



Public Health Association of British Columbia
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President's Report

I am pleased to say that we have a successful year to report for our 60th anniversary year. I am only going to give a high level overview hitting some of the important points because you will hear more of the details from the specific committee reports.

A year ago last summer, at our annual face to face meeting, we discussed the need to move beyond our usual funding streams – which were primarily in the area of food security – to diversify our interests to reflect new and emerging areas of priority in public health. I am pleased to report that we have begun to do this in the areas of health promotion (immunization) and mental health (service integration and stigma and social inclusion). At the same time, we continued to draw on our strengths in food security by renewing existing projects in farm to school provincial coordination and core competency workforce development.

A great deal has been accomplished under the leadership of our PARC committee. We developed an election toolkit with a focus on poverty reduction and health promotion and a social media campaign with the healthy voices site, blog and face book (see the Policy Advocacy Research Committee - PARC report for more details). We have continued with the blog posts following the election on issues of importance to public health. And we have added new bloggers to the posts. For example, our new board member Diana Daghofer did an excellent blog in response to some economists' comments on why income equity is not that important. We invite more members to join the ranks of the bloggers.

In January of this year, I made a presentation to the House of Commons Standing Committee on Health on Technological Innovation on behalf of PHABC in which we argued for shifting the emphasis to chronic disease prevention to take advantage of the return on investment from public and population health strategies.

Over the past year, we focused on the corporate determinants of health including passing a resolution on living wage last year, developing a new corporate citizen award, and publishing paper in the CPHA journal. John Millar has provided leadership on this. We also submitted a CIHR dissemination event proposal along the lines of corporate determinants to support our conference next year.

We continue a strong commitment to public health workforce development with our summer school and conference, and with our PHAC funded project on core competencies for intersectoral collaboration. This work, of course, is in keeping with the theme of our 2013 conference. And, in line with our strategic priority to educate the public about the work of public health and the association, we have added a public engagement committee to the Capacity Building committee, but it will become a committee in its own right following the AGM.

As an organization we provided input into the development of the province's Guiding Framework for Public Health, as well as participation in other important provincial and federal policy forums as outlined in the PARC report.

We and many others successfully advocated for the renewal of the therapeutics initiative last year, which came to fruition this year with the renewal of funding.

I also want to report on the PHABC History project. Because it is our 60th anniversary, we thought it was important to document the history of the organization. The project is not completed yet, but I presented some highlights at our anniversary celebration on the Monday evening of the conference. We will produce a final document that will be available on our website.

For next year, we will be focusing on our strategic planning process. We began this at our last board meeting in October with a SWOT analysis and will continue over the next few months. If any member has ideas about strategic directions you think we should be considering, please get in touch with us.

Overall, it has been a successful year. However, that success is due to the hard work and efforts of many people, including our dedicated and hard working staff, Michael and Cecilia. This year, we have a new staff member Sukhdeep Jassar, who has been working on the competency project and the conference. 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, and in particular, to the work you have done to contribute to making our 60th anniversary celebration a success. There are also many members of the association who do not sit on the board but 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.

Marjorie MacDonald
President

Finance Committee Report

It has been another stable year for the Finance Committee and for the finances of PHABC this year. The association has successfully continued to increase the volume and size of projects even within difficult economic times.

This is evidenced by financial results that show more than a 25% growth in overall revenue during this past fiscal year ending September 30, 2013. Each project proposal is examined to ensure it allows for sufficient infrastructure support while being consistent with and furthering strategic priorities. With the growth in overall revenue and continued focus on maintaining administration expenses at a reasonable level; the association is able to develop a rolling two year budget plan that allows for stability and sustainment of the organization; while still allowing for sufficient flexibility to seek out new project opportunities.

I wish to thank and acknowledge the continued great work of both Michael and Cecilia.

Ron Van Halen
Treasurer

Capacity Building Committee, 2013 Report

Members of the committee during 2013 were: Naseam Ahmadi, Margaret Antolovich, Paola Ardiles (Co-Chair, P.E. Committee), Maria Cristina Bar, Michael Barnes (PHABC Staff) , Michelle Burtnyk-Horn, Camilla Boisvert, Lee Cameron, Simon Carroll (Co-Chair Conference Committee), Michelle Cianfrone, Mary Collins (Co-Chair Conference Committee) Steve Corber, Sharon Davalovsky, Kayla Dixon, Catherine Drasic, Marta Filipiski, Louis Giguere, Trevor Hancock (Co-Chair Summer School Committee) , Jamal Harb, Sukhdeep Jassar (PHABC staff), Courtney Kang, Charlene King, Paulette Lacroix, Emily Laflamme, Carmencita Lake, Jane Mccarney, Denise Mckay, Kerensa Medhurst, John Millar, Meghan Molnar, Marina Niks (Co-Chair, C.B. Committee), Katrina Ludwig, Elizabeth Poag, Kayla Pompu, Donna Quail (Holloran), Drona Rasali, Joyce Resin (Co-Chair, P.E. Committee), Irving Rootman, Co-Chair, C.B. Committee), Marg Rose, Maureen Rowan, Jamil Safaei, Chris Salgado, Jon Schmid, Juan Solorzano (Co-Chair, Summer School Committee), Shelley Sorenson, Malcolm Steinberg (Co-Chair, Summer School Committee), Marla Steinberg, Janine Stevenson, Suzanne Strutt (Co-Chair Summer School Committee, Cayley Velazquez, Cecilia Velasco (PHABC staff), Rebecca Zapelli.

Based on a survey of the membership, the PHABC Capacity-Building Committee, proposed a plan to organize a summer school, a conference, a public engagement committee and ad-hoc workshops/webinars during 2013. The plan was approved by the Board and implemented, with the exception of the workshops/webinars which were dropped because it took more time to hire a coordinator for the other activities than anticipated.

The summer school which was spread over 4 days in July focused on the topic of "Recreation and Public Health" for the first two days and on "Building Reflexive and Cultural Competencies to Tackle Health Inequities" on the last two days. The first part of the summer school was co-sponsored by the BC Recreation and Parks Association and was co-chaired by Trevor Hancock (UVic, School of Public Health and Social Policy) representing PHABC and Suzanne Strutt representing BCRPA. The second part of the summer school was co-sponsored by Vancouver Coastal Health and was co-chaired by Malcolm Steinberg (SFU School of Public Health) representing PHABC and Juan Solorzano representing VCH. The 139 participants were located across 7 sites including Vancouver, Victoria, Prince George, Kelowna, Surrey, Dawson Creek and Terrace connected by video-conferencing technology provided by the School of Public and Population Health at UBC. Both sessions were well received by participants and recommendations were made to improve future summer schools including starting the planning process earlier and holding the summer school in June rather than July if possible. A copy of the evaluation report can be found on the PHSBC website.

The Conference which was held in November focused on the topic of "Health in all Policies" and was designated as a Regional Conference by WHO-PAHO as it discussed the same theme as the 2013 8th Global Conference on Health Promotion in Finland.

The Co-Chairs of the Conference were Simon Carroll (UVic) and Mary Collins (BCHLA). It was 2 ½ days with the half day at the end sponsored by the B.C. Ministry of Health on “Emerging Public Health Priorities.” As was the case in recent PHABC conferences, the 2013 Conference included plenary sessions, oral presentations, posters, a World Café and a Community Event. In addition, there was a reception celebrating the 60th Anniversary of the Public Health Association of BC. The conference was well attended by just under 200 folks.

The Public Engagement Committee which is co-chaired by Paola Ardiles and Joyce Resin was established in 2013 and has held several meetings. It is currently in the process of finalizing its terms of reference, but took responsibility for organizing the community event in connection with the conference. This event was held at the Wesley United Church in Vancouver and focused on the “Theme of Early Childhood Development” in memory of the life and work of Dr. Clyde Hertzman. It was co-sponsored by the School of Public Health at UBC and the UBC Human Early Learning Program that Dr. Hertzman established.

In 2014, the Capacity Building Committee plans to organize another summer school in June and is considering another Conference with a community event in November as well as a series of workshops/webinars. The Public Engagement Committee plans to expand its activities and possibly become a standalone committee of PHABC. Members of PHABC including students as well as non-members are invited to join the various committees and subcommittees mentioned in this report.

In the meantime, we would like to thank the members of the Capacity-Building Committee and its sub-committees for the excellent work that it has done this year.

I (Irving Rootman) would especially like to thank Marina for co-chairing the Capacity-Building Committee with me for the past few years and hope that she will continue to share her many talents with PHABC.

Irving Rootman and Marina Niks
Co-Chairs, PHABC Capacity-Building Committee

Policy Advocacy and Research Committee (PARC)

The Policy Advocacy and Research Committee (PARC) was active and productive throughout the year especially around the Provincial election. PARC carried out its work both as a Committee of the whole and through 4 sub-groups: The Communication/Election Toolkit Group, the Health Accord Group, Corporate Determinants of Health Group and the Climate Change Group.

The Elections Toolkit Group took the lead to develop a social media campaign to advocate for two themes during the provincial election: poverty reduction and funding for health promotion. A website, newsletter and blog were initiated and the postings were coordinated with several other social media sites to maximize the distribution of PHABC positions. The campaign was deemed a success with considerable feedback from members and a variety of groups as to the value of the PHABC materials and communications. The Group also supported PHABC’s presence on Facebook and

Twitter. Because of the success of the Group's social media work (e.g., 1600 site visits in April alone), this work has continued and the campaign website is now an on-going blog for public health leaders. Special thanks to Arthur Yee and Sally McBride for leading these initiatives.

The Health Accord Group continued from the previous year and wrapped up its work to encourage the federal government to tie health care funding to meaningful health improvement strategies. Meetings were held with provincial and federal politicians to encourage action by the Council of the Federation. Dr. John Millar articulated the position in an article printed in the Globe and Mail.

The Corporate Determinants of Health Group was created and beginning in December of 2012 undertook to develop an approach to the 2012 AGM resolution supporting the living wage. From discussions with several partners, it was decided to develop an overall approach to the corporate determinants of health. Dr. John Millar led this initiative. A paper was developed outlining the concept and Dr. Millar has published a paper and a commentary on this in the CPHA Journal. The Group also developed a Healthy Corporate Citizen award designed to highlight the corporate determinants of health including the concept of a living wage. This award was approved by the Board and the criteria and marketing of the award were developed by PARC. In addition, the group developed a proposal to secure funding from the Law Foundation to develop an approach to the regulation of the marketing of unhealthy foods. Unfortunately, the proposal was not successful. PARC also agreed to participate in a meeting to strategize on how to encourage the City of Vancouver to become a Living Wage employer.

PARC was represented at a roundtable sponsored in part by the Climate Justice project to look at how to increase the collaboration between climate justice advocates, environmentalists and public health. This led to the creation of the Climate Change Group. They have identified priorities for the coming year that include reviewing requests for endorsements, reviewing the anticipated CPHA position statement, developing a partnership with the Climate Justice follow up group, and promoting health and climate material on the PHABC blog.

Throughout the year, PARC also developed a number of positions or endorsed requests from groups advocating for public policies. Some of the topics dealt with by PARC included: coal transportation, sodium reduction, the Right to Food Day and the Therapeutics Initiative funding. In addition, PARC agreed to support ACORN Canada's funding request to the Vancouver Foundation for a project on rental housing standards. This was successful and PHABC will support ACORN by carrying out some participatory action research on rental standards.

PARC maintains a membership for PHABC with the Canadian Centre for Policy Alternatives as the Committee extensively uses research carried out by the Centre. Three PARC members were supported to attend the CCPHA fundraiser.

PARC updated the PHABC position on the Regulation of Psychoactive Substances and developed a position in response to the Provincial Liquor Review.

The Advocacy work of PHABC is often done in conjunction with partners. PARC members formally represent PHABC on BC Poverty Reduction Coalition (Ted Bruce co-chairs the Coalition), First Call BC, BCHLA and the BC Population Health Network.

Ted Bruce (Co-Chair)
Jalil Safaei (Co-Chair)

Membership Committee Report,

In Summary – Areas of Focus:

Communication & Awareness Building

Expanded Target Audience for Potential Membership

Goal Setting:

- Development of membership committee goals for action:
- Improving membership database efficiency
- Following up with expired members to encourage renewal
- Attracting new members from different areas (both geographically and from different realms of practice)
- Promoting student membership and support of the association
- Increasing opportunities for mentorship within the association
- Framing a membership drive around the 60th anniversary of the PHABC

Key Activities:

- Distributed the PHABC membership brochure at PHABC events.
- Encouraged PHABC Board Members to request PHABC brochures for events that they are attending with the potential for them to distribute information regarding the PHABC.
- Reviewed the number of currently active PHABC members and the number of past PHABC members who have not renewed their memberships.
- Created a list of organizations and associations that the PHABC would like to focus its attention on building awareness of PHABC, its events and the value of becoming a member.
- Drafted an email communication to encourage new membership and membership renewal while highlighting the 60th Anniversary of the PHABC.

Key Activities Continued:

- Developed a membership promotion communication in relation to the PHABC's anniversary to be shared via Facebook and Twitter: "60 Reasons to be a PHABC Member".
- Explored the possibility of re-introducing group membership options. Post review decision: Preference to maintain individual membership model only.
- Drafted a proposal for a student practicum placement with PHABC and explored potential opportunities with the University of Victoria.

Priorities:

- Ongoing and more frequent communication with members and potential members through various routes: Email, newsletter, Facebook and Twitter.
- Continued efforts toward many of the goals developed in the 2012-2013 year.

Kayla Pompu
Chair

Governance Committee:

This year has been fairly quiet for the governance committee. We have been called upon on two occasions to provide advice to the Board on Board Membership as it is established in the Constitution and By-Laws. In one instance we were asked to clarify terms and appointment rules, and in the second instance we were asked to comment on the Election and Nomination Process. The call for nominations took place electronically again this year making it straightforward for members to participate and for the executive to track results. We would like to thank everyone who participated in the committee and to acknowledge the executive for their thoughtful and ethical stewardship of our association.

Shannon Turner
Chair