

Canadian Public Health Association

Report to the Annual General Meeting

CPHA members attending the Annual General Meeting have been provided with the Chief Executive Officer's report which was approved by the Board of Directors in March 2000. Because of the many activities and programs that have occurred since March and the fact that this year's annual conference for the first time is taking place in October, the following is an updated report highlighting new activities undertaken by the Association

The report will be published in English and French on the CPHA Website following the annual conference.

Gerald H. Dafoe Chief Executive Officer

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An Ounce of Prevention: Strengthening the Balance in Health Care Reform

www.cpha.ca

At the March 2-3, 2000 CPHA Board of Directors meeting, the Board agreed to hire Brian Bell, Consultant, The Alder Group, to write an Issue Paper for the Board of Directors. The Paper, entitled *An Ounce of Prevention: Strengthening the Balance in Health Care Reform*, was developed and approved by the Board of Directors in April 2000. The Paper was published in May 2000 and forwarded to the Prime Minister, all Federal/Provincial/Territorial Ministers and Deputy Ministers of Health, as well as CPHA Board Members.

This Paper along with the CPHA Provincial/Territorial Roundtable Reports will be utilized to develop a synthesis of these documents and discussions of 4-5 pages that will be prepared for information and use by external stakeholders.

CPHA Roundtable on Challenges and Opportunities to the Public Health of Canadians

At the March 2000 Board of Directors meeting, it was agreed that CPHA would partner with the PTBAs and provide support for the hosting of regional roundtables to discuss the place of public health and community health in today's health system debate. This was seen as an opportunity to articulate practical strategies and a vision of public health for the future at the provincial, territorial and national level.

Nine of the ten PTBAs undertook the Roundtable exercise and written reports were received from eight. A Draft Report was prepared entitled: "A Vision for Public Health in 2015: Opportunities, Challenges and Strategies." The Draft Roundtable report and follow-up action was discussed at the CPHA Board of Directors Meeting. This will form part of the documentation that will be utilized in developing a synthesis of these documents and discussions of 4-5 pages that will be prepared for information and use by external stakeholders.

Health and Literacy - Post Conference Update

The speakers at the Opening Plenary included Senator Joyce Fairbairn, P.C., Mrs. Dorothy Silver, Learner Spokesperson on the Board of Directors, Movement for Canadian Literacy and Dr. John Hastings, Past President of CPHA. Senator Fairbairn and Mrs. Silver unveiled a wall of health stories written by low literacy health consumers from across Canada and the United States at the Welcome Reception.

The conference addressed 5 themes: Making health services and health information easy to use for all Canadians; Looking for ways to improve the training of health professionals; Learning more through research; Learning from learners; Building literacy and health partnerships.

These themes were explored in the thirty-five concurrent workshops and two sub-plenaries presented by education and health specialists from North America and England. This information will be published in the *Captain's Log*, a set of conference proceedings. Once the *Captain's Log* is published, CPHA will renew discussions with the Literacy Secretariat to determine what further action needs to be undertaken with regards to programming in literacy and health.

Climate Change

www.ccah.cpha.ca

Included in CPHA's long history of involvement in the broad area of health and the environment is the adoption of the 1997 Motion No. 2, Public Health Workers' Statement on Climate Change. The Roundtable brought together representatives from key sectors including medical and health groups, affected industries, and governments from across Canada to review the consensus on the health impacts of climate change and to discuss the co-benefits of reducing greenhouse gas emissions and the direct impact on health from climate change itself. The Roundtable was a very successful event and will lead to further consultations and may include national and regional workshops with a role for CPHA as coordinator of a network of health and other stakeholders. CPHA sent a communiqué to provincial and territorial Ministers of Health, Environment and Energy outlining the results and recommendations from the Roundtable and expressed the hope that the results would be useful in their deliberations and discussions to develop a business plan and a national implementation strategy on climate change.

Immunization

Canadian Immunization Awareness Program (CIAP) www.ciap.cpha.ca

Objective: To help parents and health-care providers in Canada work together to make sure children get all the shots they need at the right times.

CPHA is the secretariat for 10 national organizations and Health Canada.

In 2000, the emphasis has been on year-round messaging, improving the network of communications and solidifying links with provincial/territorial partners. National Immunization Awareness Week moves from October to May in 2001, skipping 2000, to avoid confusion and duplication of effort with the influenza immunization program each autumn.

2000 highlights:

- Increased resources for health providers to help them counsel parents who are unsure about immunization.
- Re-vamped website to attract more visitors to use the CIAP material and link to other reliable sources.
- Displays and presentations at national conferences.
- Increased communications network through Coalition members and provincial/territorial governments.

Influenza Immunization Program of the Canadian Coalition for Influenza Immunization (CCII)

www.influenza.cpha.ca

Objective: To promote the benefits of influenza immunization for all ages.

The 2000 program has produced educational and promotional material for the fall campaign, which is being used by Coalition members as well as provincial/territorial governments. CPHA is the Secretariat for this Coalition of 15 national organizations and Health Canada.

2000 highlights:

- Distribution of 150,000 posters through Coalition members, provincial/territorial governments and health units.
- Distribution of radio ad to >400 radio stations as a PSA, two provinces (NF & NWT) added their own identification to the ad.
- Development and distribution of a pharmacists promotion kit, distributed to >6,000 pharmacists.
- Print ads to >175 print media, as a PSA.
- New website including downloadable resources, links to other reliable sites.
- Increased communications network through Coalition members and provincial/territorial governments.

Frequently Asked Questions on Immunization in Canada

www.canadian-health-network.ca

CPHA with the support of the Canadian Health Network (CHN) developed FAQs on immunization in Canada. The CPHA advisory Committee developed the questions and the Association's Plain Language Services reviewed the document. The English and French FAQs were posted on the CHN website in a plain language format. The FAQs are considered to be the most comprehensive list of FAQs on immunization in Canada (including information on child, adult, and travel immunizations). It is anticipated that CPHA in partnership with the CHN will continue to monitor this information and ensure that the content is changed on a timely basis to provide up-to-date information on the FAQs.

Canadian International Immunization Initiative (CIII) - Technical Cooperation and Canadian Awareness Components

The Canadian Public Health Association manages this program with the cooperation of the Canadian International Development Agency, the World Health Organization, UNICEF – New York, the Rotary Clubs in Canada and the Canadian UNICEF Committee.

It continues Canada's international commitment to one of the most cost-effective public health measures – childhood immunization. Consultants strengthen national childhood immunization systems to work towards polio eradication, the elimination of measles and the combating of childhood diseases in developing countries and in Eastern and Central Europe. An additional public awareness component works to increase Canadians' knowledge regarding the importance of international immunization. CPHA is contracted by the Government of Canada to identify and recruit Canadian technical consultants to assist the World Health Organization (WHO) and UNICEF on issues relating to childhood immunization against preventable diseases.

Building on the many lessons learned from CPHA's experience working at the forefront of strengthening immunization programmes in developing countries, CPHA reaches out to its membership and the Canadian public health community in general to identify expertise to fulfill short-term assignments with WHO and UNICEF.

Health Action Lobby (HEAL)

CPHA is a founding member of the Health Action Lobby (HEAL) which is a coalition of national health and consumer organizations dedicated to protecting and strengthening Canada's health care system. Over the past year, HEAL has urged federal, provincial and territorial governments through meetings, press releases, newspaper advertisements and letter, to take immediate collective action to develop more comprehensive and seamless services to ensure a strong and sustainable health system be available to all Canadians, including important services such as disease prevention and health promotion. HEAL has successfully lobbied over the past years for the restoration of health spending to previous levels. HEAL has recently written to the First Ministers expressing support for their collaborative work in the development of Action Plans on Health System Development and on Early Childhood Development and expressing the interest of HEAL members in ongoing consultation and discussions.

Public Health Capacity Project

The Canadian Public Health Association undertook, in September 1999, on behalf of the Advisory Committee on Population Health, a project which would assess the current Canadian public health system's capacity to respond to ongoing, emerging and urgent health concerns. After finalizing the survey methodology in the spring 2000, the research team conducted surveys in every province and territory as well as at the federal level during the summer months. A 30-page Highlights Report has been produced along with a Common Briefing Note that will be provided to the Deputy Ministers of Health for their meeting in December 2000. A more comprehensive Technical Report of the survey findings will also be produced by January 2001

International Trade Agreements (WTO-MAI)

Over the past year, CPHA has continued its work related to the 1997 resolution "Promoting Health in an Era of Global Free Trade." In November 1999 just prior to the WTO meeting in Seattle, CPHA forwarded a letter and a brief, prepared by CPHA member Dr. Ron Labonte, to the Prime Minister and key Ministers as well as to the Director General of WTO. Both "A Brief to the World Trade Organization: World Trade and Population Health" and the letter urge that

any WTO agreement respect the principles of global equity, environmental sustainability and social justice and that agreements should not weaken national policies designed to protect and promote public health. CPHA also participates with other non-governmental organizations, unions and the Council of Canadians in advocating on issues of health care, education and water safety related to the WTO talks. CPHA continues to work in related areas and is closely following developments regarding the IMF and debt reduction for developing nations with respect to Canada's role in particular.

CJPH Insert on "Building a Healthy Future"

In partnership with Health Canada, CPHA has published Building a Healthy Future, a plain-language document that condenses and simplifies the messages of Toward A Healthy Future: Second Report on the Health of Canadians. This document was published as an insert to the March/April 2000 edition of the Canadian Journal of Public Health.

The objective of this publication is to provide public health intermediaries with the key messages in the Second Report on the Health of Canadians in a simple and compelling way, both for their own use and decision-making and for use with the groups they serve.

Produced by the Federal/Provincial/Territorial Advisory Committee on Population Health, the Second Report on the Health of Canadians is a landmark document that describes the health of Canadians and the factors and conditions that influence health. In addition, the Report provides recommended priorities for action that will take the involvement of many levels and sectors to be successful. To achieve this, it is crucial to get the message out to a wide variety of stakeholders, especially those who understand the significance of the healthy message in the Report and who are in a good position to advocate on its behalf with their networks and the public they serve.

In addition to its publication as in insert in the CJPH, "Building a Healthy Future" has also been forwarded to all the national/provincial/territorial health departments and direct mailed to over 4,000 health professionals.

National Children's Alliance

Child health is the CPHA's number 1 priority. In addition to a number of activities undertaken by the Association in programs and policy focussed on child health, the Association works closely with other coalitions addressing children's health issues.

CPHA is a member of the National Children's Alliance, a group of more than 30 national organizations with an interest in the well-being of children and youth. The Alliance:

- Facilitates dialogue on children's issues;
- Strengthens the network of NVOs and NGOs;
- Develops policy recommendations;

- Engages provincial/territorial/regional constituent organizations in working collaboratively on issues;
- Promotes the development and implementation of a national children's agenda.

NCA, through its work, has influenced the formation and direction of the National Children's Agenda. It continues to develop new strategies to effect healthy public policy as it relates to children/youth and their families.

The NCA is currently undertaking a national project that will 1) facilitate dialogue on children's issues, participate in policy development initiatives, 2) enhance the capacity of national organizations to participate in policy development, 3) facilitate linkages among groups engaged in policy development on children's and youth issues, 4) enhance the collective capacity of organizations to participate in policy development at all levels: national, provincial, territorial, regional and local.

Health Canada Policy Capacity Funding Consultation Process

The Canadian Public Health Association has been requested by Health Canada's Strategic Policy Directorate to participate in a consultation process that Health Canada is undertaking with the voluntary health sector. These consultations have emerged from the federal Voluntary Sector Initiative which seeks resources for activities aimed at enabling voluntary organizations working in health to engage in policy development. CPHA will provide comments on a discussion workbook containing proposed objectives and initiatives. CPHA has also expressed its willingness to sit on the VSI Policy Capacity Advisory Group.

Public Consultation on Xenotransplantation www.xeno.cpha.ca

The CPHA with the support of Health Canada has agreed to a consultation process that will involve consulting with the Canadian public on the health, ethical, legal, economic and social issues related to xenotransplantation and to provide a report to Health Canada on the results of those consultations. A Public Advisory Group (PAG) has been selected. Members of the PAG represent various perspectives and bring a variety of skills to the task. Collectively, PAG will be responsible for developing recommendations on xenotransplantation based on input from Canadians.

Key activities that are underway include:

- In October the first meeting of PAG was convened.
- The xeno website will be launched at the end of October (www.xeno.cpha.ca). This bilingual site will offer a comprehensive perspective of information from the "ABCs of Xeno," to religious viewpoints of xeno, to a comparative look at how 27 countries regulate xeno.
- In November a media release announcing the consultation and the website will be released.
- Early in December a number of activities will have been completed.

- An information package on the consultation, including background information on xeno, will be broadly distributed.
- A public opinion questionnaire will be included in this mailing and posted on the website.
- Consultation methods will be finalized, such as a 1-800 number, a public opinion poll, town halls and face-to-face deliberative meetings.

In late 2000/early 2001, consultations will be carried out across the country. This information provided by Canadians will be gathered, analyzed and documented in a report.

WFPHA - Beijing Conference

CPHA has been a member of the World Federation of Public Health Associations since 1970. The WFPHA is an international, non-governmental organization bringing health workers throughout the world together for professional exchange, collaboration, and action. Its members are multidisciplinary national and regional public health societies whose own memberships include nurses, sanitarians, administrators, physicians, health educators, pharmacists, anthropologists, researchers, and many other persons interested in public health.

CPHA has been represented by Margaret Hilson, Director of International programs, and current President of the WFPHA. In September 2000, the WFPHA sponsored the 9th International Congress in Beijing, China. A Call to Action was issued at the Congress presenting *Challenges for Public Health at the Dawn of the 21st Century*.

This Call to Action comes at a critical point in our development as a global community. The millennium brings with it unprecedented opportunities and challenges, especially as related to achieving Health for All in this century.

It has been more than twenty years since the adoption of the Declaration of Alma Ata and the forging of an international commitment t achieving health for all people of the world with primary health care as the key approach. Since then there have been successful initiatives to strengthen global commitments to health, in areas such as human rights, women, children, food and nutrition and the environment. But the commitment to primary heath care at times has been uncertain.

This Call to Action challenges individual and collective public health associations to translate current and future knowledge and skills into specific actions for the improved health of the global citizenship. CPHA will be an active member in this endeavour.

Continuing Education: Renewal and Strengthening of Public Health (Kosovo)

CPHA has undertaken this major project in Kosovo with the support of CIDA and in partnership with Society of Obstetricians and Gynaecologists of Canada, the Canadian Nurses Association, the Department of Health Services

Administration/Dalhousie University, the Laboratory Proficiency Testing Program/Ontario, LCDC/Health Canada, the United National Population Agency (UNFPA), and the Institute of Public Health (Kosovo).

The key objectives of the project are: to revitalize and strengthen the capacity of health professionals and institutions to design and deliver effective health policies and programs; to provide good quality and current training in health sciences; to increase access to information on best practices in public health for health professionals; and to strengthen the participation of Kosovar civil society in the elaboration of public health policy and programs.

Health Promotion in Action (Brazil)

The objective of this project is to support the incorporation of health promotion into Brazilian public health policies and programs.

CPHA with the support of CIDA and in partnership with the National School of Public Health (ENSP) – Brazil and the Brazilian Association of Graduates in Collective Health have undertaken this project in support of the massive reform of the health care sector initiated in the late 1980's by the Brazilian government.

Recognizing the need to invest in primary health care in order to build a sound national health system, the Brazilian Ministry of Health created the Family Health Program. This program adopts a broader vision of health and proposes the creation of nation-wide primary care teams composed of a doctor, a nurse, a nurse auxiliary and several community health agents trained to undertake not only curative work, but also disease prevention and health promotion. However, with few professionals trained in community health in Brazil, continuing education is crucial if the teams are to integrate health promotion into their practice.

Canadian Institutes for Health Research

The 1999 CPHA Motion on the CIHR called on CPHA to support the creation of the CIHR and work collaboratively with other organizations in the definition, development and implementation of the CIHR, and to support six guiding principles which included the creation of a broadly defined Public Health Institute.

CPHA brought this resolution to the attention of the CIHR Interim Governing Council as well as the full Council. Throughout the development process of CIHR, CPHA worked with the Network for the Advancement of Health Services Research, the National Voluntary Health Agencies and the Health Action Lobby. The Association also worked directly with the Network for the Advancement of Health Services Research to produce a paper outlining principles and criteria on which to evaluate the CIHR. The Paper was reviewed by the CPHA Board and submitted by the Network on CIHR. CPHA endorsed the CIHR proposed slate of institutes and nominated 5 CPHA members to be

considered for the Governing Council of CIHR. While the final slate of Governing Council members did not include any of CPHA's nominations, it should be noted that there are several members on the Governing Council who represent a population and public health approach.

The July 2000 announcement by CIHR listing the 13 institutes included the Institute of Population and Public Health. The Association is in communication with the new President, Dr. Alan Bernstein, and will continue to monitor work to promote the intent of this resolution.

CJPH Supplement on Hepatitis C

In October 2000, the *Canadian Journal of Public Health* published a special supplement on Hepatitis C entitled: "Hepatitis C: Canadian perspectives". This special supplement was supported by Health Canada.

The Association established a Steering Committee to assist in this special project and authors were identified to write articles for the supplement. The supplement included a total of 12 papers covering such aspects of Hepatitis C as: Hepatitis C: Medical Information Update; Current Status of Hepatitis C in Canada; Hepatitis C in Canada's First Nations and Inuit Populations: An Unknown Burden; Public Health and Hepatitis C; Treatment Options in Patients with Chronic Hepatitis C; The Hepatitis C Prevention, Support and Research Program: Health Canada Initiatives on Hepatitis C; Living with Hepatitis C as a Nurse.

This special supplement is a major contribution to a better understanding of the many issues around Hepatitis C that impact Canadians.

Environmental Scan on HIV/AIDS

CPHA with the support of Health Canada undertook a national environmental scan of public health practitioners, AIDS service organizations, governments and others with a role to play in HIV/AIDS prevention.

The purpose of the survey was to determine the current state of prevention activity in Canada as one component in determining the ongoing role of CPHA in the development of public health policy relating to HIV/AIDS prevention. This was seen to be a first step towards developing a CPHA capacity to undertake national activities and to work with others in the development and promotion of HIV/AIDS prevention policies.

The summary report (Survey of Canadian HIV/AIDS Prevention Policy and Program Priorities) lists the main findings and is available through the CPHA website (www.cpha.ca).

The Association is presently reviewing this document for the purpose of identifying action related to policy development promotion and specific program areas that should guide the Association in its future activities in HIV/AIDS policy and

programs. Discussion will continue with Health Canada concerning their support for future action.

Impact of Information Technology ListServ

At the National & International Policy and Planning Committee's request, ListServ lists for each Area of Interest were constructed and available for use in March 2000. To date, 3 of the Members-at-Large initiated an electronic discussion (Disease Surveillance and Control, International Health, and Human and Ecosystem Health), with no response. One employment opportunity was posted to the Human and Ecosystem Health ListServ. For your information, please do not send attachments at this time, include the information in the text.

Website (www.cpha.ca)

The newly designed CPHA website was posted in September 2000! It was designed and is being maintained by NALD (National Adult Literacy Database). Currently, the English is up and the French will be posted in stages. The entire site continues to be revised and updated on a regular basis in order to maintain timely, complete and accurate information.

Canada E-Health 2000: From Vision to Action

CPHA has been invited to participate in the national conference sponsored by Health Canada to be held in October 2000. The objectives of the conference include: Stimulating action and collaboration; and, Sharing information as it relates to the application of information and communications technologies in the health sector.

Themes include: Electronic health record; Telehealth; and Health information for the public, the provider and for public health information/surveillance.

Following this conference, the Association will enter into discussion with Health Canada around ways the Association could participate in utilizing these new technologies.

Global Alliance for a Generation of Tobacco Free Youth

CPHA with the support of IDRC is managing a project entitled "Global Alliance for a Generation of Tobacco Free Youth." This is a health research project whose overall objective is to contribute to the WHO/UNICEF Global Initiative, Tobacco Free Children and Youth. The project is in partnership with the Russian Public Health Association and has enabled Russia to join the six other countries where the Global Youth Tobacco Survey (GYTS) was being carried out and facilitated the participation of the other countries taking part in the global initiative.

Outcomes of the project to date include: • A school-based survey of Russian children up to the age of sixteen has been conducted and the results have been added to the

global pool of knowledge concerning youth and smoking. • The results have been shared with Russian policy makers and presented at an international meeting of public health associations. • The project has also made possible the participation of developing country researchers in training sessions provided by the WHO and synthesized their research findings into a publication entitled *What in the World Works?*

Supporting Public Awareness Initiatives on the Health Effects of Climate Change and Air Pollution

CPHA also is working in partnership with organizations from a number of sectors to follow up on the findings of the survey on supporting public awareness initiatives on the health effects of climate change and air pollution, sponsored by the CCAF in conjunction with CPHA and Health Canada, and completed in partnership with the College of Family Physicians of Canada, the Canadian Nurses Association, the Canadian School Boards Association, Friends of the Earth and TransAlta Corporation.

195 education, environment, health and private sector organizations across Canada were surveyed.

Key findings included: Health effects are a major concern; Lack of awareness of the root causes; Lack of resources to convey this message; Few public awareness initiatives (PAIs) link health effects of climate change and air pollution; Need for consistent messages; At-risk groups absent from PAIs; Regional variations needed in messages; Resource materials designed to educate health providers required; Support for central coordinating group or body; Lack of funding for the development of public education and outreach activities evident; Determinants of success in PAIs: funding, partnerships, research and knowledge.

The actions to be undertaken at this time include the following: Post survey report on website; Notification of participants and stakeholders; Develop a CPHA Policy Statement; Design and conduct local demonstration projects; Focus on specific target groups; Secure funding for information clearinghouse; Develop strategic partnerships to assist with National Strategy; Participate in presentation and discussion forum at CPHA annual conference in October; and seek support to implement a national climate change strategy as a Phase II of the survey's project.

CPHA Conferences 2000/2001

The Association in partnership with government and the private sector, sponsor a number of focused symposiums and workshops that address specific health issues. The following outlines those that have been undertaken this year and are planned for early 2001.

Symposium on Post-conflict Health and Health Systems: Issues and Challenges

March 2000

This international symposium was organized by CPHA in collaboration with the Health Policy Unit of the London School of Hygiene and Tropical Medicine. The purpose of the meeting was to identify ways and means of making the health planning, policy and program development process effective, inclusive and appropriate to the needs of populations affected by conflict. It took place March 19-21, 2000 in Ottawa and the forty participants included representatives from countries emerging from conflict, North American and European NGO's, professional associations, academic institutions and several multilateral and bilateral donor agencies.

Round Table Meeting on Communicable Diseases Within and Outside the Correctional Community -March 2000

Representatives of the Correctional Service of Canada and various public health agencies conducted a two-day round table meeting in Ottawa, March 27-28, 2000. The aim of the meeting was to discuss the relationship between correctional facilities and public health agencies, review examples of best practices and discuss a collaborative action plan to facilitate public health activities in correctional environments. As a result of the meeting, a draft concept paper has been prepared that contains a framework for a sustained model of collaboration. A conference report is being prepared and will be distributed to attendees and other interested individuals.

Strange Bedfellows: Infection and Chronic Disease – An Invitational Symposium

May 2000

This symposium was held May 4-5, 2000 in Ottawa and included 50 participants. The objective of the meeting was to raise awareness, especially among public health decision-makers, about the scientific basis for currently emerging claims about associations between infections and chronic diseases. The symposium was intended to stimulate discussion and interchange and not necessarily to achieve consensus on specific recommendations. A report summarizing the proceedings is being prepared for distribution.

Polio Symposium

March 2001

The Polio Symposium will take place March 7-8, 2001 in Ottawa. The goals of the conference are to describe the fight against polio in Canada and around the world, to discuss strategies for global eradication of polio and to determine how to deal with polio in a post-immunization era. Topics to be discussed will include the history of polio, global successes and eradication, the scientific basis for cessation of polio immunization and planning for future vaccine production and use. This will be an invitational symposium and will involve 50-75 participants.