



PHABC

Public Health Association of British Columbia

2016 – 2017 Annual Report

**Presented at the Annual General Meeting
November 16th, 2017
Sutton Place Hotel, Richmond, BC**



Presidents Report

At the completion of my first year as president, I am truly honored to have had the opportunity to work with such dedicated staff, board members and volunteers, as all have worked so tirelessly to advance public health in BC. There is much that has been accomplished by the numerous committees, as presented below, and 2017 has been a year of action and strong collaboration with PHABC partners. We very much appreciate our Past President Paola Ardiles' leadership in working through important transitional and planning phases that have enabled us to see numerous strategic plans come to fruition. The formal operational plan that was developed has provided the structure to continue achieving our goals and work toward our vision of a fair and healthy British Columbia for all. We continue to build on our communication plan and public engagement plan and are succeeding in better engaging our members, stakeholders and public at large. One of the biggest strengths of the association is the expertise of our members. Thanks to this expertise, PHABC is able to be responsive and relevant with respect to many public health related issues in the spotlight today, including the opioid crisis, poverty reduction, and looking at innovative ways to approach public health practice.

Speaking of innovation, during this past election year, PHABC played an important role in public engagement using a digital consultation platform called PLACESPEAK. Utilizing this tool we were able to produce an election toolkit thanks to our wonderful Policy Advocacy and Research Committee that addressed public health issues and engaged the electorate in a dialogue. Placespeak reached every region of the province. This included opportunities for the public to pose questions and share stories. Given the amount of "traffic" on PLACESPEAK during the preceding months leading up to the election, this definitely proved to be an innovative and effective communication strategy. Also related to the PHABC website are the improved darker colours in the logo making it easier for persons with visual impairment to view online. We will be continuing to revise our website in the future to strengthen the inclusiveness of our organization for online access to persons with disability.

In light of the many factors impacting BC in 2017, including technological innovations that are changing the way we go about our lives, the Summer School of 2017 focused on "Facing a Changing World: Transformational Leadership and Practice". Our Capacity Building Committee worked tirelessly to develop the program and deliver it with the aid of our coordinators and staff. Attendees were presented with examples of transformative leadership and practice in four topic areas: Child and Youth Health, Indigenous Health, Planetary Health, and Refugee Health. They then reflected on their own public health practice in terms of how to incorporate new learnings. It is my intention that in 2018, PHABC will build on these efforts, focusing on health equity and supporting all communities confronting economic, social and health challenges in BC. Strong foundational work has been done and, thanks to the forward thinking of our Executive Director, Shannon Turner, and the Board members of PHABC, we are seeing important health actions taking place on a number of fronts. The unflagging efforts of our Policy, Advocacy and Research committee in concert with partners like the Poverty Reduction Coalition have resulted in a number of position papers and policy developments from LNG to a call for an OPIOID ACTION PLAN. Dr. John Miller is our lead on this submission and has been responding to media inquiries and speaking eloquently on the importance of a comprehensive prevention strategy based on a public health approach with a focus on the Social Determinants of Health. Within one day of our submission the Premier called for increased federal funding to address this crisis.



In terms of school health PHABC has received multi-year funding by MOH to administer the Farm to School program. This initiative assists school-aged children in BC to learn about growing, procuring and consuming healthy and nutritious local foods. Our farm to school program has also been the recipient of two additional grants from the Horner Foundation and the City of Vancouver to focus on indigenous foods and healing plants. Another program supported by PHABC is I Boost Immunity that has received major funding support for its vaccination programs. Such effective working partnerships have been made possible because of the passion, insight, and collaborative efforts of our staff, board and volunteers.

PHABC has a number of key partners and allies. As you walk thru our networking event today you will see some of them profiled. I would like to acknowledge the BC Health Literacy Networks and the Health Promotion BC network, both of whom we are providing administrative support to and hosting on the PHABC website. Our newest partner is the BC Population Health Network – PHABC will serve as the secretariat to this group. Bridge for Health, is a partner in a number of activities including public event and conference planning and is also a member of Prevention of Violence Canada – a coalition PHABC is a founding partner in. I mentioned the Poverty Reduction Coalition earlier and in concert with their work is First Call an advocacy group for child health in BC. I would be remiss if I didn't mention Farm to Cafeteria Canada with whom we share a national grant and SPARC BC an administrative partner for that grant. Another of our key allies is the BC Alliance for Healthy Living Society, and our Executive Director will be the incoming chair of that proactive group of agencies seeking to improve population health. The list goes on but it is clear that we work collaboratively for our mission and goals and we welcome the strength that comes with working in concert with like-minded individuals and agencies.

On behalf of PHABC staff and board I want to acknowledge the work of a previous long-standing executive director, Michael Barnes who helped pave the way for PHABC to become a vibrant and sustainable organization and be a model for other public health associations across Canada. Over the more recent years, Shannon Turner has provided excellent stewardship in this role, and her background in Health Informatics and managing various public health environments have been instrumental in guiding PHABC towards action-oriented work. As with every year, we are faced with mixed emotions as we say farewell to our board members finishing their terms and also welcome some new faces full of new ideas. This year we bid farewell to Alex Frame, Shelley Sorenson, Sandra Edelman and Theresa Healy all of whom have been instrumental in the development of our conferences, advocacy efforts, communications, and public engagement initiatives over the last few years. It is remarkable to look back and acknowledge that all of this work is done on a volunteer basis. Thank you on behalf of PHABC for sharing your knowledge and passion with us throughout the years. We are a stronger and wiser association because of you. I conclude by congratulating our newly elected board members: who bring a wealth of experience and diverse perspectives that can support PHABC to become an example of a vibrant, member-driven, sustainable organization in the future.

With sincere gratitude,

Gord Miller
President, PHABC



Finance Committee

For the fiscal year ending September 30, 2017, PHABC has experienced very strong revenues and associated growth in program delivery, as well as strong deferred revenue for future program delivery. Operating costs for the organization have continued to decrease as a percent of revenues, resulting in a healthy increase in net assets for the organization and a comfortable operating reserve. Overall, PHABC continues to be a fiscally healthy and vibrant society.

Sincerely,

Roger Wheeler
Treasurer

Capacity Building Committee (CBC)

The purpose of the Public Health Association of BC (PHABC) Capacity Building Committee (CBC) is to foster innovation and excellence across the spectrum of public health practice and build workforce capacity by developing, operationalizing and maintaining PHABC's goals related to capacity building as outlined in the 2016 PHABC Strategic Plan.

To achieve these goals in 2016/2017 the CBC focused attention on three initiatives and established sub-committees for each:

1. The 2016 PHABC Annual Conference
2. The 8th Annual 2017 Public Health Summer School
3. The 2017 PHABC Annual Conference

2016 PHABC Annual Conference:

The 2016 Conference was hosted at the Sheraton Airport Hotel in Richmond, BC on December 11th and 12th, 2016. Co-hosted with the BC Teachers' Federation (BCTF) the theme of the Conference was Strengthening Healthy Development: Education and Public Health in Partnership.

The goal of the Conference was to create a forum for deliberative dialogue and respectful exchange of ideas related to the intersections of public health and education, in order to build meaningful collaboration, mutual understanding and support between the public health and education communities in achieving well-being for all.

The objectives for the Conference were to share evidence on the benefits, challenges, successes and failures of current health-education engagements; to develop competencies within the public health and education communities to support intersectoral work; to engage the public in a deliberative dialogue with the education and public health communities, and; to provide opportunities for collaboration through networks, linkages, and partnerships between the public health and education sectors for addressing shared goals.



There were a total of 204 participants in attendance at the Conference, including speakers and facilitators. Of these, 61 responded to the evaluation survey. The majority of respondents agreed or strongly agreed that the Conference achieved its goal and all of the stated objectives. Suggestions for improvements included moving the Conference to a different time of year or choosing different dates – which we have done for the 2017 Conference, and providing more information about each presentation to help participants with their selection of breakout sessions.

Acknowledgements:

We would like to thank our sponsors and volunteers who made the 2016 Conference and associated Networking Event possible. A lot of time and effort goes into planning and delivery, and all of the volunteers, speakers and presenters were valuable contributors. We would also like to say a special thanks to the PHABC staff who worked tirelessly to plan and deliver both the Conference and Networking Event.

Summer School:

The 2017 Summer School was held following Canada's 150th on July 6th and 7th. To reflect on our true history and to recognize the important of reconciliation and efforts to support diverse populations, the focus of the summer school was Facing a Changing World: Transformative Leadership and Practice. This overarching theme was discussed in the context of four sub-topics: Indigenous Health, Child and Youth Health, Immigrant and Refugee Health, and Planetary Health and Healthy Built Environments.

The goal of Summer School was to bring together individuals who are working directly or indirectly with public health issues or health promoting activities across BC to explore the meaning of transformative leadership and practice and its applications across multiple sectors in public health.

The objectives of the Summer School were for attendees to be able to define Transformative Leadership and Practice, consider new opportunities to meet changing public health needs within communities, examine ways to achieve a shared goal of population health improvement, and examine innovative solutions.

A total of 92 people participated at one of the four Summer School sites. While the evaluation survey had a very low response rate, the majority of those who did respond agreed that the Summer School successfully explored the meaning of Transformative Leadership and Practice and its application to all of the four topic areas. One suggested area for improvement included stronger links between each sub-topic and the overall theme.

Acknowledgements:

We would like to thank our sponsors and partners for their generous contributions to this event: UBC Faculty of Medicine, University of Northern BC, UBC Okanagan, Vancouver Coastal Health and the University of Victoria. We would also like to thank all of our amazing speakers, facilitators and volunteers who so graciously donated their time and shared their knowledge and experiences. Last, but certainly not least we would like to thank the staff of PHABC for their hard work on planning the Summer School.

A Note about the 2017 Annual Conference:

The PHABC 2017 Annual Conference will build on the work of the 2017 Summer School and continue the theme of Transformative Leadership and Practice along with the sub-themes of Indigenous Health, Immigrant and Refugee Health, Child and Youth Health, and Planetary Health. The Conference will also feature a plenary session on the current opioid crisis in the province and public health responses to it.



We hope to take what we have learned from both Summer School and the 2017 Conference to develop a paper on Transformative Leadership and Practice.

Acknowledgements:

Thank you in advance to all of our 2017 Conference sponsors and partners. A lot of work has gone into planning the Conference this year and we could not do this work without all of our dedicated volunteers, sponsors and PHABC staff.

Sincerely,

Maureen Rowan & Shannon Clarke
Co-Chairs

Governance Committee

The Governance Committee has had a productive year. Our committee supported the appointment of a President for 2016-2017 organizational year in order to fill the remainder of a term left vacant as a result of a withdrawal from the president's role. We successfully conducted the nomination and election processes to fill vacancies on the Board. This year, there were vacancies for the President, 4 Directors at Large. All candidates were acclaimed. Another task was to complete our compliance with the new BC Societies Act. The Constitution and Bylaws have been updated to ensure compliance with the new legislation. We approved and began the process of renewing our charitable status and hope to complete that objective in 2018. At our board of director's annual face to face meeting in May, we had a formal presentation from Vantage Point on board governance. This resulted in a renewed interest in our committee structure and roles. We are consequently updating the board manual to reflect this new orientation.

Sincerely,

Veronica Fynn Bruey
Chair



Policy, Advocacy, Research Committee (PARC)

Our Mission:

The purpose of the Policy, Advocacy, Research and Communications Committee (PARC) is to advance policies that promote health, well-being and social equity. We achieve this by advocating for the implementation of healthy public policy at federal, provincial, regional and municipal levels of governments. We work effectively through partnerships with other non-profit organizations and civil societies to advance policy positions that align with PHABC's mandate. Finally, the PARC Committee also evaluates policy recommendations for final endorsement by PHABC Board of Directors.

Highlight from 2017:

The Provincial Government election in May 2017 presented PHABC with a unique opportunity to join millions of British Columbians in discussing the matters that we care most about. Members of the PARC Committee played an important role in developing and advancing a non-partisan perspective on the immediate and long-term actions needed to promote health and wellbeing of British Columbians while reducing health inequities. Our 2017 Election Toolkit provided public health professionals with a framework for engaging in the political discourse at all levels - from conversations with colleagues and neighbours, to MLA candidates. Proposed actions were grouped into four categories (market economy, public investments, benefits and taxation) and specific policy recommendations were identified.

Armed with a clear and concise advocacy platform, PARC members joined the discussion in person and online. At a forum hosted by the BC Health Coalition and Canadian Centre for Policy Alternatives, we worked with a range of non-profit partners to identify common goals and opportunities for collaboration. We also increased our online presence with the launch of the #SafePublicHealth campaign in social media, a collaboration with students from universities across the Province as well as the BC Health Coalition. An exciting new development was the e-launch of PHABC's PlaceSpeak platform. This online community consultation platform allowed us to engage in direct dialogue with the public and to promote awareness and discussion of the topics that matter most to public health. We anticipate that this tool will continue to serve PHABC well in mobilizing public support and communicating with communities now and in the future.

Working Towards Our Goals:

In 2017, we worked on the following areas to continue advancing our mission:

Advise the PHABC Board of Directors on Policy Recommendations

Throughout this year, we tested the recently endorsed our Guide for Advocacy Initiatives. This document provided PARC's members with a tool for systematically assessing policy advocacy opportunities based on a set of criteria. This included: alignment with PHABC priorities, strength of the evidence supporting the issue, the risk profile of the issue and our ability to influence.



Advocate for Healthy Public Policy

In addition to our advocacy efforts leading to the 2017 Election, PARC members were active on a number of other initiatives including:

Encouraging the provincial government to include a comprehensive and multi-pronged health impact assessment, including climate change and associated health costs, into the provincial environmental assessment procedure for the Kinder Morgan Pipeline.

Raising the urgency of a Poverty Reduction Plan to reduce the growing inequities in our Province, including for those living with mental illnesses.

Calling for provincial action to develop an Opioid Action Plan that prevents opioid harms by addressing the determinants of misuse, expanding harm reduction and treatment initiatives, and addressing the enforcement-related barriers to health.

Support our partners on issues that matter to us

The PARC Committee played a critical role in identifying and supporting partnership opportunities that align with our mandate.

This year we supported the following initiatives:

Supporting the Tsilhqot'in First Nation with their call for recognition to Aboriginal Land Title and comprehensive Environmental review with respect to proposed mining projects in their territory.

Supporting our partners at the Elizabeth Fry Society of Greater Vancouver with securing funding for their initiative 'Growing Great Kids out of Homelessness.'

We would like to take this opportunity to recognize the generous contribution of our PARC Committee members who volunteer their time and expertise to help PHABC be a leading partner for promoting the health and wellbeing of our residents and addressing inequities that divide us.

Sincerely,

Juan Solorzano and Richard Han
Co-Chairs



Public Engagement Committee (PEC)

In 2016 the Public Engagement Committee took on the role of analyzing, planning and engaging the board of the organization to more closely embed Public Engagement in all aspects of board committee work. This allowed the PEC committee to act as a support to the other committees in their needs around Public Engagement rather than lead public engagement as a distinct strategy. This way, PE strategies were framed and led by issues.

The acceptance of the final report, *Public Engagement: A Strategy for PHABC*, allowed the PEC committee to turn its focus to engaging the broader membership of the organization. To this end, PEC conducted a dotmocracy exercise at the 2016 PHABC Annual General Meeting to determine what issues the membership identified as key areas for PHABC Board attention. The results prioritised:

1. Advocacy for Public Health funding under threat of cuts
2. Collaboration with First Nations, city/urban planners to build healthy cities and communities
3. Create opportunities for broader collaboration.

Other minor themes reflected pressing issues such as affordable housing, turning the tide on Opioid deaths and action on poverty. All of the themes, both the top three and the minor themes, reflected a broadly felt desire to mobilize support for public health among the general public because of it's potential to address cross cutting issues. The report on the dotmocracy findings was submitted to the board in early 2017.

The personnel change at PHABC (across staff and board), health crises, and the wildfires of the summer overtook the operations of the PEC. However, we did support the use of Placespeak – an online consultation tool - for the duration of the election.

We look forward to revitalizing our work in the upcoming year.

Sincerely,

Theresa Healy
Chair