



# PHABC NEWSLETTER

June 2013

**2013  
Summer School,  
Registration is  
now open!  
July 23-26**

**Main sites:**

**UBC**

**UVic**

**UNBC**

**UBC-O**

**More sub-sites to be  
determined**

**For registration and details  
at [www.phabc.org](http://www.phabc.org)**

## **SUMMER SCHOOL**

**July 23-26**

### **Recreation and Health: A BCRPA and PHABC Collaborative Workshop (July 23-24)**

BC Recreation and Parks Association (BCRPA) and PHABC have collaborated to bring forth a bold new session on intersectoral collaboration between the sectors of recreation and health

#### **Goal**

To support core knowledge and skill development and enhance collaboration amongst public health professionals, recreational professionals and others in relation to the topic areas of recreation and health

#### **Objectives**

1. To explore and understand the scope of recreation services, with a focus on BC.
2. To explore and understand the evidence of the health benefits of recreation, especially in chronic disease prevention, rehabilitation and healthy lifestyles
3. To explore and understand best practices in collaboration between recreation services and

public health and other health services.

4. To strengthen links between public health and other health services and recreation services, both locally and provincially.
5. To review a variety of tools, products and resources related to recreation and health that can support effective public or population health practice.
6. To provide participants with the opportunity to apply new knowledge, skills and/or resources during activities throughout the summer school
7. 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

### **Building Reflexive and Cultural Competencies to Tackle Health Inequities (July 25 – 26)**

#### **Goal**

To build awareness, knowledge and skills to support self-reflexive and culturally competent practice to tackle health inequities through intersectoral and collaborative partnerships.

## Objectives

1. To review and critically discuss the 'language' of health inequities, including underlying theories and frameworks, that informs reflexive and culturally competent practice.
2. To explore approaches and tools for reflexive practice.
3. To appreciate the need for cultural competency with public health practice and explore approaches to developing competencies in this area.
4. To learn from public sector interventions to address health inequities using reflexive and culturally competent practices within intersectoral partnerships.

For registration and other details please visit:  
[www.phabc.org](http://www.phabc.org)

## PHABC Celebrates 60 years of work on Public Health issues

Help us celebrate the Diamond Anniversary of the PHABC and all of the exceptional work that the Association and its members and volunteers have done since 1953. Providing consistent leadership and expertise in health promotion, disease prevention, healthy public policy, health workforce capacity development and more, the reach of PHABC's work has

been significant over the past six decades.

Become an important part of the PHABC's Diamond Anniversary this year:

- Check out the PHABC's [Health Voices](#) page and read insightful blog posts from local public and population health leaders
- Become a [Facebook Friend](#) of the PHABC - read and share many of the news pieces and publications posted online
- Follow the [PHABC on Twitter](#)
- Register for the [4th Annual Public Health Summer School](#) - July 23rd to 26th (Topics: Recreation and Health & Building Reflexive and Cultural Competencies to Tackle Health Inequities)
- Save the Date for the [PHABC Conference](#) – November 4-5, 2013 at Hilton Metrotown, Burnaby, BC
- [Join as a new PHABC member or volunteer!](#)

Contact [staff@phabc.org](mailto:staff@phabc.org) for more information.

Stay tuned for upcoming events hosted in celebration of the Public Health Association of BC's 60 years and Diamond Anniversary!

## 60 reasons to be PHABC member

As part of the celebrations we are asking membership to share with us your thoughts and memories.

Help us come together with 60 reasons to be a PHABC member, reason can include:

- Key historical PHABC achievements
- Featured PHABC members and their contributions over time
- General member benefits
- Positive PHABC member experience statements
- PHABC affiliated publications and events over time

You can send your suggestions to [staff@phabc.org](mailto:staff@phabc.org)

## History of PHABC

Marjorie MacDonald, PHABC President is working on writing the history of PHABC in honour of our 60<sup>th</sup> Anniversary. If any members know anything about the early history of PHABC, can you please contact Marjorie at [marjorie@uvic.ca](mailto:marjorie@uvic.ca). In addition, she is hoping to talk to all living past presidents of PHABC and would like to connect with any of you who were president prior to the past 10 years. She is already connected with those who have served over the past decade but if there are any of you, who served prior to that time, please contact Marjorie. Thank you very much.

## Election Toolkit Campaign

As part of its ongoing public health advocacy PHABC was active leading up to and during the provincial election campaign.

The goal was to raise the level of debate on two key public health issues - the need for a poverty reduction strategy to get at the roots of health inequity and the need for increased funding for health promotion to deal with the increasing burden of chronic disease. The strategy was a robust social media campaign that incorporated tools to support PHABC members to engage with candidates. The approach proved to be very successful and the Association has received very positive feedback from members and partner organizations about the value of the information, web links and blogging that were foundational to the social media campaign. Because of the success of the campaign, PHABC's Policy and Advocacy committee decided to maintain a social media presence to support a range of PHABC advocacy activity.

To this end, over the next couple of months the election website and blog will undergo a transition from a focus on the two election issues. While health inequities and health promotion will continue as key themes, there will be a broader range of information provided related to issues such as the regulation of psychoactive substances, environmental health and corporate marketing strategies on unhealthy foods to name just a few. The popular blogging that was part of the election social media campaign will continue with a number of

BC's public health leaders continuing to blog on the site. Although the website has yet to make a full transition to this post election strategy visit [POVERTY BAD FOR HEALTH](#) us on [facebook](#) and [twitter](#).

## Updates from Farm to School BC project

Brenda Kent's contract with Farm to School BC is coming to an end on June 30, 2013. She has been our provincial coordinator since October 2012 and she will leave us with a Strategic Plan for Farm to School for the next few years. Brenda is moving on to work with the Ministry of Health as the School Healthy Eating Project Manager, so she will still be closely connected to Farm to School.

PHABC would like to thank Brenda for her tremendous contributions to farm to school over the last nine months and wish her congratulations on her new position with the Ministry of Health. We will be sorry to see her go, but encouraged to know we have another farm to school advocate within the Ministry of Health.

PHABC will be looking to hire a new coordinator in the fall once funds become available. In the meantime, our Strategic Plan, jointly developed by a diverse and engaged Task Force, will set the direction for a dynamic and sustainable Farm to School program in BC. Farm to School BC will take a short break over the

summer months, which is typically a very quiet time for the program, and aim to push on ahead in the fall.

## The Health Officers Council recognizes Dr. O'Connor

Dr. Brian O'Connor received the University of British Columbia George Elliot Award for lifetime contribution to public health, in recognition not only of his more than 20 years of public health leadership on the North Shore, but also for his provincial and national contributions in population health

For details and other recipients of these awards visit: [ych-news](#)

## Provincial Health Officer Awarded Diamond Jubilee Medal

Dr. Perry Kendall, provincial health officer for British Columbia, has been awarded the Queen's Diamond Jubilee medal.

Dr. Kendall has devoted his professional life to promoting and pursuing innovative health-care practices in British Columbia. His efforts have focused on the prevention of disease, injury and disability and the promotion of population health.

[To view the full article](#)

## The Judy Graves Graduate Award

The Judy Graves Annual Graduate Award was established in 2013 to celebrate the work of Judy Graves, a city employee renowned for her work with

the homeless of Vancouver, to celebrate her upon her retirement on May 29, 2013 at St. Andrews United Church, at Burrard and Nelson. The award was intended to recognize and provide funding to graduate students at Simon Fraser University who have demonstrated a similar passion to Judy for fighting for social justice and advocating for those living on the margins of society.

## **OPSEU Health Care Divisional Council**

Too frank for the food industry

Last year Dr. Yoni Friedhoff was invited by the Ontario Medical Association to speak at a small food industry association breakfast.

Just days before the event, the organizers uninvited Dr. Friedhoff without any explanation.

Having prepared his Powerpoint and talk, he decided to post it on-line for all of us to hear and see. In fact, more than 228,000 people have already viewed it on YouTube.

Friedhoff says the food services industry has a fiduciary duty to make profits and zero responsibility to protect public health. That responsibility should be up to us, including labeling the playing field so that ethical food producers can compete

with those who make false claims about the health of their products.

[To view video](#)

## **Latest OECD Figures Confirm Canada as a Public Health Laggard**

Despite the Canadian public health community's commitments to promoting public policy that supports health, evidence indicates that Canada's public health picture continues to decline. This may be due in part to the failure of public health agencies and local public health units to engage in public policy advocacy and public education about the social determinants of health.

Examples of such activities by local public health units are now available and provide a model for such activity.

<http://journal.cpha.ca/index.php/cj/article/view/3355>

Realization of the statement "Canadian Public Health Association members believe in universal and equitable access to the basic conditions which are necessary to achieve health for all Canadians" therefore requires that public health agencies and local health units communicate to governmental authorities and the public what is known about the

SDOH and insist upon the making of health-promoting public policy. Are Canadian public health agencies and local health units willing to engage in these activities? If not, are they prepared to live with the public health consequences?

## **Health in the post-2015 development agenda: need for a social determinants of health approach**

The UN Platform on Social Determinants of Health is an informal mechanism to provide coordinated support to Member States with implementation of the Rio Political Declaration on Social Determinants of Health.

The Platform also advocates placing the social determinants of health highly on the global development agenda, and fostering coherent action on the social determinants of health. Currently, the platform involves staff from ILO, UNDP, UNFPA, UNICEF, WHO and UNAIDS.

Available online PDF [18p.] at: <http://bit.ly/Xd6yGM>