



The voice of public health in Canada since 1910



Canadian Public Health Association
2004 Annual Report

The Canadian Public Health Association (CPHA) is one of the world's oldest national public health associations. CPHA is an independent, not-for-profit voluntary association composed of health and other professionals from over 25 disciplines. CPHA stresses its partnership role by working with federal and provincial government departments and international agencies, non-governmental organizations and the private sector in conducting research and health services programs.

CPHA's members believe in universal and equitable access to the basic conditions which are necessary to achieve health for all Canadians.

mission

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.

goals

CPHA achieves its mission by:

- Acting in partnership with a range of disciplines including health, environment, agriculture, transportation, other health-oriented groups and individuals in developing and expressing a public health viewpoint on personal and community health issues;
- Providing an effective liaison and partnership with CPHA's Provincial/Territorial Branches/Associations;
- Providing an effective liaison and network both nationally and internationally in collaboration with various disciplines, agencies and organizations;
- Encouraging and facilitating measures for disease prevention, health promotion and protection and healthy public policy;
- Initiating, encouraging and participating in research directed at the fields of disease prevention, health promotion and protection and healthy public policy;
- Designing, developing and implementing public health policies, programs and activities;
- Facilitating the development of public health goals for Canada;
- Identifying public health issues and advocating for policy change;
- Identifying literacy as a major factor in achieving equitable access to health services.

governance

CPHA is governed by a Board of Directors, which consists of the Officers of the Association, one representative from each Provincial/Territorial Branch/Association, and six Members-at-Large responsible for the Areas of Interest, as well as the Chief Executive Officer, Honorary Treasurer, Honorary Legal Counsel and Honorary Scientific Editor as ex-officio members. Between meetings of the Board of Directors, the business of CPHA is conducted by an Executive Board which consists of the Officers of the Association and the Chief Executive Officer, Honorary Treasurer, Honorary Legal Counsel and Honorary Scientific Editor as ex-officio members.



Since 1910, CPHA has been the voice for Public Health in Canada. The Association:

- encourages citizen involvement in Public Health policy and programming;
- brings together diverse individuals and organizations, creating a united voice on Public Health issues in Canada and around the world; and
- champions universal and equitable access to the basic conditions necessary to achieve health for all.



membership

The membership is the strength and spirit of CPHA. Members give the Association credibility, direction and authority, as well as expertise and human resources, both nationally and internationally, that are unparalleled. In return, the Association provides members with an opportunity to speak out on broader public health issues, outside discipline boundaries.

Membership in CPHA is voluntary, not mandatory for any professional reason. The composition of members encompasses professionals in public health practice, professors and researchers in universities and colleges, government employees and individuals interested in issues that affect community and public health.

Membership is open to any individual who subscribes to the objectives of the Association and is engaged or interested in community or public health activities.

advocacy & liaison

The role of the Canadian Public Health Association in advocacy is extensive. We fulfill this responsibility to our members and the general public by taking positions on critical health issues through the development of position papers and resolutions. These are processed through the CPHA Public Policy and Legislation Committee, distributed to the full membership and voted upon by the members at the time of the Annual General Meeting. CPHA members also represent the association on numerous external committees and at workshops/meetings.

Through the dedication of its membership, CPHA continues to be represented on over 100 external committees, task forces and workshops which provide valuable input to and help shape the future of Canada's health system.

Editorials in the *Canadian Journal of Public Health* address national and international health and social issues, while conferences provide a forum for both members and the public to debate major health issues. Through representation on external committees and task forces, the Association's views are presented and contribute to the decision-making process relevant to public health issues.

Another of the Association's major activities is representation through lobbying and presentations to Parliamentary and Senate Committees. To keep the membership informed of CPHA's activities in the area of advocacy, brief reports are included from time to time in the *CPHA Health Digest*.

CPHA has continued to be co-secretariat (with the Canadian Medical Association) for the Canadian Coalition for Public Health in the 21st Century (CCPH21). This network has grown to more than 40 national organizations including professional associations, research organizations, academic institutions, and voluntary sector groups. CCPH21 has a three-pronged policy platform: strong national leadership for public health, adequate financing to the front line for public health, and strengthened human resources for public health.

strategic directions

In 2004, the Board of Directors continued to focus its energy on positioning public health within the ongoing discussions on health system reform. Recent events continue to highlight the problem of capacity and public health human resources within the public health system itself and CPHA had occasion to advocate many times on this issue. The establishment in 2004 of the Public Health Agency of Canada and the position of the Chief Public Health Officer continue to increase the national profile of public health and underscore the importance of the Canadian Public Health Association as the voice of public health in Canada.

At the June 2004 CPHA Annual General Meeting in St. John's, Newfoundland, members identified the need for the public health community to move rapidly to a public health reform strategy and to ensure strong leadership and advocacy at all levels. In response to this need, the Board has established an organizational strategy to guide the Association's work over the next 18 months. This strategy is to ensure that CPHA is nimble, flexible and outspoken at this time in the evolution of public health in Canada.

CPHA continues to advocate for increased funding to repair the fractured infrastructure of public health in Canada. CPHA advocated for increased funding in capacity for emergency preparedness in light of emerging communicable diseases such as SARS and West Nile Virus.

CPHA continued its advocacy through letters to the federal, provincial and territorial Ministers of Health prior to their joint conference in September of 2004 and through other correspondence to governments. In particular, CPHA advocated that public health investments should be devoted to a national public health strategy, the improvement of our public health infrastructure and a national public health human resources strategy. Through these investments an umbrella will be provided under which common risk factors and health determinants can be integrated.

In a presentation to the Standing Committee on Finance (November 2004), CPHA outlined a series of budget recommendations aimed at supporting and improving the system to ensure that public health is recognized as the national priority it must be. CPHA also recommended full implementation of the Voluntary Sector Accord, which guides relationships between the voluntary sector and government.

Under the auspices of the Policy Internship and Fellowship Pilot of the Voluntary Sector Initiative, a fellow who is a Senior Policy Analyst with Health Canada's Policy and Major Projects Directorate in the Major Projects Division, is working with CPHA to provide policy support in a number of public health areas.





communicating public health

Canadian Journal of Public Health

The Canadian Journal of Public Health is the official organ of the Canadian Public Health Association. It is distributed on a bi-monthly basis exclusively to paid subscribers and to the Association membership. *The Canadian Journal of Public Health* is a professional journal which carries a wide variety of in-depth articles on all aspects of public health, including epidemiology, nutrition, family health, environmental health, sexually transmitted infections, gerontology, behavioural medicine, rural health, health promotion and public health policy. The editorial is peer reviewed, and the editorial board is made up of public health experts from across Canada.

Health Resource Centre

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, the Health Resources Centre 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 (PLS)

CPHA offers the services of plain language assessment, basic and technical revision, clear design, translation, plain language training and workshops to a wide variety of clients. These include Correctional Services of Canada, First Nations and Inuit Health Branch, Environment Canada, Health Canada, Human Resources Skills Development Canada, Public Health Agency of Canada, Canadian Association of Occupational Therapists, Telehealth and several pharmaceutical companies.

Canada Health Day

On May 12 every year, hundreds of community health organizations, public health units, seniors residences, schools, health facilities and agencies will join together in celebrating Canada's premier health event: Canada Health Day. May 12th marks an historically significant date in the evolution of the public health system – the birthday of Florence Nightingale. Canada Health Day recognizes exciting and new developments in the public health field. It is also a time to reflect on past public health accomplishments, to appreciate the people who deliver public health services, and a time to consider future public health needs and public health system capacity. The 2004 theme, 'The Public's Health', reflected a focus on communities and individuals to prevent disease, promote health and protect the public.

Conferences, Workshops and Symposia

The Association's role in providing a forum through conferences, workshops and symposia for the purpose of addressing key health and social issues in Canada continued through 2004, including CPHA's 95th Annual Conference: *Population Health in Our Communities* (June 13-16, 2004, St. John's, NL), as well as the Second Canadian Conference on Literacy and Health: *Staying the Course* (October 17-19, 2004, Ottawa, ON).

public health programming

National Public Health Programs

CPHA manages a number of long-term public health programs which support the Association in achieving its mission and goals.

Canadian Coalition for Immunization Awareness & Promotion

The goal of the CCIAP is to contribute to the control/elimination/eradication of vaccine preventable diseases in Canada by increasing awareness of the benefits and risks of immunization for all ages via education, promotion, advocacy and media relations.

Canadian Hepatitis C Information Centre

The Canadian Hepatitis C Information Centre provides information on hepatitis C prevention, care, and treatment to community-based organizations, health and education professionals, resource centres and others with hepatitis C information needs in Canada.

Canadian HIV/AIDS Information Centre

The Information Centre provides information on HIV prevention, care and support to community-based organizations, health and education professionals, resource centres and others with HIV and AIDS information needs in Canada. The Centre has a specific focus to support Canadian activities in the area of HIV prevention.

HIV/AIDS Affiliate to the Canadian Health Network

The Canadian Health Network (CHN) is a national, non-profit, bilingual web-based health information service. CHN's goal is to help Canadians find the information they're looking for on how to stay healthy and prevent disease. The HIV/AIDS Affiliate, which is housed at CPHA, provides quality e-information on HIV and AIDS for the CHN.

National Literacy and Health Research Project

The Canadian Public Health Association and the University of Toronto's Centre for Health Promotion are working in partnership on a project to develop a national program for literacy and health research in Canada. Funded by the Social Sciences and Humanities Research Council (SSHRC), the project will stimulate research in adult literacy and health in Canada and explore ways of using research in policy development in literacy and health.

Second Canadian Conference on Literacy and Health

Literacy is an important determinant of health. Literacy also affects other factors that determine health such as income, access to jobs, education and social supports. Canadians who have low literacy skills are more likely to have poor health than those with higher levels of literacy. Health literacy is a new concept that links our level of literacy with our ability to act upon health information and, ultimately, take control of our health. By addressing health literacy this conference helped in breaking down the barriers to health that low literacy creates.





National Public Health Projects

From time to time, the Association also conducts national public health projects which are time-limited, specific in their focus and support the broader goals of population and public health.

Criteria of Best Practices and Evaluation Tools for School-based Anti-bullying Programs

Identifying the criteria for best practices allows guardians, educators, literacy practitioners, and health care providers the opportunity to create conditions for the healthy development of children. By identifying best practices there is an increased opportunity for greater use of preventative and early intervention approaches as alternatives to the more costly approach of corrective treatment.

Global Research Network on HIV Prevention in Drug-using Populations (GRN)

The GRN is a network of researchers and public health experts on HIV and injection drug use (IDU) from more than 40 countries. The GRN Planning Committee has proposed the development of an Interactive Information Portal. This portal is envisioned to facilitate the dissemination of research results and communication among those interested in the issues of HIV prevention in drug-using populations.

Hazards of Cannabis-Impaired Driving: Public Awareness Campaign

This project is a community-based public awareness campaign directed at youth aged 16 - 19 on the hazards of cannabis-impaired driving. This campaign will seek guidance and expertise from a National Advisory Committee and community partners during the research, development and dissemination of project materials.

HIV/AIDS-related Stigma & Discrimination Social Marketing Campaign

This campaign is aimed at breaking down the stigma and discrimination faced by the 56,000 Canadians currently living with HIV. It also addresses the barriers created by that stigma and discrimination which prevent members of at-risk populations from obtaining information, testing and treatment.

Respecting the Air We Breathe

This project encourages parents not to smoke, and not to let others smoke, in their home or anywhere that children are present. CPHA developed a national strategy with a set of recommendations on the most effective messages and delivery models for the target population.

Smoking Cessation Resources for Women Project

Health Canada identified the need to revise and update two smoking cessation resources, "Stop Smoking: A Program for Women" and "Asking to Listen". It was agreed that the resources are still relevant and useful but require modifications and updating. There was also general agreement that the two resources could be merged as they include complementary information.

VOICE in Health Policy Project

The Voluntary Organizations Involved in Collaborative Engagement (VOICE) in Health Policy Project offers opportunities for voluntary organizations working in health to build on existing expertise and to share policy capacity knowledge with other voluntary health organizations. The Project also provides an important opportunity for members of the voluntary health sector to engage in collaborative policy development with government.

Global Public Health Programs

CPHA manages two long-term, flagship public health initiatives.

Strengthening of Public Health Associations Program

The SOPHA Program supports non-governmental organizations in developing countries in the development of civil society, with focus on the health sector. The SOPHA Program strengthens the capacity of partner public health associations (PHAs) to participate in national health policy dialogue, promotes national and international leadership in public health, and facilitates technical exchanges between Canadian and overseas public health practitioners.

Canadian International Immunization Initiative Phase 2

CPHA identifies and recruits Canadian technical consultants to assist the World Health Organization and UNICEF in strengthening national childhood immunization systems to work towards polio eradication, the elimination of measles and the combatting of childhood diseases in developing countries and in Eastern and Central Europe.

Global Public Health Projects

The Association also conducts global public health initiatives which are time limited and specific in their focus.

Community Competence Project

Following its December 2003 registration as a regional NGO in Zimbabwe (the Southern African AIDS Trust (SAT)), the Southern African AIDS Training Programme (SAT) was renamed the Community Competence Project (CCP). It continues to be funded by CIDA and managed by CPHA. CCP works to strengthen the ability of communities to respond to HIV and AIDS. One of its key strengths and accomplishments is its ability to work on capacity building and organizational development with small, emerging, community-level NGOs. Once self-sufficient, these groups graduate, often providing mentorship and training to new organizations.

Healthier Futures: Improving the Health of Aboriginal and Rural Women in Formosa Province (Argentina)

CPHA will provide transfer of Canadian technology in community-oriented women's health services to the Ministry of Health and Human Development of Formosa. Three strategies will be employed: a) building government capacity in health planning, program development and service delivery; b) supporting community participation; and c) disseminating project results across organizations, communities, and provinces in Argentina to ensure project sustainability.

HIV/AIDS and Young People in South Eastern Europe (Balkans) and HIV/AIDS and Young People and Strengthening Child Rights (Romania, Moldova, Bulgaria)

CPHA will identify and organize Canadian technical expertise and resources to support UNICEF's efforts in Romania, Moldova and Bulgaria in support of national HIV/AIDS programs and to increase awareness about and the application of a child health rights-based approach to public health and social services.





Implementation of the CAREC Strategic Plan for the Prevention and Control of the HIV/AIDS Epidemic in the Caribbean 2002–2006

In November 2002, CPHA was awarded a contract by the Caribbean HIV/AIDS Centre and PAHO to provide technical expertise to CAREC's Special Program on Sexually Transmitted Infections (SPSTI) in the areas of: disease surveillance and epidemiological research; health promotion strategies for targeted populations; program planning and policy development; HIV/AIDS care and treatment; information delivery; and NGO capacity building.

Malawi Family and Reproductive Health Project (Phase II)

The Malawi Family and Reproductive Health project aims to increase the utilization and to improve the quality of reproductive health, family planning, and safe motherhood services in Malawi through an improved relationship between the community and health service providers in three districts. Partners in this project are UNFPA and the Ministry of Health and Population's Reproductive Health Unit. District Health Management Teams and collaborating non-governmental organizations will also be key supporters of the project's activities.

Strengthening of Essential Public Health Functions (Balkans)

This regional project will take place in Bosnia & Herzegovina, the Federal Republic of Yugoslavia (including the UN-administered province of Kosovo), and Albania. The goal of this project is to improve the health of people living in the Balkan countries by strengthening the capacity of the public health systems both at the country and regional levels to respond effectively to priority health needs through supporting and facilitating local, national and regional responses to public health issues. The regional initiative will build upon the accomplishments and success of the Continuing Education and Reinforcement of Public Health in Kosovo project.

WHO Workshop on Assessing the Economic Impact of Public Health Emergencies of International Concern, January 2004, Toronto

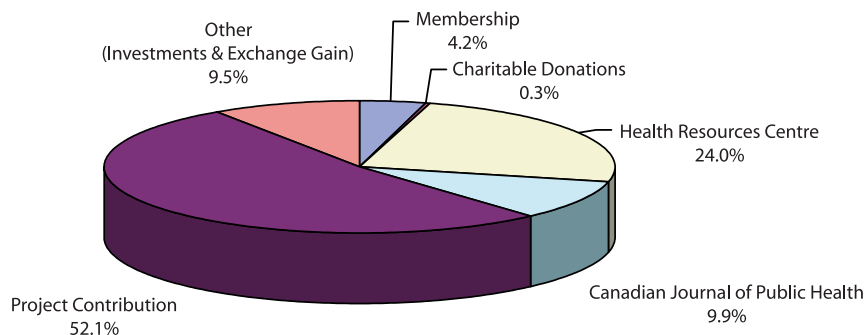
CPHA worked with the Geneva office of the World Health Organization to organize this high-level workshop designed to review evidence and practice for assessing the economic impact of public health emergencies of international concern, such as a communicable disease outbreak, and consider appropriate methodologies for future timely assessments.

Zambia Family and Reproductive Health Project

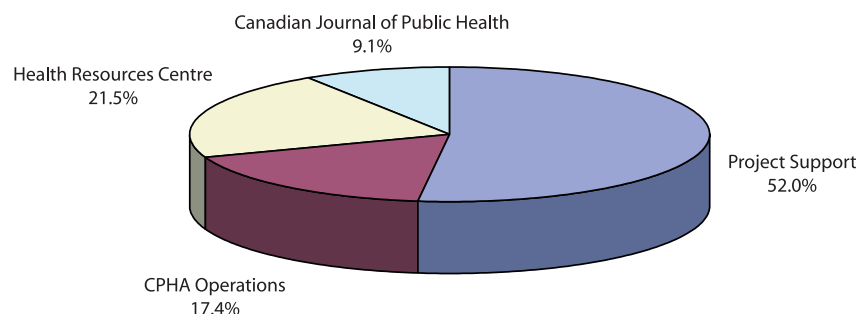
This project provides support and strengthens capacity to implement national reproductive health goals and strategies in Zambia. The project will focus on issues of family planning, safe motherhood, adolescent reproductive health, STI control and positive sexual health.

core financial activities

Revenue



Expenditures



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