



CANADIAN
PUBLIC HEALTH
ASSOCIATION

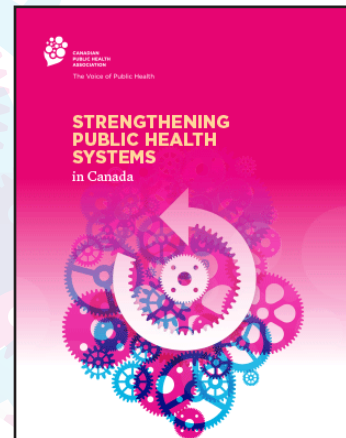
The Voice of Public Health

STRENGTHENING PUBLIC HEALTH SYSTEMS IN CANADA

2022 ANNUAL REPORT

www.cpha.ca

STRENGTHENING PUBLIC HEALTH SYSTEMS in Canada



The Canadian Public Health Association calls on the federal government to lead provincial and territorial governments and other stakeholders in creating cohesive, comprehensive and accountable public health systems in Canada.

On 13 December 2022, CPHA launched an advocacy campaign calling for governments across Canada to strengthen the foundations of public health systems, making them cohesive, comprehensive and accountable. As a first step, our brief [Strengthening Public Health Systems in Canada](#) calls on federal leadership to:

- Underpin systems with a common understanding of core public health functions;
- Define a shared set of population health goals to shape services and accountabilities;
- Update a detailed, modernized set of public health workforce competencies;
- Develop accessible online professional training for the public health workforce; and
- Reshape governance practices to translate public health efforts and expertise for a greater impact.

These requests are not for funding increases. Rather, they are calls for the federal government to lead in establishing the systemic foundations needed to ensure that public health investments are spent smarter, resulting in better outcomes. We are asking for a sustained investment of federal leadership and convening power to strengthen the structural elements that shape

how public health is defined, governed and delivered nation-wide. Doing so will enable public spending to keep Canadians healthy, prevent disease and injury, advance health equity across populations, and reduce the burden on the acute health care systems.

Only by strengthening our public health systems collectively can each of us have real freedom: the freedom to work and socialize safely in good health, to send our kids to school and see them thrive, to cross open borders in Canada and beyond, to know that strong health care systems will be there for us when we need them.

In 2023, CPHA will ask federal Parliamentarians and officials to address the structure of public health systems as a highest-priority issue. Subsequently, the Association will address its campaign to provincial, territorial, regional and municipal governments.

We need our governments to think beyond today's crises and collectively do what's needed for a healthier future. We need governments to strengthen the public health systems that prevent us from getting sick and keep us all safe.



Health at the mercy of fossil fuels

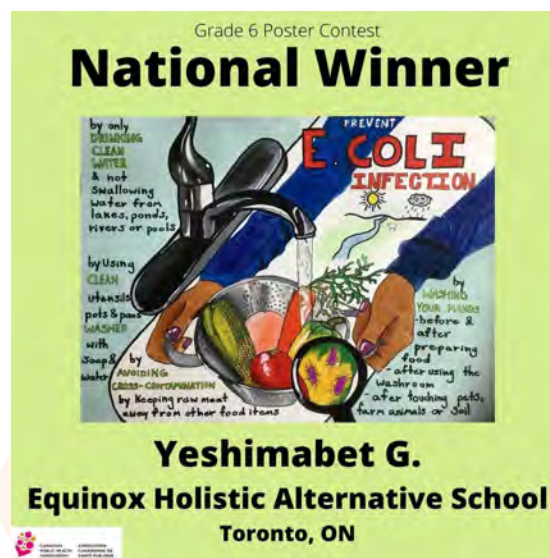
The [Lancet Countdown on Health and Climate Change](#) is a comprehensive yearly analysis that tracks progress on key indicators of the impact of climate change on human health and the world's efforts to minimize it. The [Policy Brief for Canada](#) provides country-specific recommendations by leading domestic experts to highlight areas in which leaders and policy-makers should focus to develop a healthy response to climate change. In order to protect health and health systems, we must recognize that human health and Earth's natural processes are intertwined and transition to an economy explicitly centered around health and well-being for current and future generations.

Promoting population health, health equity & climate action

This [series of case studies](#) and [webinars](#) explores strategies, policies and programs that public health agencies can employ to advance climate action, population health and health equity in their communities. These case studies and webinars are produced through a collaboration of CPHA, the Canadian Health Association for Sustainability and Equity, and the Ontario Public Health Association with funding from the McConnell Foundation.

Infectious disease and climate change

CPHA is funded by the Public Health Agency of Canada through the Infectious Disease and Climate Change Fund to create a national forum for knowledge exchange, capacity building and collaboration to address infectious diseases and climate change. In 2022, the project hosted [nine webinars](#) that have attracted over 1000 participants. The [national poster contest](#) is an opportunity



for Grade 6 students from across Canada to learn more about climate-sensitive infectious diseases like Lyme disease and West Nile virus, and share awareness and prevention information with their communities.

Public Health 2022

Public Health 2022, CPHA's annual conference, was once again the event at which 1,110 public health professionals came together to strengthen efforts to improve health and well-being, to share the latest research and information, to promote best practices and to advocate for public health issues and policies grounded in research. The conference featured six plenary sessions, 25 symposia/workshops and 60 digital posters. As a measure of success, 90% of respondents indicated that their personal learning needs were met by the conference's [scientific program](#).



Canadian Public Health Week 2022 was a time to recognize the contributions of public health and highlight issues that are important to improving our health and well-being through a series of webinars. Recordings of the webinars can be watched on [CPHA's YouTube Channel](#):

- A Vision to Transform Canada's Public Health System
- Our Planet, Our Health, Our Public Health Responsibility
- The impact of COVID-19 on public health: Comparing experiences & sharing recommendations for the future
- Advocacy for income as a social determinant of health: Lessons learned from the Basic Income and Decent Work movements

Updated policy development process

In November 2022, CPHA's Board of Directors updated its [policy development process](#). The aims were to strengthen the impact of CPHA's advocacy on public policy through our position statements, and to advance our commitments to anti-racism, anti-oppression, and Truth and Reconciliation with Indigenous Peoples by building consideration of these commitments into the scoping process of each policy project.

The policy development process has been updated to help ensure that CPHA's position statements are contextually relevant, include focused policy recommendations, and incorporate a wide range of knowledge from peer-reviewed and grey literature as well as from those with lived/living experience.

Canadian Journal
of Public Health

Revue canadienne
de santé publique

The *Canadian Journal of Public Health* aims to advance public health research and practice in Canada and around the world while contributing to the improvement of the health of populations and the reduction of health inequalities. In 2021 (the most recent year for which publishing statistics are available), the CJPH achieved an historic impact factor of 4.645 bringing it into the first quartile of journals in the category of "Public, Environmental & Occupational Health."

"The Hub" resource centre

CPHA launched a new resource centre to encourage training and education of health and social service professionals on reducing stigma related to sexually transmitted and blood borne infections. "The Hub" offers a [suite of evidence-based resources](#) including five professional development workshops, seven learning and practice tools and three online courses, as well as supporting content for prospective training facilitators.



The COVID-19 pandemic upended people's lives and livelihoods. While many restrictions were lifted in 2022, remnants of the pandemic persisted, including alarming decline in the delivery of routine vaccinations. CPHA, along with its many partners, led a number of initiatives to support the uptake of routine immunizations:

- New creatives were developed for the **Influenza Campaign**, including a pocket guide for immunizers, a suite of infographics, posters, and factsheets as well as nine social media reels.
- The **Infant Immunization Awareness Program** drove parents to the “*Are your kids caught up on their routine vaccines?*” article in the *Toronto Star*. Parents were encouraged to download the childhood immunization discussion guide, resulting in over 650 downloads.
- **CARD™** (C - Comfort, A - Ask, R - Relax, D - Distract) is an evidence-based framework that teaches how to prepare for vaccination. In 2022, we worked with Dr. Anna Taddio at the University of Toronto to expand the CARD™ program and associated resources.
- In order to reach students in grades 6 to 12, CPHA collaborated with the Children's Hospital of Philadelphia to bring the **Maurice R. Hilleman Essay Contest** to Canada for the first time.
- Immunize Canada worked with Dr. Paul Roumeliotis to create a booklet and corresponding video on **Vaccine Administration Procedures** which can be used

as a resource to help train new staff on how to vaccinate, or as a refresher for other health professionals.

- In partnership with the Institute for Vaccine Safety within the Johns Hopkins Bloomberg School of Public Health, the **Let's Talk COVID Vaccines** website was adapted to the Canadian context in order to allow viewers to find resources and watch videos on COVID-19 vaccination to help raise awareness and to address the issue of vaccine hesitancy.
- The **Adults Immunization Video Series** featured *Maintaining and Improving Adult Immunization Rates in a Post-pandemic Era* presented by Dr. Jane Barratt and *Immunization for Adults: The Time is NOW* presented by Dr. Vivien Brown.
- Immunize Canada's **National Immunization Awareness Week** campaign was its largest to date. The campaign featured three vaccine ambassadors who shared their vaccine-related stories and social media advertisements that involved the organizations Science Up First, Children's Healthcare Canada, and Young Canadians Roundtable on Health. Resources and digital ads were shared across nine different digital platforms.
- 2022 was the first year we marked **National Immunization Awareness Month** in August. This annual event serves to highlight the importance of immunizations throughout the lifespan. Immunize Canada was pleased to collaborate with Vaccine Ambassadors (US) on this campaign.

The independent national voice and trusted advocate for public health

TWITTER FOLLOWERS

13,870

Change from 2021:

↑19%



INSTAGRAM FOLLOWERS

5,532

Change from 2021:

↑38%



FACEBOOK FANS

5,507

Change from 2021:

↑14%



YOUTUBE VIEWS

33,715

Change from 2021:

↑42%



LINKEDIN FOLLOWERS

14,799

Change from 2021:

↑29%



FANS & FOLLOWERS ACROSS ALL NETWORKS

39,708

↑9% FROM 2021

POST IMPRESSIONS ACROSS ALL NETWORKS

693,487

↑9% FROM 2021

PAGE & PROFILE REACH ACROSS ALL NETWORKS

311,356

↑12% FROM 2021

PAGE & PROFILE IMPRESSIONS ACROSS ALL NETWORKS

503,492

Outstanding contributions to Public Health in Canada

In 2022, the Canadian Public Health Association honoured these very **deserving recipients** for exceptional service to their community and profession.



R.D. Defries Award
Benita Cohen (posthumous)



Ron Draper Health Promotion Award
Pegeen Walsh



Certificate of Merit
Regan Murray



National Public Health Hero Award
Moms Stop the Harm

Canadian Public Health Association 2022 Board of Directors

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Supporters of Public Health in Canada

CONFERENCE COLLABORATORS	Assembly of First Nations	
	Canadian Alliance for Regional Risk Factor Surveillance	
	Canadian Institute for Health Information	
	Canadian Institutes of Health Research	
	Métis National Council	
	National Collaborating Centres for Public Health	
	Network of Schools and Programs of Population Public Health	
	Pan American Health Organization	
	Public Health Agency of Canada	
Public Health Physicians of Canada		
SCHOOLS & PROGRAMS OF PUBLIC HEALTH	Schulich Interfaculty Program in Public Health, University of Western Ontario	
CORPORATE SPONSORS	AstraZeneca Canada Inc.	Moderna, Inc.
	esri Canada	Novovax, Inc.
	GSK	Pfizer Canada
	The Hill Times	Roche
	Innovative Medicines Canada	Sanofi Canada
	Janssen Inc.	Seqirus
	Medicago Inc.	Valneva
	Merck & Co. Inc.	VBI Vaccines

Financial results

For the fiscal year ending 31 December 2022.

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

Statement of Financial Position

CURRENT ASSETS	2022	2021*	2020
Cash and cash equivalents	\$1,419,496	\$1,676,079	\$1,293,999
Accounts receivable	836,880	580,184	484,761
Inventory	28,447	38,892	21,028
Prepaid expenses	48,057	81,759	140,385
	2,332,880	2,376,914	1,940,173
Long-term investments	—	—	—
	\$2,332,880	\$2,376,914	\$1,940,173
CURRENT LIABILITIES			
Accounts payable and accrued liabilities	\$548,772	\$555,994	\$351,865
Deferred revenue	855,169	1,019,661	618,211
	1,403,941	1,575,655	970,076
NET ASSETS			
Internally restricted for contingencies and extraordinary services	425,000	425,000	425,000
Unrestricted	503,939	376,259	545,097
	928,939	801,259	970,097
	\$2,332,880	\$2,376,914	\$1,940,173

Statement of Operations

REVENUE	2022	2021	2020
Projects and conferences	\$4,549,863	\$3,815,178	\$2,924,754
National Office	508,565	510,946	579,000
Canadian Journal of Public Health	116,828	93,006	89,799
Publication sales	35,160	24,429	30,905
Canada Emergency Wage Subsidy	—	—	518,471
Investment income	12,287	2,100	4,115
	\$5,222,703	\$4,445,659	\$4,147,044
EXPENSES			
Projects and conferences	\$4,549,863	\$3,815,178	\$2,924,754
National Office	425,271	404,970	448,802
Canadian Journal of Public Health	89,437	73,289	76,339
Publication sales	30,452	25,950	25,770
	\$5,095,023	\$4,319,387	\$3,475,665
Excess (deficiency) of revenues over expenses	\$127,680	\$126,272	\$671,379

* During the 2022 fiscal year, a project funder determined that certain prior year salary costs were ineligible to be claimed. This has been corrected retrospectively in the comparative financial information.