



CPHA  ACSP

CANADA'S PUBLIC HEALTH LEADER
LE LEADER CANADIEN EN SANTÉ PUBLIQUE

2007 Annual Report

Founded in 1910 and incorporated in 1912, the Canadian Public Health Association (CPHA) is a national, independent, not-for-profit, voluntary membership association representing public health in Canada with links to the international public health community. CPHA's members believe in universal and equitable access to the basic conditions which are necessary to achieve health for all Canadians.

CPHA's mission is to constitute a special national resource in Canada that advocates for the improvement and maintenance of personal and community health according to the public health principles of disease prevention, health promotion and protection and healthy public policy.

Membership

Our membership is the strength and spirit of CPHA. By providing their expertise, both nationally and internationally, CPHA's members give the Association credibility, direction and authority. In return, the Association provides members with a forum to speak out on a broad range of public health issues.

Membership in CPHA is voluntary. Our members represent over 25 disciplines: professionals in public health practice, teachers, researchers, government employees and individuals interested in issues that affect community and public health.

2007 CPHA Board of Directors

CPHA is governed by a skills-based, volunteer Board of Directors. The Board concentrates on providing strategic leadership for the Association and public health in general. The Board establishes policies and guides the Association's development.

Chair

Ron de Burger, BA, CPH, CPHI(C)

Chair-Elect

Cordell Neudorf, BSc, MD, MHSc, FRCPC

Members

Colleen Davidson, BSc/HBOR, BEd, MPH, PhD(c)

Erica di Ruggiero, BSc, MHSc, RD

Paul Hanvey, BA, CA

Sue Hicks, BN, MES

Maureen Law, MD, FRCPC

John Maxted, MD, MBA, CCFP, FCFP

Lynn McIntyre, MD, MHSc, FRCPC

Jennifer Spencer

Ex officio

Elinor Wilson, RN, PhD, Chief Executive Officer (until February 13, 2007)

Janet MacLachlan, BA, MA, MHA, Acting Chief Executive Officer

Debra Lynkowski, BA, LLB, Chief Executive Officer (from August 20, 2007)

Jeanette Ward, MBBS, MHPEd, PhD, FAFPHM, Interim Scientific Editor (until February 1, 2007)

Gilles Paradis, MD, MSc, FRCPC, FACPM, FAHA, Interim Scientific Editor (from May 1, 2007)

Patron

Her Excellency the Right Honourable Michaëlle Jean, CC, CMM, COM, CD
Governor General of Canada



members



direction

A New Strategic Plan

In January 2007, the CPHA Board of Directors approved a new strategic plan to guide the organization for the next decade. The plan addresses the Association's need to choose wisely the range of activities we undertake in order to maximize our impact on public health in Canada and around the world. The plan focuses on three desired outcomes:

- ✦ mobilization of stakeholders across the continuum in support of public health;
- ✦ development and implementation of effective public health policy through an efficient public health structure at each level of government; and
- ✦ a public health system that is supported by a sufficient number of appropriately skilled practitioners.



strategic

Moving from Strategy to Action

In order to achieve these outcomes, CPHA is focusing on five important objectives:

- ✦ transforming CPHA into a financially resilient organization;
- ✦ strengthening CPHA's collaborative relationships;
- ✦ mobilizing stakeholders;
- ✦ enhancing capacity in the public health sector; and
- ✦ focusing on advocacy.

action

Though the plan is only in its first year of implementation, significant progress has already been made.

Financial Stability and Growth

CPHA continues to undertake important public health programming with funding from government partners. This programming remains a key strength of CPHA. Recent unanticipated program cuts and closures, however, reinforced the need for organizational transformation to ensure CPHA's continued financial stability and growth.

In 2007, the process of transformation began. The findings of a preliminary review of CPHA's revenue-generating activities indicate that there are opportunities to increase our revenue in a number of areas. A compelling Case for Support that tells the story of CPHA and public health was developed and will be used as an important tool to support revenue development and corporate partnerships.



CPHA also began the expansion of its corporate partnership program. A joint initiative with Reckitt Benckiser, CPHA's first major corporate partner, resulted in the launch of the Infectious Diseases Portal, a website that facilitates the dissemination of resources that support the prevention of infectious diseases for both health professionals and the general public. We will continue to explore and expand our relationships with corporations and foundations who share our values.

growth

Collaborative Relationships

Through the dedication of its members, CPHA continues to be represented on numerous external committees, task forces and at meetings that help shape the future of Canada's health system. The sheer volume of these requests for representation created the need to develop a process to guide the selection of collaborative relationships to maximize our impact on the Association's priority policy areas. In 2007, this selection process was developed, and new collaboration requests will begin to be assessed on criteria that include:

- ✦ alignment with CPHA strategic priorities;
- ✦ public health relevance;
- ✦ potential impact; and
- ✦ resource implications.

At the national level, CPHA continues to take a leadership role in the Canadian Coalition for Public Health in the 21st Century. The Coalition is a pan-Canadian network of both non-profit and professional organizations, health charities and academic research organizations that advocate for adequate public health functions to protect and promote health and prevent disease and injury in Canada. The Coalition has developed clear priorities for building public health capacity and leadership in Canada as well as an advocacy plan in the event of a federal election.

Through new and ongoing global public health initiatives, CPHA is strengthening its international relationships and continues to help build the organizational capacity of the World Federation of Public Health Associations (WFPHA). The *Strengthening of Public Health Associations (SOPHA)* program continues to help build public health association capacity in countries around the world. SOPHA has participated in the revitalization of the East, Central and Southern Africa Public Health Association (ECSAPHA) and the establishment of the Réseau des Associations de santé publique en Afrique francophone (RASPAF). The *Canadian International Immunization Initiative (CIII-2)* provided technical assistance in 13 developing countries through the deployment of 35 Canadian consultants.

Collaboration continues to be at the heart of CPHA's Annual Conference, providing a unique opportunity for joint leadership of the only national public health conference.

partnerships



expertise

2007 Collaboration Activities

- Advisory Council to the CPHA Board of Directors
- Canadian Coalition for Action on Tobacco
- Canadian Coalition for Immunization Awareness & Promotion (Secretariat)
- Canadian Coalition for Public Health in the 21st Century (Secretariat)
- Canadian Global Tobacco Control Forum
- Canadian Health Network Partners
- Canadian School Health Network
- Chronic Disease Prevention Alliance of Canada (Steering Committee)
- CPHA Annual Conference Collaborators
- Early Detection and Response Course for Health Professionals in Canada Advisory Council
- Global Health Programs Partners
- Health Action Lobby (HEAL)
- Health and Learning Knowledge Centre (Steering Committee)
- HIV/AIDS Partners
- National Literacy and Health Program
- Strengthening Chronic Disease Prevention and Management Advisory Committee
- World Federation of Public Health Associations

Stakeholder Mobilization and Public Awareness

The Association recognized the need to reposition itself and an important aspect of this repositioning included CPHA's visual identity – our brand – which needed to be carefully updated, refined and modernized to reflect the Association's objectives. The new CPHA brand communicates a compelling and distinctive message of the organization's uniqueness, mission and vision. The rebranding exercise also included a complete redesign of our website, resulting in a more user-friendly web presence for the Association. The updated brand and website were launched at the 2007 Annual Conference.



CPHA continues to act as the secretariat for the *Canadian Coalition for Immunization Awareness & Promotion (CCIAP)*, a partnership of national non-governmental, professional, health, consumer, government and private sector organizations interested in promoting the understanding and use of vaccines. Through education, promotion, advocacy and media relations, CCIAP contributes to the elimination of vaccine-preventable diseases in Canada. CCIAP's achievements in 2007 included:

- ✦ National Immunization Awareness Week, coordinated across Canada in April;
- ✦ a fall Influenza Immunization Awareness campaign;
- ✦ expansion of the online information centre for immunization at immunize.cpha.ca;
- ✦ an increase in adult immunization promotion through ads in consumer and professional publications; and
- ✦ Canada-wide distribution of a new adult immunization record.



public education



In March 2007, CPHA published *Turning Points: Twenty-five Years of HIV Prevention in Canada*, which provides an overview of the history of HIV prevention in Canada, highlighting the evolution of national, regional and local prevention activities. The report considered the different approaches taken in Canada since the beginning of the epidemic in 1982 and identified challenges to be addressed by future efforts.

2007 Public Health Programming Activities

For more information on any of these projects, please visit our website at www.cpha.ca

- Canada's International Immunization Initiative - Phase 2 (CIII2)
- Canadian Health Network Affiliates for HIV/AIDS and Substance Use/Addictions
- Canadian Hepatitis C Information Centre
- Canadian HIV/AIDS Information Centre
- Climate Change and Health Vulnerability Assessment 2007
- Developing Community Competence for HIV and AIDS in Southern Africa (formerly the Southern African AIDS Training (SAT) Programme - Phase 3)
- Early Detection and Response Course for Health Professionals in Canada
- Expert Panel on Health Literacy
- Impact of Health Reform on Immunization (Eastern/Southeast Europe, the Caucasus and Central Asian Republics)
- Integrating Literacy and Health in Canada: Outreach Strategy for Engaging Health Sector Partners
- Intersectoral Action for Health (Brazil)
- Public Advocacy, Policy Frameworks: Consumption of Salt
- Public Health Practice as it Relates to Chronic Diseases
- Strengthening Chronic Disease Prevention and Management: A Regional Pilot Project
- Strengthening Civil Society's Voice for Public Health through Public Health Associations (Balkans)
- Strengthening Global Tobacco Control (Africa/Latin America)
- Strengthening of Public Health Associations (SOPHA) Program
- Training Tools for Community Medicine Specialists and Public Health Physicians

Enhancing Public Health Sector Capacity

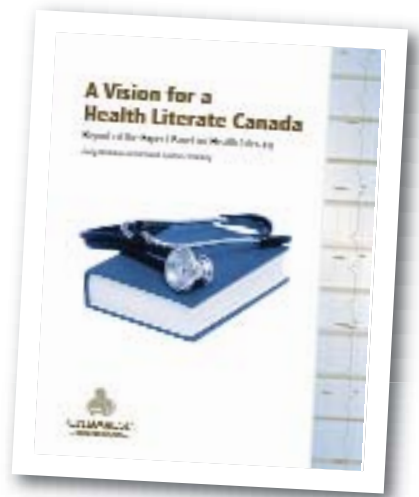
CPHA's project work continues to expand the knowledge, skills and practice of public health professionals across the country. Through continuing education, supporting the creation of networks and sharing tools for professionals, CPHA strives to enhance capacity in the public health sector.

- ✦ In partnership with the *National Specialty Society for Community Medicine (NSSCM)*, CPHA supported the development and use of training tools for the continuing education of community medicine specialists and public health physicians.
- ✦ Working on behalf of the Public Health Agency of Canada, CPHA is helping to pioneer the development of the *Early Detection and Response Course for Health Professionals in Canada*, an accredited course for front-line clinicians to increase Canada's capacity to detect, report and contain emerging and re-emerging infectious diseases of public health significance.
- ✦ The *Strengthening Chronic Disease Prevention and Management* project has been working with key stakeholders to assess current practices in chronic disease prevention and management and has helped define the role for public health in chronic disease prevention and management initiatives.
- ✦ The *Pandemic Health Alert Network (PHAN)* brought together a diverse group of organizations such as the Canadian Council of Grocery Distributors, the Canadian Labour Congress and the Federation of Canadian Municipalities to help individuals and organizations "prevent, prepare and protect" in the event of an influenza pandemic.
- ✦ CPHA's Board established the Global Health Advisory Committee to advise CPHA on the orientation of its Global Health Program. The committee's report, *A Public Health Approach for Global Development: CPHA's Global Public Health Strategy 2007-2017* was endorsed by CPHA's Board of Directors in February 2008.



building capacity

- ✦ The *Building Civil Society's Voice for Public Health in the Balkans* has seen the establishment of a new public health association in Bosnia & Herzegovina, the first civil society organization representing public health in that country.
- ✦ Through the *Intersectoral Action for Health (Brazil)* initiative, CPHA and its Brazilian partners have worked with six municipalities to establish a variety of health promotion interventions and local capacity-building activities.
- ✦ 2007-2008 marked the final phase of CPHA's direct involvement in the management of the *Southern African AIDS Training Programme*. CPHA has continued to provide technical assistance and financial support to the Southern African AIDS Trust (SAT), the independent non-governmental regional organization that is now responsible for the implementation of the project.
- ✦ The January 2008 *Health Literacy Symposium* engaged leaders in health and public health to help develop a pan-Canadian health literacy strategy based on the findings of our Expert Panel on Health Literacy.



policy&advocacy

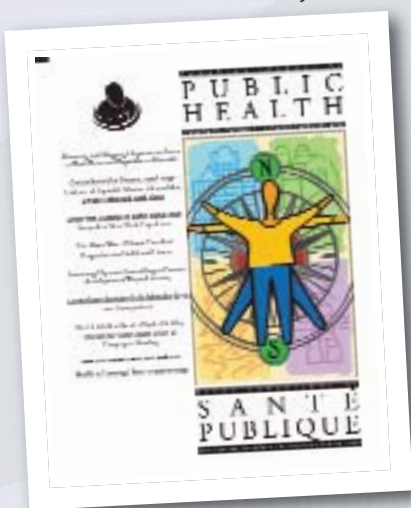
Focus on Advocacy

As the authoritative non-governmental voice of public health in Canada, CPHA continues to influence the development of public health policy at the federal level. A review of CPHA's policy development process has resulted in the Board beginning to create a more proactive approach to policy development and advocacy. This new approach is designed to enhance the involvement of members, CPHA's Advisory Council and, in the future, issue-specific expert working groups.

As an initial step, CPHA's Advisory Council conducted an environmental scan to identify the most important public health issues and areas where CPHA can best take a leadership role. In early 2008, the CPHA Board of Directors contacted members to seek their input on the Association's priority-setting exercise. The results will guide us as CPHA further develops its advocacy efforts.

Communicating Public Health

For more information on any of these activities, please visit our website at www.cpha.ca



Canadian Journal of Public Health

The *Canadian Journal of Public Health* (CJPH), the official publication of the Canadian Public Health Association, is a professional journal which carries a wide variety of in-depth articles on all aspects of public health.

CPHA Publication Sales

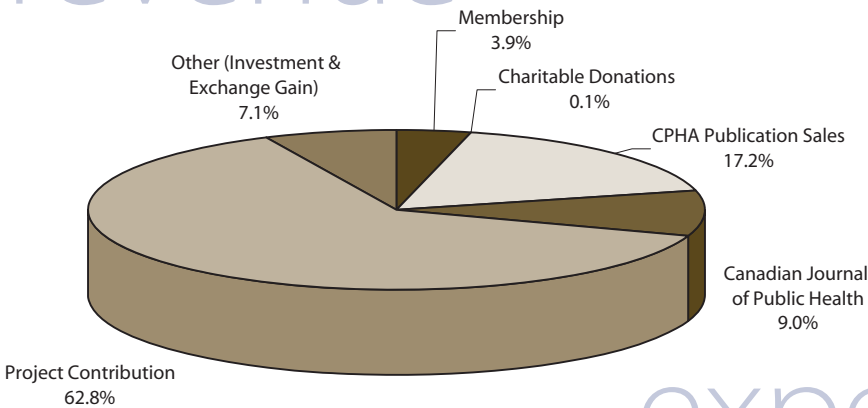
CPHA Publication Sales (formerly the Health Resources Centre) carries a full catalogue of public health publications published by CPHA and numerous other North American and European publishers. As a Canadian distributor of World Health Organization and Pan American Health Organization publications, CPHA plays an integral role in ensuring that crucial monographs and periodicals are available to thousands of Canadian health professionals, students, educators and researchers.

Plain Language Service

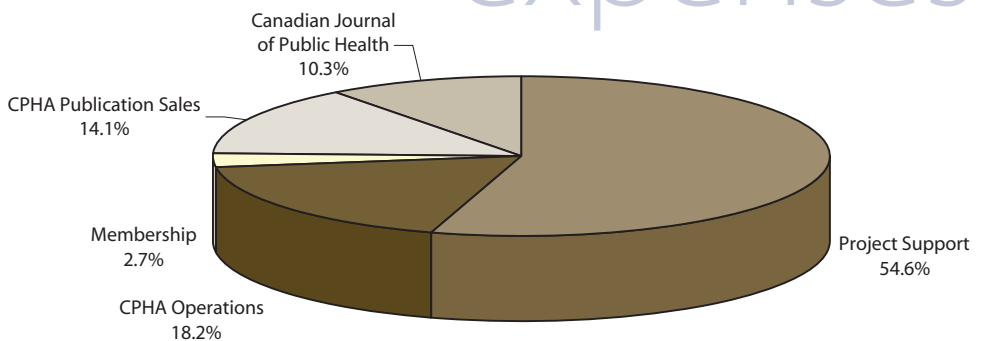
CPHA established its Plain Language Service in 1997. Plain language is a way of organizing and presenting information that is easy to read and understand for the intended audience. The Service assesses documents for language level, identifies changes that should be made, undertakes basic or technical revisions in English and French, and presents text and graphics in a clear format. Our clients include government departments and agencies, nongovernmental organizations, and the private sector.

Core Financial Activities

revenue



expenses



The Way Forward

As we prepare for our centenary celebrations in 2010 and begin to reflect on 100 years of CPHA, we will also keep an eye on the future. The world, and the role of public health, has transformed and CPHA is also being challenged to find new ways of accomplishing its mission.

Funding challenges will be addressed through innovative partnerships with like-minded foundations and corporations who share our vision. We will also continue to promote our core expertise to maximize revenue potential and to ensure our sustainability.

More than ever, CPHA will lead critical policy debates. The Association will increase its capacity to monitor and respond to current and emerging public health issues. We will continue to look to our members, CPHA's Advisory Council and key stakeholders to identify the public health issues that are having the greatest impact in Canada and around the world.

As Canada's public health leader, CPHA is *the* authoritative non-governmental voice for public health. We will continue to live up to that promise by drawing on our legacy of excellence, a spirit of innovation and the extraordinary dedication of our membership.

Contact us

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