



Public Health  
Association of BC



# Conference 2023



# Final Program

Public Health and Equity  
in the

**DIGITAL  
AGE**



# Day 1 - November 21st

7:15am - 4:45pm

## Lafite Foyer

7:15am - 8:15am Registration

## Lafite Foyer and Château Versailles

7:15am - 8:15am Breakfast

## Château Versailles

8:15am - 8:45am

### Welcome

**Speakers:** Chief Marilyn Gabriel, Kevin Kelly, Michael Kelly-Gabriel, Allie Keitlan (Kwantlen First Nation)

8:45am - 9:00am

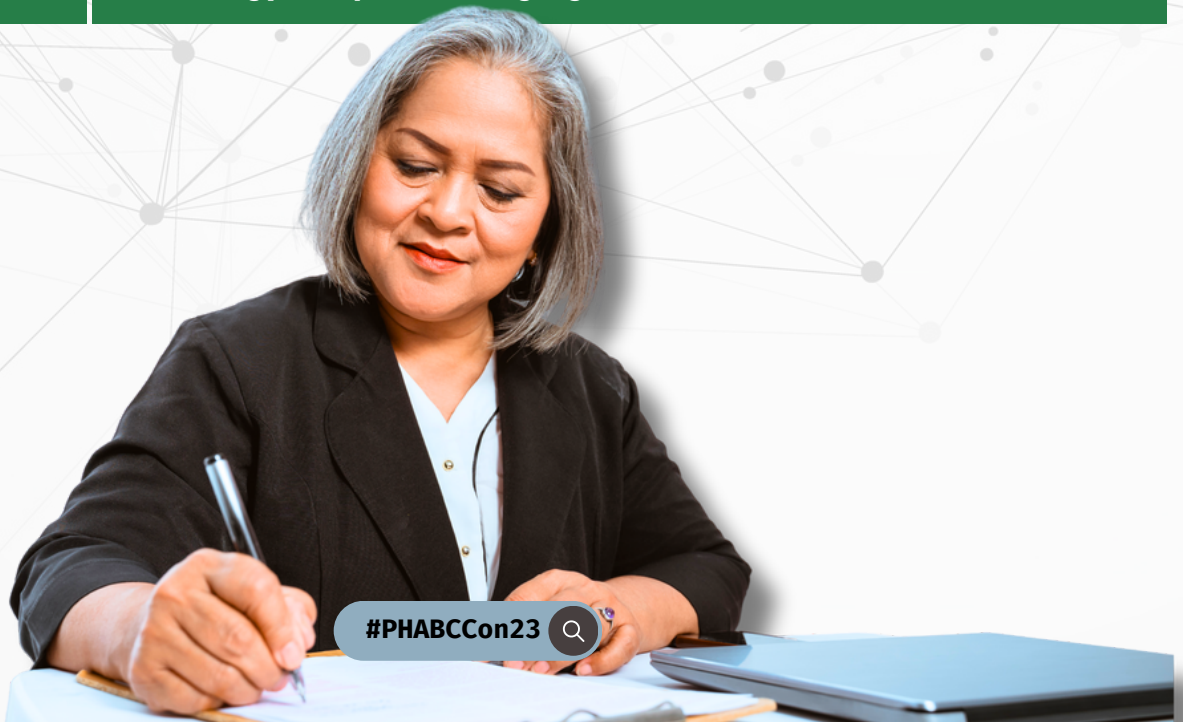
### Remarks from the Provincial Health Officer

**Speakers:** Dr. Bonnie Henry (Province of British Columbia)

9:00am - 9:30am

### Introduction to Public Health and Equity in the Digital Age

**Speakers:** Dr. Alex Choi (Vancouver Coastal Health), Dr. Shannon Freeman (University of Northern BC, Centre for Technology Adoption for Aging in the North)







### Château Versailles

<p>9:30am - 10:00am</p>	<p>The Honorary Dr. John F Blatherwick Lecture TechE4 Health: Accelerating Innovation (AI) or Advancing Inequity (AI)?</p> <p><b><u>Speakers:</u> Dr. Lorie Donelle (University of South Carolina)</b></p> <p><b><u>Moderator:</u> Dr. Simon Carroll (University of Victoria)</b></p>
<p>10:00am - 10:30am</p>	<p>Unveiling the Power of AI in Public Health: Insights from Diverse Case Studies and Future Directions</p> <p><b><u>Speakers:</u> Dr. Hind Sbihi (BC Centre for Disease Control), Dr. Michael Irvine (BC Centre for Disease Control)</b></p> <p><b><u>Moderator:</u> Dr. Ihoghosa Iyamu (BC Centre for Disease Control, University of BC)</b></p>
<p><b>10:30am - 10:50am Wellness and Coffee Break</b></p>	

**10:50am–  
12:00pm**
**Oral Presentations**

	<b>Château Margaux</b>	<b>Château Belair</b>	<b>Château Olivier</b>	<b>Château Versailles</b>	<b>Château Mouton Rothschild</b>
10:50am – 11:10am	<p>An introduction to the Live 5-2-1-0 App: the use of co-creation to design and develop a new platform for the promotion of healthy behaviours in children</p> <p><b>Dr. Molly Sweeney Magee</b></p>	<p>Redirecting demand for vaccine information away from non-credible sources</p> <p><b>Saransh Sharma</b></p>	<p>AgeTech, Ethics and Equity: Towards a Culture Shift in AgeTech Ethical Responsibility</p> <p><b>Rebecca White</b></p>	<p>Use of community-based technologies to address the overdose epidemic</p> <p><b>Upkar Singh Tatlay</b></p>	<p>The Advantage of Social Prescription in Isolated and Frail Older Adults in a Post-Pandemic World</p> <p><b>Joy Abasta, Zarif Akbarian</b></p>
11:15am–11:35am	<p>Unmet Mental Healthcare Needs and Service Modality Preferences Among BC Youth</p> <p><b>Julia Kaufmann</b></p>	<p>Immunize BC's Informed Choice Program (VSRR)</p> <p><b>Lily Crist</b></p>	<p>A health equity analysis of awareness and use of GetCheckedOnline in communities where the service is available in British Columbia</p> <p><b>Rodrigo Sierra-Rosales</b></p>	<p>Strengthening Public Health Initiative – Renewal of B.C.'s Guiding Framework for Population and Public Health</p> <p><b>Dr. Meaghan Thumath, Lara Miramontes, Justine Wardle</b></p>	<p>Decriminalization is Public Health: Evidence vs Rhetoric in creating and implementing current BC drug policies</p> <p><b>Brittany Graham, Garth Mullins</b></p>
11:40am–12:00pm	<p>Centering Youth Voices to Transform Systems toward Upstream, Community-Based Notions of Resilience through Digital Art</p> <p><b>Dr. Katrina Plamondon, Dr. Sana Shahram, Shaheer Khan</b></p>	<p>Characterization of Influenza Vaccine Coverage in Patients at Risk of Severe Outcomes in Canada</p> <p><b>Peter Hoang</b></p>	<p>Enhancing Health Outcomes through Accessible, Plain Language: The new international language standards</p> <p><b>Cheryl Stephens</b></p>	<p>Using Machine Learning to Develop Enhanced Multimorbidity Surveillance in BC</p> <p><b>Dr. Kate Smolina</b></p>	<p>Collective Care: Violence- and Trauma-Informed Care in Virtual Collaborative Harm Reduction Spaces</p> <p><b>Nabila Basri, Karly Macdonald</b></p>



### Château Versailles

12:00pm – 1:00pm

Lunch

1:00pm – 2:00pm

AI Implications for Public Health: Equity and Inclusivity

**Speakers:** Dr. Leanne Currie (UBC School of Nursing),  
Dr. Piper Jackson (Thompson Rivers University, AGE-WELL NCE),  
**Moderator:** Dr. Shannon Freeman (University of Northern BC, Centre  
for Technology Adoption for Aging in the North)

### Château Lafite

2:00pm – 3:00pm

Poster and Exhibitor Session

### Château Olivier

2:15pm – 2:45pm

Recharge with Movement and Mindfulness

**Rebekah Erickson**





3:00pm- 4:30pm

Workshops

**Château Margaux**

Bringing Systematic Equity Action-Analysis into the Digital Age of Public Health

**Dr. Katrina Plamondon,  
Dr. Sana Shahram,  
Shaheer Khan**

**Château Versailles**

2024 Core Competencies for Public Health in Canada - What are the essential knowledge, skills and attitudes public health providers require to support digital equity and access, optimize artificial intelligence, and address misinformation and disinformation?

**Lynda Tjaden,  
Dr. Melissa MacKay,  
Dr. Jennifer McWhirter**

**Château Mouton Rothschild**

Strategies to Confront Public Health Misinformation and Drive Behavior Change in the Age of the Infodemic

**Takuto Shiota,  
Connor Guyn,  
Ruth Magee**

**Château Olivier**

Hacking RSV Prevention: Converting Vaccine Hesitancy to Vaccine Confidence with New Products in Public Health

**Dr. Dion Neame  
Ajit Johal**

**Château Belair**

Designing for and with Communities: Equity Centered Design in Health Promotion

**Ilhan Abdullahi**

**Château Versailles**

4:30pm - 4:45pm

Closing Remarks  
**Speaker: Isobel MacKenzie (BC Seniors Advocate)**



## Poster Presentations:

- 1** Co-development of a research agenda for perinatal digital innovation with patient and health system partners  
**Haneen Amzah, Sally Chen, Dr. Beth Payne**
- 2** The Digital Transformation of Public Health Requires New Competencies, Training Models and Multidisciplinary Partnerships  
**Dr. Swathi Ramachandran**
- 3** The Advantage of Social Prescription in Isolated and Frail Older Adults in a Post-Pandemic World  
**Joy Abasta, Zarif Akbarian**
- 4** Ongoing impacts of the COVID-19 pandemic on access to primary care among im/migrant communities in British Columbia, Canada  
**Yasmin Bozorgi, Dr. Stefanie Machado, Elmira Tayyar**



# Day 2 - November 22nd

7:30am - 4:00pm

<b>Lafite Foyer</b>	
<b>7:30am - 8:15am</b>	<b>Registration</b>
<b>Lafite Foyer and Château Versailles</b>	
<b>7:30am - 8:15am</b>	<b>Breakfast</b>
<b>Château Versailles</b>	
<b>8:15am - 8:45am</b>	<b>Opening Remarks</b>  <b>Speakers: Dr. Shannon Freeman (UNBC) Dr. Alex Choi (Vancouver Coastal Health)</b>
<b>8:45am - 9:45am</b>	<b>The Honorary Dr. Trevor Hancock Lecture Misinformation/Disinformation and the Politics of the Internet</b>  <b>Speakers: Tina Purnat (University of Memphis School of Public Health), Dr. Simon Carroll (University of Victoria)</b>  <b>Moderator: Shannon Turner (Public Health Association of BC)</b>
<b>9:45am - 10:15am</b>	<b>Wellness and Coffee Break</b>





10:50am-11:50am		Oral Presentations and AI Tool Training Demos		
10:15am - 11:50pm	Château Belair	Château Olivier	Château Mouton Rothschild	Château Versailles
10:15am-10:35am	<p>Infodemic Management (IM): A Paradigm Shift in Capacity Building during the Pandemic (and beyond)</p> <p><b>Renata Mares</b></p>	<p>Social Prescribing for Older Adults in Canada: Their Needs, Priorities, and Digital Considerations</p> <p><b>Cindy Yu</b></p>	<p>Advancing Healthy Public Policy: VCH's Policy Monitoring Framework</p> <p><b>Joshua Codd</b></p>	<p>BlueDot Demo Session</p> <p><b>Josephine De Leon, Dr. Andrea Thomas</b></p>
10:40am-11:00am	<p>Bill C-18 and its public health implications: a discourse</p> <p><b>Twila Amato Selenna Ho</b></p>	<p>Empowering health equity: Co-creating telehealth services with urban/rural Indigenous Communities in British Columbia's Interior</p> <p><b>Dr. Viviane Josewski</b></p>	<p>How website design and implementation affect experiences of missed opportunities for testing through GetCheckedOnline, BC's digital STI testing service: An equity-based mixed-methods study</p> <p><b>Dr. Ihoghosa Iyamu</b></p>	
11:05am-11:25am	<p>An evidence-based framework for crisis communication using social media</p> <p><b>Natasha Caton, Dr. Maulik Baxi</b></p>	<p>Access to virtual and in person primary care among elder im/migrants in British Columbia during the COVID-19 pandemic</p> <p><b>Cecelia Sierra-Heredia</b></p>	<p>An Introduction to LLM (ChatGPT) and examples of its use in Public Health</p> <p><b>Juan Solorzano, Joshua Codd, Alireza Kamyabi, Kousaku Yui</b></p>	<p>Mutuo Health Solutions Demo</p> <p><b>Dr. Noah Crampton</b></p>
11:30am-11:50am	<p>Creating A Successful School-Based Digital Resource. It's simple but not easy!</p> <p><b>Kathy Miller, Lily Crist</b></p>	<p>COVID-19 impacts on young im/migrant women's healthcare access</p> <p><b>Dr. Stefanie Machado, Elmira Tayyar</b></p>		

### Lafite Foyer and Château Versailles

11:50am – 1:00pm

Lunch and PHABC AGM

1:00pm – 2:00pm

The Honorary Dr. Irving Rootman Lecture  
Technology and Healthy Aging: Connection, Participation and Equity

**Speakers:** Dr. Richard McAloney (AGE-WELL NCE, Centre for Technology Adoption for Aging in the North),  
Dr. Stephen Katz (Trent University),  
Dr. Lorie Donelle (University of South Carolina),  
Dr. Shannon Freeman (University of Northern BC, Centre for Technology Adoption for Aging in the North)

**Moderator:** Dr. Simon Carroll (University of Victoria)

2:00pm – 2:30pm

Wellness and Coffee Break

### Château Versailles

2:30 pm – 3:00 pm

Healthcare Digitization and Artificial Intelligence: Implications for Public Health and Health Services Delivery

**Speakers:** Dr. Kendall Ho (UBC Faculty of Medicine, BC Ministry of Health)

**Moderator:** Dr. Geoff McKee (BC Centre for Disease Control)

3:05 pm – 3:35pm

Regulation of Artificial Intelligence in Canada: Considerations through a Lens of Public Health

**Speakers:** Dr. Kristen Thomasen (Peter A. Allard School of Law)

**Moderator:** Dr. Alex Choi (Vancouver Coastal Health)

3:40pm – 4:00pm

Closing Remarks

**Speakers:** Dr. Shannon Freeman (UNBC, Centre for Technology Adoption for Aging in the North),  
Dr. Alex Choi (Vancouver Coastal Health)





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[phabc.org/conference-2023/](https://phabc.org/conference-2023/)

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# Conference 2023



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# Gala

e v e n i n g

featuring

André Picard

with remarks from

Dr. Bonnie Henry

**November 20th at 6pm**

Doors open at 5pm

**Sutton Place Hotel**

845 Burrard Street

Vancouver, BC V9Z 2K6

**Semi-formal dress code**

**[www.clkmg.com/PHA\\_BC/gala](http://www.clkmg.com/PHA_BC/gala)**

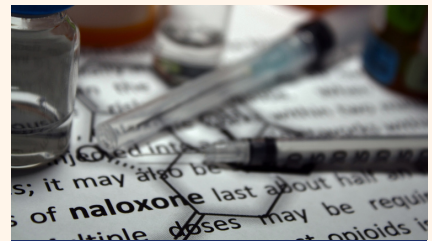
## Public health is...



**Always Learning**



**Collaborative**



**Life-Saving**



**Personal Health**



**Food Security**



**Children's Health**



**Protection**



**Planetary Health**



**Mental Health**



**Violence Prevention**



**Essential**

**Come celebrate 70 Years Forward of public health leadership in the province and beyond.**