



PHABC NEWSLETTER

May 2012

2012 Summer School Save the date!

Health Communication
(July 24/25)

Evaluation in Public Health
(July 26/27)

Public Health SS is being hosted across 4 major sites: UBC, UVIC, UNBC & UBC-O in addition to three confirmed smaller sites: Terrace, Fort St. John and Smithers. Please contact the PHABC if you are interested in facilitating the addition of a smaller site to this professional development event

Online registration is now open_
www.phabc.org

2012 Summer School

**Making the Case for Public Health:
Health Communication &
Evaluation**

In relation to the workforce development efforts that have occurred in BC, we have identified the need to expand the educational and training opportunities for the public health workforce. The Public Health Association of BC and partners are responding to this need to support public health professional development in BC by organizing a third Public Health Summer School.

This year's summer school is a four-day event scheduled from Tuesday to Friday (July 24-27). To maintain the flexibility of this Summer School, participants have the opportunity to attend one two-day session or all four days, depending on their schedules and interests. This year's curriculum will continue to use interactive learning activities and small group discussions to encourage critical thinking, collaboration, problem solving and sharing.

Public Health Summer School Goal:

To support core knowledge and skill development among public health professionals and allies in the topic areas of health communication and evaluation.

Objectives:

- To introduce foundational theories and frameworks in health communication and evaluation and their links to public and population health practice.
- To increase awareness about and personal development of the competencies and skill sets that are needed for effective health communication and evaluation practice.
- To review a variety of tools, products and resources related to health communication and evaluation that can support effective public or population health practice.
- To provide participants with the opportunity to apply new knowledge, skills and/or resources during activities throughout the summer school.
- To identify how participants can apply the new knowledge, skills and/or resources that they have acquired through the summer school in their respective workplaces.

Hope to see you at the Summer School this year! All are welcome.

Watch Stories of Strength: Perspectives on Mental Well-Being on video!

Complete footage of this community event is now available to view online.

Guest speakers included:

- John Raeburn (Adjunct Professor, Community Health Development, Auckland University of Technology)
- Gabor Mate (Physician, author and public speaker. Author of "In the Realm of Hungry Ghosts: Close Encounters with Addiction")
- Melanie Rose (Comedian and Stand Up for Mental Health Alumni)

Questions that were explored throughout the evening included:

- What is mental well-being?
- How is mental well-being important in my everyday life and the lives of others?
- How can I support mental well-being in myself, my family, my work or my community?

This community event was sponsored by BC Mental Health and Addiction Services and was co-hosted by Canadian Mental Health Association - BC Branch and Public Health Association of BC.

[View video](#)

PHABC Membership increase

Over the past few years the Public Health Association of BC has focused its efforts on building the capacity of the association and increasing its membership, which now stands at over 500 across the province.

The PHABC membership annual fee of \$25 (for regular members) and \$15 (for students and retired individuals) is now the lowest in Canada and has not been raised in over eight years. The current membership fee does not reflect the administrative costs of maintaining our membership.

A few months ago we conducted a survey among our members and PHABC members were in favour of a modest annual fee increase to \$50 (for regular membership) and \$30 (for students and retired members). The new fee structure will come into effect on July 1st, 2012.

We thank you for your continued support to PHABC.

Membership Committee.

Renew your PHABC membership

This is a reminder to those members whose membership has expired or will expire soon to visit the link below to renew online:

[Membership renewal](#)

Your membership is your key to all of the wonderful events we are planning for 2012. It is important that after renewing your membership you sign up for an account if you haven't done so already.

If you have any questions or concerns about your account please contact: staff@phabc.org

Letter to Prime Minister Re: Psychoactive substances

PHABC's President has sent a letter to Prime Minister Harper regarding the regulation of psychoactive substances.

"PHABC is concerned with the current approach to the regulation of psychoactive substances. The misuse of psychoactive substances creates a significant burden of disease and is a leading cause of death in our society. The burden of disease also falls inequitably on certain groups in society such as those with mental health challenges and the First Nations population. It is also clear that an approach to regulation that emphasizes prohibition has failed even with the huge investment in law enforcement. The misuse of psychoactive substances is a health issue, not a criminal issue. Drug laws and policies designed without regard for evidence will continue to hurt those who use drugs, their families and their communities".

To access the full letter please visit: [Letter to Prime Minister Harper](#)

Letter to Minister of Justice Re: Crime Bill C-10

PHABC's President sent a letter to Minister R. Douglas Nicholson regarding the Bill c-10.

"PHABC has considerable concern about the purpose and impact of this legislation. As well, we believe that it fails to adequately recognize the importance of violence prevention and that a government initiative is needed in this regard". To view full letter:

[Letter to Minister of Justice](#)

Congratulations to Premier Clark – Tanning beds banned

PHABC has also sent a letter of Congratulations to Premier Christy Clark regarding the introduction of legislation to ban commercial tanning bed use by young people under the age of 18 years.

We would like to take this opportunity to acknowledge and thank all PHABC members that supported this public health initiative.

To view the full letter please visit:

[Letter to Premier](#)

Intersectoral Approach for Health Literacy

The following Discussion paper entitled “An Intersectoral Approach for Improving Health Literacy for Canadians” was developed by a national Think Tank of policymakers, practitioners and researchers organized by the Public Health Association of British Columbia.

Among other things, the paper identifies the importance of improving health literacy as a crucial component of the determinants of health.

Groups are invited to review the document and discuss the application of the ideas to their own contexts and health literacy work and provide feedback on how the framework could be improved to better support their health literacy work.

This Discussion Paper is an important step in the journey toward creating a health literate Canada.

Send your comments and suggestions to Dr. Irving Rootman:

irvrootman@gmail.com

[Intersectoral Approach to Health Literacy](#)

Recommendations for an Obesity Reduction Strategy for British Columbians

The issue of an increasing overweight and obese population is a pressing health concern for BC. 19% of the adult population in BC is obese and another 40% is overweight. Even more disturbing is the fact that 7% of children and youth are obese and another 20% are overweight.

Research shows that excess weight in childhood often continues into adulthood, suggesting that, without significant intervention, the steady increase in obesity prevalence over the past two decades will continue.

[To view full report](#)

CPHA Annual Conference - June 11 to 14 (Edmonton, AB)

Public Health in Canada: Creating and Sustaining Healthy Environments.

For more information and details on the Conference and how to register please visit: [CPHA Conference](#)

The Equity Lens in Public Health

PHABC is a partner in a new research project funded by the Canadian Institutes of Health Research –

Institute of Population and Public Health. The Equity Lens in Public Health (ELPH) program of research, led by Bernie Pauly (Nominated Principal Investigator), Marjorie MacDonald and Trevor Hancock (Co-Principal Investigators) and Warren O'Briain (Principal Decision Maker) is a five year project under the umbrella of the Core Public Health Functions Research Initiative. Several other PHABC members are involved. In general, we are examining the integration of an equity lens in public health in relation to: 1) Healthy Minds, Healthy People: A Ten Year Plan to Address Mental Health and Substance Use in BC; and 2) core public health programs on mental health promotion/prevention of mental disorders, and preventing the harms of substance use. Four studies will be conducted. The first study aims to understand the influences that promote or constrain the uptake of health equity as a priority in the health authorities. In the second study, we explore the mechanisms and processes of collaboration between public health and other sectors. For the third, we will develop tools and resources to support the development of equity-orientated policies and programs. In the final study we will examine the ethical challenges that public health providers must navigate in working to reduce health inequities. The project brings together partners from all of BC's health authorities as well as the Ministry of Health, PHABC, Public Health Agency of Canada, University of Victoria, University of British Columbia and the National Collaborating Centre on the Determinants of Health. Please contact elph@uvic.ca for more information.