concern** among public health practitioners and affiliated organizations regarding the need for health promotion action to address inequities in health.
2. To increase **reflection and critical knowledge** among public health practitioners and organizations regarding the past, present and future of the Ottawa Charter for health promotion and opportunities to address inequities in health.
3. To encourage health promotion **focus and prioritized action** in relation to underserved and/or vulnerable populations.
4. To improve the **skills and resources** of practitioners and affiliated organizations to address health inequities.
5. To increase the opportunities for public health practitioners and affiliated organizations to **network and collaborate** to address health inequities.

Expected Learning Outcomes:

At the end of the PHABC Conference, participants will be able to:

1. Explain the significance of health promotion and its approaches in addressing inequities in health.
 2. Describe the Ottawa Charter for health promotion and its past, present and future roles in addressing inequities in health.
 3. Describe current critical assessments of the Ottawa Charter in relation to inequities in health.
 4. Apply health promotion theory, skills and/or resources within the workplace.
 5. Identify potential partners for future networking and/or collaboration regarding health promotion and reducing inequities in health.
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Conference Logistics

Conference Location Information:

<http://www.executivehotels.net/vancouverairportplazahotel/map.htm>

Conference Accommodations:

Special Conference Hotel Rate - \$99.95 per night (Internet + parking included)

Please mention that you are booking under the PHABC block of rooms

Toll Free for Reservations and Information: 1-888-388-EXEC(3932)

(This is not a direct line to the hotel in Richmond – you will be connected to a general operator)

To call the hotel directly: 1-604-278-5555

Online Registration Information

Early Bird Registration: September 15 - October 10, 2011

- \$240.00 – 2 days, PHABC Member (Current & new members) (\$268.80 incl. HST)
- \$305.00 – 2 days, Non Member (\$341.60 incl. HST)
- \$175.00 – 2 days, Student PHABC Member (Current & new members) (\$196.00 incl. HST)
- \$205.00 – 2 days, Student Non Member (\$229.60)
- \$175.00 – 2 days, Retired senior [65+] PHABC Member (Current & new members) (\$196.00 incl. HST)
- \$205.00 – 2 days, Retired senior [65+] Non member (\$229.60)
- \$190.00 – 1-day registration, November 28th or 29th (Flat rate – Registration Only) (\$212.80 incl. HST)
- \$125.00 – Pre-authorized Presenter (Selected Abstract) 1-day registration, November 28th or 29th (Flat rate – Registration Only) (\$140.00 incl. HST)

Regular Registration: October 10 - November 20, 2011

- \$280.00 – 2 days, PHABC Members (Current & new members) (\$313.60 incl. HST)
- \$345.00 – 2 days, Non members (\$386.40 incl. HST)
- \$195.00 – 2 days, Student PHABC Member (Current & new members) (\$218.40 incl. HST)
- \$225.00 – 2 days, Student Non member (\$252.00 incl. HST)
- \$195.00 – 2 days, Retired senior [65+] PHABC Member (Current & new members) (\$218.40 incl. HST)
- \$225.00 – 2 days, Retired senior [65+] Non member (\$252.00 incl. HST)
- \$210.00 – 1-day registration, November 28th or 29th (Flat Rate – Registration Only) (\$235.20 incl. HST)
- \$125.00 – Pre-authorized Presenter (Selected Abstract) 1-day registration, November 28th or 29th (Flat rate – Registration Only) (\$140.00 incl. HST)

Late Registration: November 21 - November 28, 2011

- \$320.00 – 2 days, PHABC Membership + Registration (New membership or Automatic renewal) (\$358.40 incl. HST)
- \$385.00 – 2 days, Non Members (\$431.20 incl. HST)
- \$215.00 – 2 days, Student PHABC Members (Current & New Members) (\$240.80 incl. HST)
- \$245.00 – 2 days, Student Non-Member (\$274.40)
- \$215.00 – 2 days, Retired senior [65+] PHABC Member (Current or New Member) (\$240.80 incl. HST)

- \$245.00 – 2 days, Retired senior [65+] PHABC Non-Member (\$274.40)
- \$230.00 – 1-day registration, November 28th or 29th (Flat rate – Registration Only) (\$257.60 incl. HST)
- \$165.00 – Pre-authorized Presenter (Selected Abstract) 1-day registration, November 28th or 29th (Flat rate – Registration Only) (\$184.80 incl. HST)

*One-day or two-day registration is possible.

*Note the reduced registration rate for selected abstract presenters. Successful candidates will be notified in early October.

On-site Parking

A multi-level parking garage is located adjacent to the Executive Airport Plaza Hotel and Conference Centre.

Parking rates = \$16 per day for conference participants who are not hotel guests.

How to Prepare

- Familiarize yourself with the Ottawa Charter (background document).
 - 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.
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Thank you for your interest in the 2011 PHABC Conference

Following the success of the Public Health Summer School, the 2011 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 if you require any assistance with registration and online payment.

** Please email PHABC Conference Coordinator Kayla Pompu at kpompu@sfu.ca if you have any questions regarding the conference agenda.

Visit www.phabc.org for more information.