



The voice of public health in Canada since 1910



Canadian Public Health Association
2005 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:

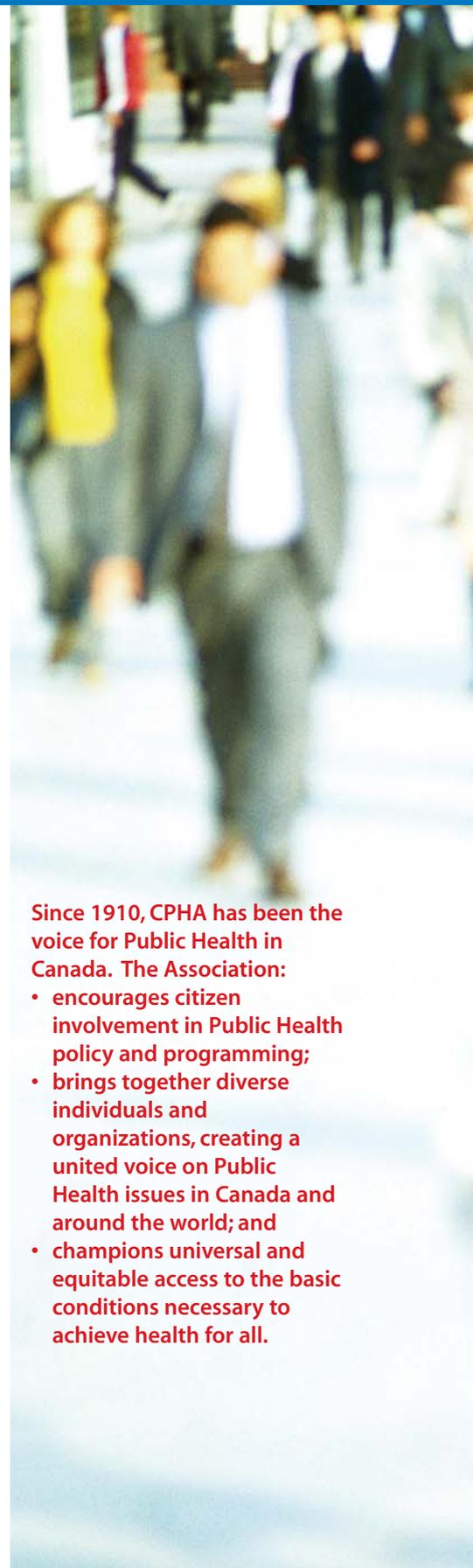
- Acting in partnership with a range of disciplines including health, environment, agriculture, transportation, other health-oriented groups and individuals in developing and expressing a public health viewpoint on personal and community health issues;
- Providing an effective liaison and partnership 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.

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.



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.**

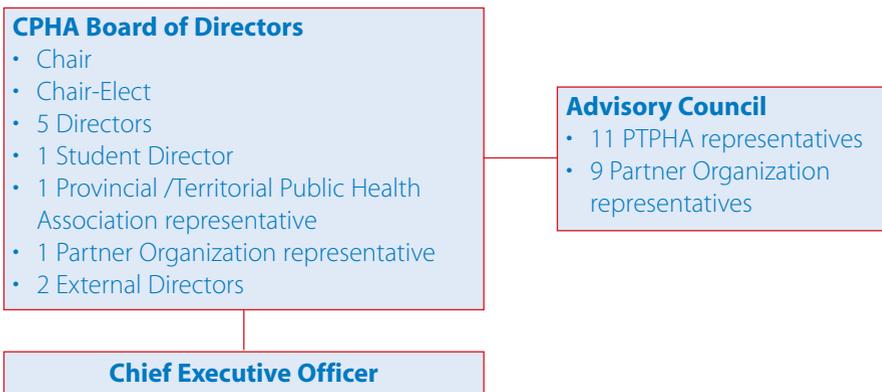
governance

In 2005, based on a review of the external environment, the need for best practices in governance, and the need to reinforce the position of CPHA as the voice for public health in Canada, CPHA undertook a renewal of its governance structure. Taking effect on January 1, 2006, highlights of the new governance structure include:

- a new skills-based Board of Directors,
- a new Advisory Council, and
- new bylaws.

As part of the Board composition, two External Directors are appointed to the Board, one of whom will chair the Finance Committee; the other External Director is appointed based on a review of the current board composition and skill gaps.

In order to ensure the new skills-based Board of Directors receives input from the Provincial/Territorial Public Health Associations and other organizational partners working in public health, a pan-Canadian inter-disciplinary Advisory Council has been formed. This Council will provide the CPHA Board of Directors with knowledge and advice about local, regional and national public health matters. The first meeting of the Advisory Council will take place in May 2006.



The 2005 Annual General Meeting, held in Ottawa on September 20 during CPHA's 96th Annual Conference, was attended by 89 CPHA members. The meeting focused primarily on presentations and discussion regarding the new governance structure put forward by the Board. Details on the bylaws and on the ratification process for a new board were provided and members were able to question this new process. At the close of the meeting, members passed a motion giving strong support to the CPHA Board of Directors relative to its decision to modify the CPHA bylaws and effect changes in the governance structure of the Association.

2006 will be a transitional year for CPHA and the new governance structure will be fully in place in January 2007. To achieve this, an election process will take place in the fall of 2006 to fill the position of Chair-Elect and two Director positions. This is an opportunity for all members of CPHA.

2005 Board of Directors

Chair	Sheilah Sommer, MSc, BScN
Chair-Elect	Ron de Burger, BA, CPH, CPHI(C)
Treasurer	Paul Hanvey, BA, CA
Members	Erica di Ruggiero, BSc, MHSc, RD Bretta Maloff, RD, Med Cordell Neudorf, BSc, MD, MHSc, FRCPC Jennifer Spencer
Student Representative	Jeanette Ward, MBBS, MHPEd, PhD, FAFPHM Colleen Davison, BSc/ HBOR, BEd, MPH, PhD(c)
<i>Ex officio:</i>	Elinor Wilson, RN, PhD, Chief Executive Officer Patricia Huston, MD, MPH, Honorary Scientific Editor
Patron	Her Excellency the Right Honourable Michaëlle Jean, CC, CMM, COM, CD Governor General of Canada

strategic directions

CPHA's Board of Directors has focused its energy on positioning public health clearly within discussions on health system reform. Issues of national leadership, capacity, public health human resources and funding for the public health system itself are the focus of CPHA's policy work. As the pre-eminent NGO voice for public health in Canada, CPHA strives through advocacy efforts to increase the national profile of public health across Canada.

The Board of Directors continues to work with the organizational strategy established in June 2004 that guides the Association's work. This strategy is to ensure that CPHA is able to respond quickly at this time in the evolution of public health in Canada.

The top priorities of CPHA are:

1. Determine a Pan-Canadian Public Health Agenda by, among other things, establishing a partnership with the Public Health Agency of Canada, continuing to refine key messages regarding public health reform, and working with the Canadian Coalition for Public Health in the 21st Century;
2. Focus on public health human resources, working with partners to develop and promote core concepts, functions and accreditation for public health services;
3. Increase CPHA's core capacity by developing a long-term financial plan, and reenergize and enhance the Association's membership;
4. Develop a proactive, innovative and sensitive organizational culture by working with all of the public health disciplines in strategic alliances.

Today's funding environment is challenging for CPHA as we undertake numerous projects, which ultimately allows the Association to continue its core work in strategic areas. Securing core stable funding for CPHA remains a goal of the Board.

Policy Highlights and Advocacy

The Association plays a major role in developing national healthy public policy and directions for national public health activities and infrastructure. CPHA does this through the work of the Board of Directors and CPHA's National Office policy development and advocacy activities. CPHA recognizes the significant efforts of many of the Association's members who volunteer their time and expertise on a variety of topics – reviewing reports, representing CPHA at meetings, and responding to inquiries.

Public Health – The Foundation of the Publicly-funded Health Care System

CPHA continues to advocate for increased funding to repair the fractured infrastructure of public health in Canada, and for increased funding in capacity for emergency preparedness in light of emerging communicable diseases.

Through letters to all federal parties during the 2005/2006 federal election campaign, CPHA advocated that public health investments be devoted to ensuring adequate funding to the public health system at the federal level and at the front line in public health systems across Canada. CPHA advocated as well for legislation that articulates the responsibilities of the Public Health Agency and the Chief Public Health Officer of Canada in all public health issues; for coordinating plans and ensuring adequate public health human resources now and for the future; for committing to strategies for communicable diseases, including HIV/AIDS, hepatitis C and influenza; and for committing to and acting on global development targets. CPHA promotes keeping people healthy longer, thus preventing illness and disease, and thereby keeping people out of the health care system. For these reasons, national public health leadership that promotes health and protects Canadians from disease is required.

Canadian Coalition for Public Health in the 21st Century (CCPH21)

In addition to being a member of the Coalition, CPHA acts as co-secretariat with the Canadian Medical Association. At the 2005 CPHA conference, the Coalition released four 'fast facts' on public health issues and organized a panel which included the President of the Canadian Medical Association, the Director of Canadian Institutes of Health Research – Institute of Population and Public Health, the President of the Canadian Veterinary Medical Association and the Chair of the Chronic Disease Prevention Alliance of Canada. On October 26, 2005, an all-day meeting to discuss public health human resources brought together the Public Health Agency of Canada, Health Canada and CCPH21.

CCPH21 was active in developing a brief to the Standing Committee on Finance, for pre-budget consultation in November of 2005. Following the 2006 election, CCPH21 wrote letters to the new Prime Minister, Minister of Finance and Minister of Health urging them to continue with funding public health priorities.



Emergency Preparedness & Pandemic Influenza

CPHA continues to work with the Centre for Emergency Preparedness (CEPR) of the Public Health Agency of Canada, along with health care professionals and other NGOs, as CEPR leads the development of a national health emergency management system and plan. CPHA has attended two national meetings, and participated with federal/provincial/territorial and NGO representatives in one 'table-top' exercise.

CPHA continues to serve on the Critical Infrastructure Working Group of Public Safety and Emergency Preparedness Canada, providing public health and NGO context. CPHA is also working with both the Strategic Communications Group, and the Centre for Infectious Disease Prevention and Control of the Public Health Agency of Canada, to develop appropriate NGO involvement in pandemic planning and response.

Public Health Human Resources

CPHA is working with the Canadian Institute for Health Information, Health Canada, the Public Health Agency of Canada, Statistics Canada and Human Resources and Social Development Canada on a methodology for defining what is included in public health human resources. This will allow public health human resources workforce planning for the future.

CPHA continues to work with the Ontario Public Health Association and the Public Health Agency of Canada on the development of core public health competencies, and the fit of that approach to broader public health human resource planning. CPHA also chairs the national Working Group on Public Health Human Resource Planning, which brings together representatives of federal, provincial and territorial governments as well as academics and NGOs.

As part of an ongoing agreement, CPHA works with the Canadian Council on Health Services Accreditation to develop accreditation standards for public health as part of regional health authorities.

National Immunization Strategy

The National Immunization Strategy (NIS), which is essential for an equitable, coordinated and consistent approach to immunization in all jurisdictions, requires an ongoing federal commitment of at least ten million dollars each year for infrastructure. In addition, significant financial investment is needed for new and future vaccine programs. Because future funding for the NIS and new vaccines is unconfirmed, and NIS progress is slow, continual advocacy by non-government organizations is critical. CPHA continues to play an important advocacy role as an individual NGO, as a member of (and Secretariat for) the Canadian Coalition for Immunization Awareness & Promotion, and as a member of the Coalition for Public Health in the 21st Century.

communicating public health

Canadian Journal of Public Health

The *Canadian Journal of Public Health* (CJPH) 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 CJPH 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.

In 2005, the CJPH underwent an external review to determine where the journal currently stands in the publishing world, and future directions for the journal to improve its visibility and its reputation as a first-class publication. A report was presented to the Board of Directors in September 2005. The current plan is to move forward with changes to the CJPH for a proposed updating and re-launch in June 2007.

In the May/June 2005 issue, the CJPH invited submissions for a dedicated issue on global health to be published in the January/February 2006 issue of the journal. The special issue serves to introduce the expansion of acceptable articles to include those on international health topics.

Health Resources 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 Service of Canada, First Nations and Inuit Health Branch, Environment Canada, Health Canada, Human Resources and Social 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 to consider future public health needs and public health system capacity. The 2005 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 in 2005 with CPHA's 96th Annual Conference (*Mapping the Future of Public Health: People, Places and Policies*) in Ottawa, Ontario from September 18 to 21, 2005 in partnership with the Canadian Institute for Health Information – Canadian Population Health Initiative (CIHI-CPHI), Canadian Institutes of Health Research – Institute of Population and Public Health (CIHR-IPPH), and the Public Health Agency of Canada (PHAC). The second biennial Statistics Canada's Health Statistics Data Users' Conference 2005 joined their conference with CPHA's annual conference.

Over eleven hundred people attended the conference which focused on the ever-changing landscape of public health in Canada. The conference featured initiatives that transcend research, policy and practice domains to make meaningful change at all levels to improve the health of Canadians. An unprecedented number of abstracts, 465 in total, were submitted for consideration. A total of 228 were accepted, along with 13 sessions organized by the Steering Committee. An exhibit program was also featured which consisted of 233 exhibits.

Keynote speakers included Dr. Carolyn Bennett, Dr. David Butler-Jones, Dr. Ilona Kickbusch, Michael Decter, Roy Romanow, Dr. Richard Lessard, Dr. Penny Hawe, Prof. Margaret Whitehead and Mary Martin-Smith. Fifteen pre-conference

and special events were also offered during the conference. Monday evening featured the Public Forum, a special evening panel presentation moderated by Dr. Carolyn Bennett, featuring Dr. James Orbinski and Dr. David McCoy. Over 500 attended, both conference delegates and the public. All were entertained by the music of The African Children's Choir. The first-ever CPHA National Public Health Hero Award was given to André Picard, in recognition of his contributions and commitment to promoting public health.

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 (CCIAP)

CPHA provides the Secretariat for the CCIAP, a partnership of national non-governmental, professional, health, consumer, government and private-sector organizations with a specific interest in promoting the understanding and use of vaccines recommended by the National Advisory Committee on Immunization. The goal of the CCIAP is to increase 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 Canadian HIV/AIDS 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 are 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 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.

Collaborating in Public Health: A needs assessment

This small project, funded by the Public Health Agency of Canada, involved conducting key informant interviews with nine national organizations working in public health to explore their interest in forming a public health professional reference group.

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.

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.

National Literacy and Health Program

CPHA continues to move forward in the area of literacy and health. Over the past year, the summary report from the 2nd National Literacy and Health Conference was developed with 11 recommendations to advance literacy and health practice, policy and research. A special supplement to the Canadian Journal of Public Health was developed, including seven peer-reviewed articles based on the conference themes.

Pot and Driving Campaign

In November 2005, CPHA launched a national campaign to increase awareness among Canadians aged 14 to 18 of the risks of cannabis-impaired driving. Many young Canadians do not know that driving high can increase their chance of being involved in a motor vehicle accident. The campaign image is of two pot-smoking pilots in the cockpit of an airplane with the tagline: *If it doesn't make sense here, why does it make sense when you drive?* The campaign website at www.potanddriving.cpha.ca includes resources targeted at youth, parents and teachers.

Public Health Information Centre: A needs assessment

This modest project involved an environmental scan to assess the availability of public health information sources in Canada and interviewing key informants representing a broad range of public health backgrounds and including both potential users and experts. The key findings were that a public health information centre should be established by CPHA; that the target users should be both the general public and professionals; and that the centre should be developed in collaboration with other organizations.

Smoking Cessation Resources for Women

Two smoking cessation resources are being updated and combined into one complementary resource. This revised resource is being presented in three sections. The first section sets the context about women and smoking, including information on the Stages of Change Model and the quitting process. The second section is a facilitator's guide for a group program that is presented in 12 sessions on topics such as self-esteem, healthy weights, triggers and supports. The third section offers one-on-one counselling techniques for health professionals from brief to more extensive interventions.

Voice in Health Policy Project

This project involved the participation of more than 1,200 voluntary sector organizations working in health in collaboration with Health Canada and the Public Health Agency of Canada. Now in its final phase, the innovative *Make Your VOICE Count* website at www.projectvoice.ca is being launched to reflect the project learnings and encourage broad, ongoing collaborative engagement between the two sectors.

Global Public Health Programs

CPHA manages two long-term, flagship international 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 a 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, UNICEF and Ministries of Health in strengthening national childhood immunization systems to work towards polio eradication, the elimination of measles and the combating of childhood diseases in low- and middle-income countries around the world.

Global Public Health Projects

The Association conducts several international public health initiatives which are time limited and specific in their focus:

Strengthening Global Tobacco Control

In collaboration with Physicians for a Smoke-Free Canada, the Heart & Stroke Foundation, PATH Canada, and the Non-Smokers' Rights Association, CPHA is implementing a project to support the efforts of public health associations and other health sector organizations in several countries of Africa, Asia, and the Americas to strengthen local advocacy for ratification, implementation, and monitoring of the Framework Convention on Tobacco Control (FCTC).

Community Competence Development for HIV Prevention Project

Following its December 2003 registration as a regional NGO in Zimbabwe (the Southern African AIDS Trust - SAT), the Southern African AIDS Training Programme was renamed the Community Competence Development for HIV Prevention Project (CCP). 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 provides Canadian technical assistance in community-based and women's, Aboriginal and youth-oriented health services to the Ministry of Health and Human Development of Formosa. Three strategies are 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.

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

CPHA provides technical expertise to the Caribbean Epidemiology Centre's (CAREC) 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.

Strengthening Civil Society's Voice for Public Health through Public Health Associations (Balkans)

Building on the success and achievements of the Strengthening of Essential Public Health Functions in the Balkans project (2001 – 2005), this new project will work with local partners such as the Public Health Association of Serbia to build their organizational capacity to become effective advocates and take on leadership roles in public health. The local partners, through their efforts and activities, will facilitate and contribute to reinforcing local, national and regional responses. The project is implemented in the Republic of Serbia and in Bosnia & Herzegovina.

Public Health Human Resources (August 2005, Costa Rica)

CPHA organized a workshop in Costa Rica entitled "Strengthening Human Resource Capacity in Public Health in Support of the Millennium Development Goals." The workshop, hosted by the Costa Rican Public Health Association (ACOSAP), brought together specialists in public health human resources from eight countries of the Americas, including Canada.

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 focuses on issues of family planning, safe motherhood, adolescent reproductive health, STI control and positive sexual health. CPHA collaborates with two local non-governmental organizations (Planned Parenthood Federation of Zambia and the Churches Health Association of Zambia) on this initiative.

**WHO Expert Workshop on Trade in Health Services
(October 2005, Montreal)**

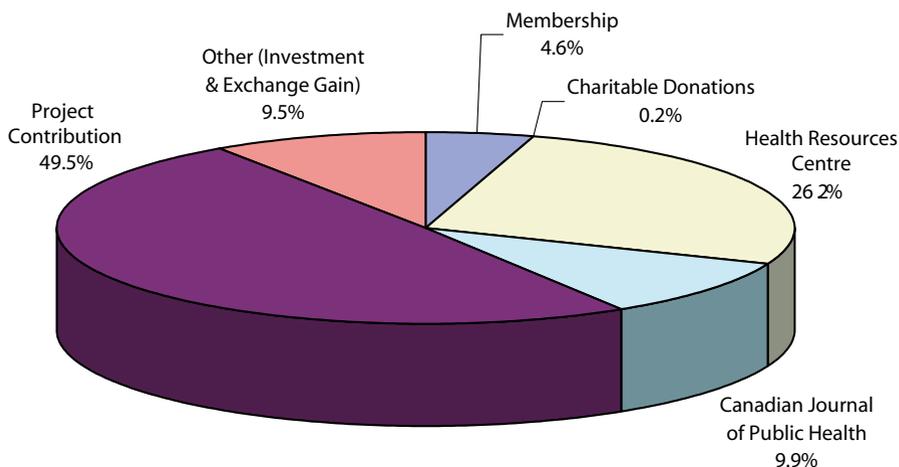
CPHA collaborated with the North-South Institute and McGill University to conduct an international workshop/experts' meeting organized by the World Health Organization (WHO) to assess various aspects of trade in health services and promote policy coherence in the trade and health sectors.

Support for the World Federation of Public Health Associations

By agreement with the American Public Health Association, which hosts the Secretariat for the World Federation of Public Health Associations (WFPHA), CPHA's Global Health Program is providing assistance to the WFPHA in planning the 11th World Congress on Public Health in Rio de Janeiro, Brazil, in August 2006.

core financial activities

Revenues



Expenditures

