



CANADIAN
PUBLIC HEALTH
ASSOCIATION

The Voice of Public Health

WORKING TOWARDS
**A HEALTHY
AND JUST
WORLD**

2019 ANNUAL REPORT

www.cpha.ca

TRUTH AND RECONCILIATION

The Canadian Public Health Association uses the term reconciliation to refer to its commitment to establish and maintain a mutually respectful relationship between Indigenous and non-Indigenous peoples. It is a long-term relationship-building, learning, and healing process, as opposed to a specific outcome to be achieved. Reconciliation will look different in every context, as it is shaped by the unique needs, experiences, and priorities of the Indigenous partners involved.

The 2015 **final report** of the Truth and Reconciliation Commission (TRC) put forward 94 **Calls to Action** that frame the national processes of reconciliation. This is an opportunity for CPHA to assert how the TRC ties into, and needs to be addressed by, public health policies, programs and practices.

We released a **policy statement on Indigenous Relations and Reconciliation** supporting the Association's commitment to truth and reconciliation. The purpose of the policy statement is to establish CPHA's goal for reconciliation to be meaningfully embedded in all of its activities; to establish clear principles by which this goal will be achieved; and to define and describe the Association's roles and responsibilities with respect to meaningful reconciliation.



CPHA honoured Dr. Peter H. Bryce, posthumously, for his role in Canadian history as an unsung hero of Indigenous children and harsh critic of residential schools. He reported the state of the schools a “national crime” and pleaded for better living conditions to deaf ears by the government. CPHA also honoured Cindy Blackstock for her ongoing advocacy efforts for fundamental human rights for First Nations young people.



Climate action

Canada is a signatory, with 193 other countries, to the Paris Accord that provides a global response to the threat of climate change by requiring each signatory to establish carbon reduction goals and to take actions aimed at keeping a global temperature rise this century to well below 2°C above pre-industrial levels, and to pursue efforts to further limit the temperature increase to 1.5°C.

We published a **position statement** calling on the federal government to take leadership in the development and implementation of an effective, evidence-based climate action plan that will help achieve the emission reductions needed to keep global warming below 1.5°C.

Carbon pricing

We were an intervenor at the Courts of Appeal in Saskatchewan, Ontario and Alberta in support of the *Greenhouse Gas Pollution Pricing Act*. The ruling from the Saskatchewan and Ontario Courts supported the constitutionality of the federal law and affirmed the right and the responsibility of the federal government to set national standards for carbon pricing in Canada. CPHA's application for intervenor status was accepted by the Supreme Court of Canada where arguments will be heard in 2020.



Lancet Countdown Report

In partnership with the Canadian Medical Association, we released *The Lancet Countdown on Health and Climate Change: Policy Brief for Canada*. The report highlights four key areas where Canada can make the biggest difference to reduce the ever-growing impact of climate change on health including per capita greenhouse gas emissions from health care, wildfires, transport sector, and climate change-related severe weather events.

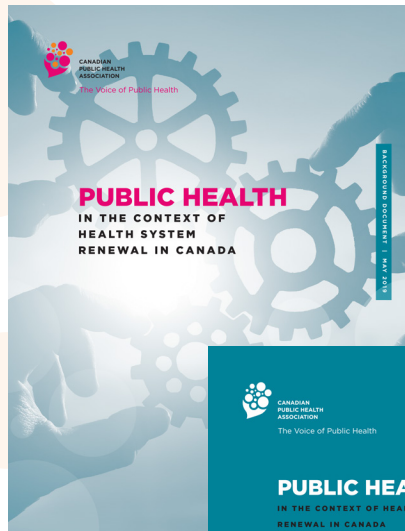
Public health in the context of health system reform

The Association is concerned that reorganizations of public health services will limit or eliminate public health programs and limit the roles and responsibilities of executives responsible for delivering these programs, thereby reducing the positive effects that public health programming has had on society while limiting any further improvements.

We released a background paper and position statement on [Public Health in the Context of Health System Renewal in Canada](#) that lists recommendations for all levels of government and local and regional health authorities with responsibilities for public health service delivery and public health professionals.

We also sent an [Open Letter to Premier Doug Ford and Minister of Health Christine Elliott](#) that was co-signed by over 425 public health professionals, researchers, policy-makers, academics, students and trainees from across Canada expressing concerns about the announced reorganization and budget cuts to public health services in Ontario.

In her remarks to the Senate on 5 June 2019, the Honourable Chantal Petitclerc expressed appreciation to public health professionals, including those of the Canadian Public Health Association, for their leadership in the field. Recent measles outbreaks highlight the importance of vaccination, as well as disease prevention and health promotion in general. Disease prevention and health promotion programs often have long-term economic benefits. The sign that these programs are working is that nothing is happening. But something could always go wrong, and that is the scenario that all levels of government must avoid at any cost by listening to our public health professionals.





Play is the business of childhood

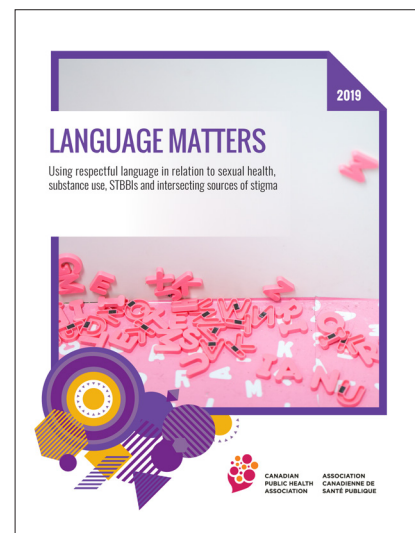
Unstructured play is a child’s right and is integral to healthy development. It is play where children follow their own ideas without a defined purpose or outcome. Unfortunately, children’s access to this type of play is increasingly limited.

We launched a **toolkit of resources** targeted to a range of audiences to promote children’s outdoor play. It includes infographics, research summaries, decision-making tools, a discussion document and promising practices. We also released a position statement on **Children’s Unstructured Play**. The statement provides contextual information and provides recommendations to promote unstructured play.

Sexual health, substance use, and intersecting sources of stigma

We released *Language matters: Using respectful language in relation to sexual health, substance use, STBBIs and intersecting sources of stigma* that aims to reduce stigma through the careful consideration of language associated with sexual health, substance use, and communities that might experience layered or intersectional stigma within these contexts.

Funding for this initiative was provided by the Public Health Agency of Canada.



Public Health 2019

We hosted the **annual national gathering** of public health professionals, researchers, policy-makers, academics, students and trainees in conjunction with an ever-growing number of collaborators in Ottawa at the end of April. The conference was a huge success with 870 delegates. An impressive 85% of participants indicated that their personal learning needs were met!

CPHA in the News

We keep social justice and health equity top-of-mind by speaking with media. We were mentioned in the mainstream media **95 times** in 2019 in major media outlets across the country including *The Globe and Mail*, *CTV*, *CBC*, *Global News*, *The National*, *Radio-Canada*, *Le Droit* and *La Presse*.

Contributing to a healthier and more equitable world

MEDIA REQUESTS

60

Change from 2018:

↑22%



STATEMENTS PUBLISHED

4

Change from 2018:

↑100%



MEDIA MENTIONS

95

Change from 2018:

↑40%



TWITTER FOLLOWERS

6,572

Change from 2018:

↑27%



WEBSITE VISITORS

1,017,096

Change from 2018:

↑60%



FACEBOOK FAN PAGE LIKES

4,347

Change from 2018:

↑35%



DOCUMENT DOWNLOADS

90,358

Change from 2018:

↑78%



LINKEDIN FOLLOWERS

4,497

Change from 2018:

↑149%



WEBINAR PARTICIPANTS

414

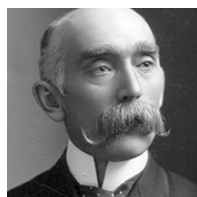
Change from 2018:

↑20%



Outstanding Contributions to Public Health in Canada

In 2019, the Canadian Public Health Association honoured these very **deserving individuals** for exceptional service to their community and profession.



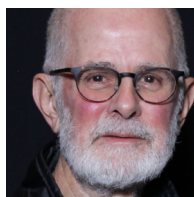
R.D. Defries Award
Peter Bryce
(posthumously)



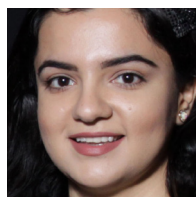
National Public Health Hero
Cindy Blackstock



Certificate of Merit
Erica Phipps



R. Stirling Ferguson Award
Peter Barss



Dr. John Hastings Student Award (Masters)
Manal Masud



Dr. John Hastings Student Award (PhD)
Richa Sharma

Canadian Public Health Association 2019 Board of Directors

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Supporters of Public Health in Canada

PUBLIC HEALTH CHAMPIONS	Canadian Institutes of Health Research
LEGACY BENEFACTORS	Canadian Institute for Health Information
	Sanofi Pasteur
FRIENDS OF PUBLIC HEALTH	National Collaborating Centres for Public Health
PUBLIC HEALTH SUPPORTERS	Schulich Interfaculty Program in Public Health, University of Western Ontario
	Innovative Medicines Canada
COLLABORATORS	Assembly of First Nations
	Canadian Alliance for Regional Risk Factor Surveillance
	Métis National Council
	Network of Schools and Programs of Population Public Health
	Ontario Public Health Association
	Pan American Health Organization
	Public Health Agency of Canada
Public Health Physicians of Canada	

Financial Results

For the fiscal year ending 31 December 2019.

Audited financial statements are available at www.cpha.ca.

Statement of Financial Position

CURRENT ASSETS	2019	2018	2017
Cash and cash equivalents	\$646,181	\$1,029,229	\$518,371
Accounts receivable	220,577	234,734	324,264
Inventory	27,812	38,612	30,976
Prepaid expenses	105,527	47,814	45,070
	1,000,097	1,350,389	918,681
Long-term investments	205,995	208,495	211,448
	\$1,206,092	\$1,558,884	\$1,130,129
CURRENT LIABILITIES			
Accounts payable and accrued liabilities	\$142,930	\$334,468	\$143,729
Deferred revenue	764,444	696,797	622,082
	907,374	1,031,265	765,811
NET ASSETS			
Internally restricted for contingencies and extraordinary services	425,000	425,000	425,000
Unrestricted	(126,282)	102,619	(60,682)
	298,718	527,619	364,318
	\$1,206,092	\$1,558,884	\$1,130,129

Statement of Operations

REVENUE	2019	2018	2017
Projects and conferences	\$2,426,789	\$3,439,004	\$2,190,673
National Office	353,775	610,799	396,868
Journal	152,891	174,773	171,259
Publication sales	54,442	69,896	68,855
Investment income	10,950	8,894	18,154
	\$2,998,847	\$4,303,366	\$2,845,809
EXPENSES			
Projects and conferences	\$2,426,789	\$3,439,004	\$2,190,673
National Office	660,913	563,673	590,882
Journal	91,544	92,111	155,276
Publication	48,502	45,277	58,961
	\$3,227,748	\$4,140,065	\$2,995,792
Excess (deficiency) of revenues over expenses	(\$228,901)	\$163,301	(\$149,983)