



CPHA  ACSP

CANADA'S PUBLIC HEALTH LEADER  
LE LEADER CANADIEN EN SANTÉ PUBLIQUE

CANADIAN PUBLIC HEALTH ASSOCIATION  
**2010 Annual Report**

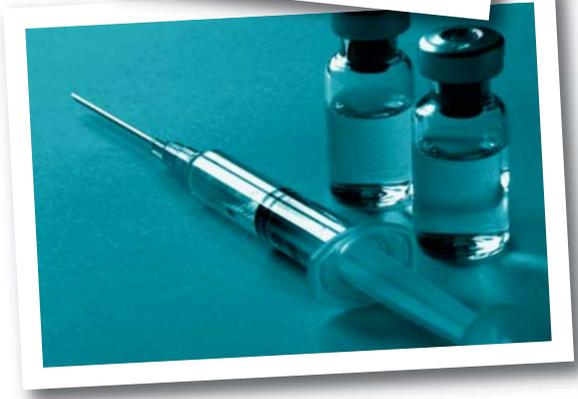
The Canadian Public Health Association (CPHA) was founded in 1910 and is one of the world's oldest national public health associations. CPHA is an independent, not-for-profit, membership-based association representing public health in Canada with links to the international public health community. As the independent voice of public health in Canada, it has years of demonstrated expertise in citizen engagement, policy and program development, research and public awareness, knowledge translation, resource dissemination and project management, all related to the maintenance and improvement of individual and community health.



CPHA was founded by a group of health practitioners who identified the need to strengthen communicable disease control and prevention, as smallpox and typhoid fever were rampant at that time. The Association held its first official meeting in the Parliament Buildings in Ottawa in 1910 and was formally constituted through an Act of Parliament in 1912. The *Canadian Journal of Public Health*, the country's only peer-reviewed scientific journal dedicated to public health, also made its debut as the official publication of CPHA in 1910 and continues to be published today.



In 2010, the Association marked its centenary by celebrating the history of public health in Canada. Our Centenary provided a unique opportunity for the public health community in Canada to raise awareness about public health's role, both past and future. Through the various initiatives, Canadians came to understand the profound impact public health has had in shaping the Canada we know today.



The Association has long influenced health policy in Canada. For example, it began to advocate for the creation of a national department of health as early as 1912; in 1944 it hosted the first national conference on the establishment of a publicly-funded health insurance plan; in 1959 it began its strong advocacy on tobacco control; and in 1986 it hosted the First International Conference on Health Promotion that led to the *Ottawa Charter for Health Promotion*. More recently, it advocated for the creation of the Public Health Agency of Canada (PHAC) and the office of the Chief Public Health Officer.

As we move into our second century of service to Canadians, CPHA continues to develop evidence-based policy in areas of key importance for the health and well-being of Canadians.

## Membership

Membership in CPHA is voluntary.

Our members are public health nurses, medical officers of health, dietitians, epidemiologists, administrators, researchers, academics, educators, students, ethicists, emergency response and management professionals, and public health officials at the federal, provincial/territorial and municipal levels. Together, our members represent a wide range of disciplines and professions, encompassing the breadth and depth of the Association's work on issues of significance to public health's front line and at the national level.

CPHA's student members continue to be actively engaged in our annual conference which features several events aimed at students with an interest in public health research, policy and practice. CPHA's Student Awards Program is designed to recognize excellence in the next generation of population and public health researchers, policy-makers, practitioners, academics and students.

## 2010 Board of Directors

CPHA is governed by a skills-based, volunteer Board of Directors that provides strategic leadership for the Association.

### Chair

Cordell Neudorf, BSc, MD, MHSc, FRCPC

### Chair-Elect

Erica Di Ruggiero, BSc, MHSc, RD

### Chief Executive Officer

Debra Lynkowski, LIB

### Directors

Hope Beanlands, PhD, MPA, MN, RN

Brian Bell, MSW

Joel Finlay, MPH

Alycia Fridkin, MHSc

Richard Lessard, MD, MA, MPH, FRCPC

John M. Maxted, MD, MBA, CCFP, FCFP

Lynn McIntyre, MD, MHSc, FRCPC

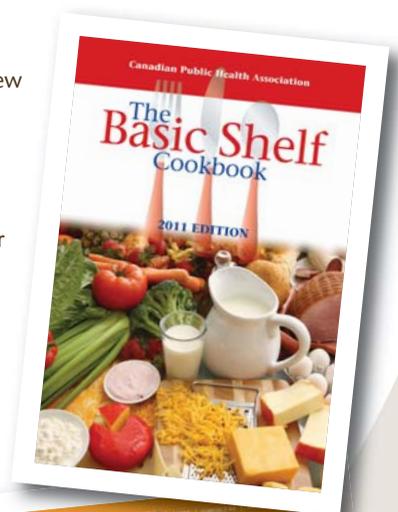
Shannon Turner, BA, BSc, MSc

## Financial Stewardship

Support for public health and CPHA was demonstrated overwhelmingly by our corporate partners in 2010. A total of 22 contributors, including corporations, NGOs and government agencies, provided the necessary financial support to make our centennial a success. See page 9 for a complete list of our 2010 sponsors.

In addition to centennial activities, we were very pleased to partner on some other exciting initiatives:

- ✦ Parmalat Canada provided generous support for the development of a new edition of **The Basic Shelf Cookbook**. This is a very special cookbook because all the recipes can be made from one list of low-cost, nutritious ingredients that make up what we call “the basic shelf”. We are very pleased to launch the new edition at our 2011 Annual Conference.
- ✦ Maple Leaf Foods provided an unrestricted educational grant to CPHA for the development and implementation of a national consumer education campaign on food safety. While the **EAT SAFE!** site has something for all Canadians, it is designed especially for four vulnerable populations: seniors; people living with HIV/AIDS; people undergoing cancer treatment; and pregnant women. These populations are more susceptible to foodborne illness, which in some cases can be severe or even deadly. Visit the site at [foodsafety.cpha.ca](http://foodsafety.cpha.ca).
- ✦ CPHA continues to work with Reckitt Benckiser, the makers of Lysol, to enhance the **Caring For You and Your Baby** website ([you-and-your-baby.cpha.ca](http://you-and-your-baby.cpha.ca)) to ensure that the information is up to date and reflects the best practices in child care in Canada. We also continue to promote this resource to target audiences to ensure that it is well utilized for years to come.
- ✦ In 2010, CPHA was pleased to partner with Amgen Canada to launch the **CPHA-Amgen Award for Innovation in Family Health**. This new award was created to recognize the achievements of an organization, project or program for innovation in family health and it recognizes innovative public health practice committed to promoting the health and well-being of communities through society’s fundamental social unit, the family. The Ts’ewulhtun Health Centre, located in the Cowichan Valley of Vancouver Island, British Columbia, was the first recipient of the CPHA-Amgen Award.



In 2010, CPHA invested in its Publications Sales unit through the development of an online storefront for the operation. Launched in early 2011, the new publication sales website ([publications.cpha.ca](http://publications.cpha.ca)) allows visitors to browse our collection, choose and purchase titles of interest all in a secure, online environment.

CPHA also expanded its line-up of business services in 2010 by offering event management services on a contractual basis to like-minded organizations. We were contracted to provide registration services for the Canadian Conference on International Health in October 2010 and to provide full event management services for Chronic Disease Prevention Alliance of Canada Conference to be held February 2012.

## Collaborative Relationships

Through the dedication of its members, CPHA continues to be represented on numerous external committees, task forces and working groups that help shape the future of Canada's health system.

CPHA continues to take a lead role in the work of the **Canadian Coalition for Public Health in the 21<sup>st</sup> Century**. The Coalition developed a series of new "Fast Facts" and a three-year strategic plan. It also released the document "Safeguarding the Public's Health as a Means to Promote Economic Growth and Prosperity" in response to the 2010 Federal budget.

**Collaborations in Advocacy** is an informal group consisting of the Canadian Medical Association, the National Specialty Society for Community Medicine, the College of Family Physicians of Canada and CPHA. It focuses on issues that relate to the interconnection between physicians in primary health care and in public health. In 2010, the group advocated to PHAC for improved and user-friendly pH1N1 communications and resource tools for front-line physicians that would help them in dealing with patients who are at risk of infection or are infected. The product was specifically targeted to office-based clinicians.

CPHA continues to work in partnership with the Provincial/Territorial Public Health Associations through the newly established **Canadian Network of Public Health Associations**, which held its first meeting at CPHA's Centennial Conference in Toronto. In 2010, the Network collaborated to submit a joint letter to the Joint Task Force on Public Health Human Resources regarding the aging public health workforce.

In 2010, the public health perspective continued to be actively represented in a number of important forums and discussions, including the:

- ✦ Canadian Centre for Substance Abuse (National Treatment Strategy, Leadership Team)
- ✦ Canadian Coalition for Action on Tobacco
- ✦ Canadian Global Tobacco Control Forum
- ✦ Canadian National Water Strategy Workshop
- ✦ Canadian Perinatal Surveillance System
- ✦ Canadian Reference Group for WHO Commission on Social Determinants of Health
- ✦ Chemicals Management Plan
- ✦ Chronic Disease Prevention Alliance of Canada
- ✦ Coalition for Gun Control
- ✦ Coalition on Community Safety, Health & Well-being
- ✦ Community Consultation Committee on Public Health and Health Care Advisory Committee, Correctional Services Canada
- ✦ Consultative Group on International HIV/AIDS, Health Canada
- ✦ HEAL (Health Action Lobby)
- ✦ Health Literacy Council of Canada
- ✦ Knowledge Development and Exchange External Advisory Committee, PHAC
- ✦ National Advisory Committee on Immunization, PHAC
- ✦ National Children's Alliance
- ✦ Network on Healthy Eating
- ✦ Stop TB Canada
- ✦ Violence Prevention Canada

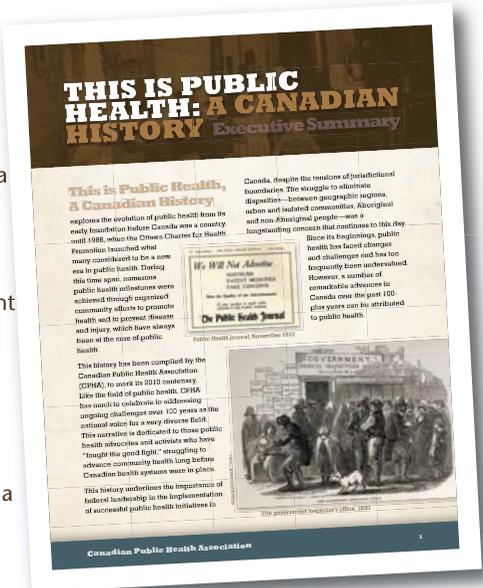
The 44<sup>th</sup> Annual General Meeting of the **World Federation of Public Health Associations** witnessed the election of CPHA as the WFPHA's Vice-President/President-Elect (May 2010 – April 2012, after which CPHA will assume the WFPHA Presidency for a two-year period). James Chauvin, CPHA's Director of Policy (and former Director of Global Health Programs), will assume the role on behalf of CPHA.



# Celebrating Public Health

Turning 100 never looked quite so good as it did in June 2010 as the public health community converged on Toronto to celebrate the Canadian Public Health Association's centenary. Throughout 2010, the Centenary Steering Committee planned a number of key activities to celebrate the achievements of public health:

- ✦ **This is Public Health**, a dynamic, bilingual exposition occupying over 15,000 square feet, provided a walking tour of the last 100 years of Canadian public health, celebrating our achievements and profiling the people who fought the good fight. The exposition was unveiled at CPHA's Centenary Conference and then staged again in cooperation with Ottawa Public Health in January 2011.
- ✦ **cpa100.ca** is a robust website profiling the 12 great achievements in public health, profiles, stories, scrapbook, videos and much more. Set aside some serious time if you want to do justice to the incredible wealth of information and fascinating stories you'll find here.
- ✦ A significant accomplishment among CPHA's centenary activities is the completion of a history of public health in Canada. **This is Public Health: A Canadian History** is an interactive e-book. It's engaging, richly illustrated, suitable for a broad audience and available as a free download. Canadian public health history is now accessible and easy to share! This book provides a chronological history from the early colonial period until 1986, when the Ottawa Charter for Health Promotion launched what many consider to be a new era in public health. The epilogue takes a look at more recent years. In 2011, the French and Spanish editions were also released.
- ✦ The Canadian Institutes of Health Research–Institute of Population and Public Health (CIHR-IPPH) in partnership with CPHA were pleased to recognize the winners of the inaugural **Population and Public Health Research Milestones Initiative**. The research milestones, as determined through a competitive peer review process, have each significantly contributed to the public's health in Canada and globally and demonstrate originality in addressing a public health problem. The milestones were published as a special section in the November/December 2010 issue of the *Canadian Journal of Public Health*.



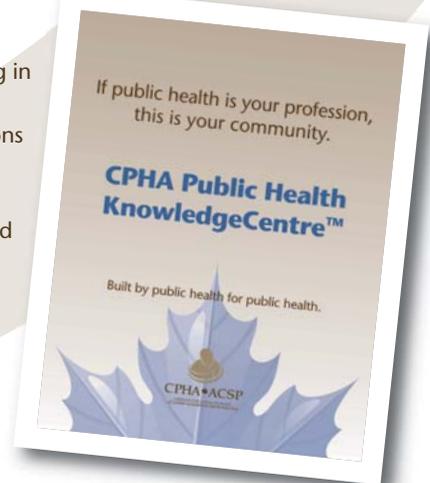
# Stakeholder Mobilization

CPHA works closely with a wide variety of stakeholders to improve the environment for a pan-Canadian immunization strategy that would protect Canadians against vaccine-preventable diseases. To facilitate an ongoing dialogue, CPHA organized a roundtable discussion with stakeholders and has since participated in various information-sharing activities organized by leading national organizations. In December 2010, CPHA released the report from the roundtable and called for the establishment of a national immunization registry as part of an overall strategy. We were pleased to have opinion pieces authored by Dr. Cordell Neudorf, CPHA's Chair, published in *The Globe & Mail* and *The Hill Times*.

# Public Health Sector Capacity

After a busy year of development work and a series of consultations in 2010, we are very pleased to be launching **CPHA's Public Health KnowledgeCentre™** at the 2011 Annual Conference in Montreal. The KnowledgeCentre™ is a group subscriber-based service for those working in public health. We've developed this service to share what public health practitioners know and strengthen how they collaborate across jurisdictions – truly a community developed by public health, for public health.

We strive to give subscribers timely access to scientific and practice-based research, information, e-learning and community tools to keep them productive and up to date. The KnowledgeCentre™ was extensively focus tested with front-line public health workers across the country to ensure that it was designed to meet their needs. The KnowledgeCentre™ pulls together resources from across Canada, increasing access to them and improving uptake. If public health is your profession, then CPHA's KnowledgeCentre™ is your community.





CPHA continues to serve as the secretariat for the **Canadian Coalition for Immunization Awareness and Promotion**. CCIAP's bi-annual poster campaign was a huge success again in 2010 and the winner was announced at the Canadian Immunization Conference in December 2010.

CPHA is in ongoing discussions with the **National Speciality Society for Community Medicine** to identify additional ways in which the linkages between our two organizations can be strengthened in the years to come. Meanwhile, our connection with the **Chronic Disease Prevention Alliance of Canada** was strengthened in 2010 as it now occupies space in CPHA's offices and we share some common services.

In 2010, the **Canadian Journal of Public Health** recruited an illustrious group of researchers, academics and public health practitioners from across Canada (and around the world) for a new Editorial Board that will provide overall guidance on the content of the Journal. The inaugural meeting of the Editorial Board was held at CPHA's Centenary Conference in Toronto and the Board will meet annually at the time of CPHA's Conference.

A new component of the **Training Tools for Community Medicine and Public Health Physicians** in 2010 included work with the schools and programs of public health across Canada. A key informant report was completed by CPHA and released in October at a forum convened by CPHA with 17 schools and over 35 external participants represented.

### **The Next Stage: Delivering Tobacco Prevention and Cessation Knowledge through Public Health Networks**

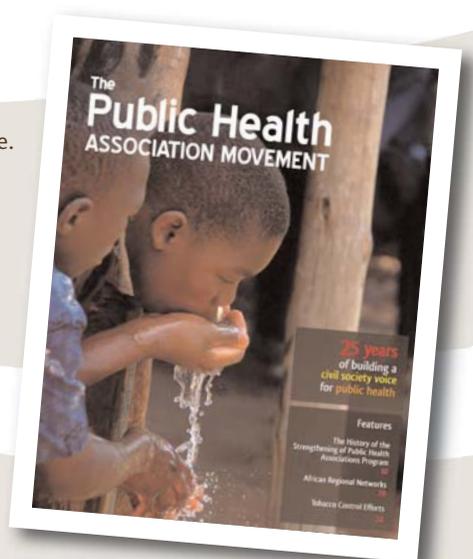
project entered its final stages in 2010 with the preparation of a discussion paper on a "public health approach" to tobacco control. Several of the studies completed as part of the project are available on CPHA's website.

In the fall of 2010, CPHA launched a major new project on **New HIV Prevention Technologies**. The focus of this project is on the front-line public health capacity to introduce new prevention technologies. The project also has a Balkans component which will allow for comparison in introduction of new prevention technologies in other settings.

CPHA finalized the renewal of the **Canadian International Immunization Initiative** for another two-year period. Through this program, CPHA identifies and recruits Canadian technical consultants in collaboration with the US Centers for Disease Control and Prevention to assist the World Health Organization, UNICEF and Ministries of Health in low- and middle-income countries around the world in strengthening national childhood immunization systems to work towards polio eradication, the elimination of measles and the combating of childhood diseases. For more information, visit [cii.cpha.ca](http://cii.cpha.ca).

CPHA, under contract with UNICEF, carried out an assessment of existing home-visiting nurse programs in several countries in Central Europe and the Central Asian Republics. This study provided recommendations to Ministries of Health to strengthen the effectiveness, reach and quality of this important public health service.

The **Strengthening of Public Health Associations (SOPHA) Program** celebrated its 25<sup>th</sup> Anniversary in 2010, marking CPHA's continued commitment to supporting the development of national Public Health Associations worldwide and the strengthening of civil society's voice for a strong public health sector. SOPHA marked its anniversary during CPHA's Centennial conference with public events, including both oral and poster presentations; a publication documenting the history of the Program and a special 18-month calendar were launched at the Conference. For more information, visit [sopha.cpha.ca](http://sopha.cpha.ca).



**CPHA's Centennial Conference**, held in June in Toronto, was a huge success and a great celebration for public health. With close to 1,500 delegates registered, the CPHA Centennial conference *Public Health in Canada: Shaping the Future Together* was the largest national public health gathering in Canada's history! It was a remarkable four days. We heard from many delegates that the conference program exceeded their expectations. It also provided an interactive meeting ground for public health professionals, researchers, policy-makers, academics and students alike to network and learn from one another. With a tremendous response to the call for abstracts – over 750 abstracts were received – we were able to include 365 oral presentations and 168 posters, all of which built on 5 plenary sessions and 30 planned sessions to make up the scientific program.



## Policy and Advocacy

As a membership-based organization, CPHA responds to issues of concern to the public health community. CPHA uses a combination of mechanisms and strategies to advance its advocacy mandate. These include endorsements; government relations; position and policy statements; reports and presentations; representations and coalitions; and watching briefs.

CPHA's Policy Department addressed a breadth of public health issues during 2010, while maintaining a focus on the priority areas identified through the 2008 membership survey and the issues identified during the 2010 Policy Forum. The "top 5" priority issues are:

- ✦ poverty/health equity and the social determinants of health;
- ✦ public health leadership;
- ✦ public health access, including infrastructure and human resources;
- ✦ chronic disease prevention; and
- ✦ environmental health/sustainable development.

In 2010, CPHA's Policy Review Group approved the establishment of two working groups related to different aspects of psychoactive substances:

- ✦ **Tobacco Working Group** to develop a draft CPHA policy/position paper on a comprehensive public health approach to tobacco smoking and control. A final draft is currently in development and is expected to be tabled in the fall of 2011.
- ✦ **Alcohol Working Group** to develop a draft CPHA position statement on a public health approach to the consumption of alcohol. The final version is also expected to be tabled to the Board in the fall of 2011.

Addressing the risks to health and the associated public health responses related to drug use are priorities for CPHA's members. For this reason, the Board retained Stockwoods LLP on a pro bono basis to intervene in the appeal before the Supreme Court of Canada. In December 2010, CPHA applied to the Supreme Court of Canada seeking intervener status in the appeal case involving Insite, the supervised injection drug facility in Vancouver. CPHA was granted leave to intervene and appeared before the Court in May 2011.



CPHA's Board of Directors called for a ban on the mining, transformation, export and use of chrysotile asbestos and urged the Government of Canada to support listing it under the Rotterdam Convention. We also released a joint press release with the Canadian Medical Association and the National Specialty Society for Community Medicine calling on the federal and Québec governments to stop mining asbestos and to ban its use and export. The *Canadian Journal of Public Health* also published two editorials on the topic.

CPHA also endorsed several externally-requested public health-related items including:

- ✦ The **Vienna Convention** – calling for an evidence-based approach to illicit drug use rather than a law enforcement approach; and
- ✦ Support for the ongoing efforts of **Safe Kids Canada** to ensure the passage of Bill C-36: An Act respecting the safety of consumer products.

The Association continues to benefit from the efforts of numerous volunteers who participate actively in critical policy debates through ongoing or ad hoc forums, meetings, and consultations.

## Core Financial Activities

In 2010, CPHA's Centenary presented the opportunity to forge relationships with new public health partners in the public and private sectors, which in turn helped to improve the Association's financial situation for the year. As part of our financial rebuilding exercise, CPHA has made new investments in areas such as the Public Health KnowledgeCentre™, publication sales, the *Canadian Journal of Public Health* and corporate relations to further diversify its revenues while continuing to be the independent voice for public health. While there has been an increase in the cumulative deficit from \$59,587 in 2009 to \$112,715 in 2010, the Association was successful in reducing its operating deficit to \$53K through continued efforts at cost containment, increased corporate support and growth of our business lines.

The complete 2010 financial statements, audited by BDO Canada LLP, are available upon request from the CEO's office. Below are the Association's Statement of Financial Position and the Statement of Operations for the fiscal year ended December 31, 2010.

### Statement of Financial Position: December 31, 2010

<b>Assets</b>	<b>2010</b>	<b>2009</b>
Current Assets		
Cash and cash equivalents	\$423,504	\$319,667
Accounts receivable	1,177,657	1,013,799
Inventories	34,124	47,777
Prepaid expenses	24,102	17,335
	<u>1,659,387</u>	<u>1,398,578</u>
Investments	1,081,601	1,462,789
Capital Assets	20,170	36,341
	<u>\$2,761,158</u>	<u>\$2,897,708</u>
<b>Liabilities and Net Assets</b>		
Current Liabilities		
Accounts payable and accrued liabilities	\$558,048	\$348,983
Deferred revenue	1,228,825	1,521,312
	<u>1,786,873</u>	<u>1,870,295</u>
Net Assets		
Internally restricted for general reserve	1,087,000	1,087,000
Unrestricted	(112,715)	(59,587)
	<u>974,285</u>	<u>1,027,413</u>
	<u>\$2,761,158</u>	<u>\$2,897,708</u>

### Statement of Operations: Year Ended December 31, 2010

<b>Revenue</b>		
National Office	\$1,146,206	\$1,105,343
Publication Sales	147,812	187,554
KnowledgeCentre™	-	-
Canadian Journal of Public Health	185,308	120,529
Projects and Conferences	5,903,853	4,124,841
	<u>7,383,179</u>	<u>5,538,267</u>
<b>Expenses</b>		
National Office	1,269,539	1,321,036
Publication Sales	114,555	156,257
KnowledgeCentre™	3,760	-
Canadian Journal of Public Health	159,589	159,213
Projects and Conferences	5,903,853	4,124,841
	<u>7,451,296</u>	<u>5,761,347</u>
Net revenue (loss) from operations	(68,117)	(223,080)
Gain on sale of investments	(618)	-
Net revenue (loss) before change in fair value of investments	(68,735)	(223,080)
Adjustments to held for trading investments	15,607	(4,161)
Net revenue (loss)	<u>\$(53,128)</u>	<u>\$(227,241)</u>

## Our Sponsors

The Canadian Public Health Association gratefully acknowledges the following supporters for their outstanding contributions to our centennial celebrations:

### Centennial Presenting Partners

- ✦ Public Health Agency of Canada
- ✦ Sanofi Pasteur
- ✦ Parmalat



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### Public Health Champions

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### Friends of Public Health

- ✦ Dairy Farmers of Canada
- ✦ Health Council of Canada
- ✦ Institut national de santé publique



### Great Achievements Program Sponsors

- ✦ BIOTECCanada
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### Public Health Pathfinders

- ✦ AstraZeneca
- ✦ University of Alberta
- ✦ University of Waterloo



### Public Health Supporters

- ✦ Friction Creative
- ✦ Novartis Pharma Canada

## Our Collaborators

CPHA was proud to host its Centennial Conference in collaboration with the:

- ✦ Canadian Institute for Health Information – Canadian Population Health Initiative;
- ✦ Canadian Institutes of Health Research – Institute of Population and Public Health;
- ✦ National Collaborating Centres for Public Health;
- ✦ National Specialty Society for Community Medicine;
- ✦ Public Health Agency of Canada; and
- ✦ Ontario Public Health Association.



## The Challenges of the Future

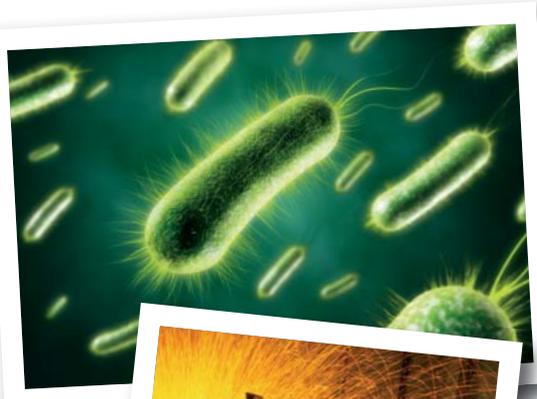
2010 was a truly exciting year for the Canadian Public Health Association, for public health in Canada and for everyone who considers themselves to be part of the public health community. We came together to celebrate our greatest achievements, to tell our story and to look at the challenges of the future.

That small group of health professionals who formed this Association did so out of a strong personal desire to make a difference in the health and well-being of the people in their communities. As an Association, we have played a significant role in the public health policy dialogue in this country and will continue to do so for years to come.

As the only Canadian non-government organization focused exclusively on public health, CPHA plays a unique role as:

- an advisor to decision-makers about healthy public policy;
- a convener and catalyst for policy and program development across Canada's public health community, and across multiple academic disciplines and economic sectors;
- a proponent, manager and evaluator of initiatives that help safeguard the personal and community health of Canadians; and
- a source of research evidence and practical experience that integrate knowledge of effective public health practice in Canada and around the world.

This is a significant task and, as we embark on our second century of service to Canadians, we look to our members, our partners and collaborators and the broader public health community to join us in creating healthier communities across this country and around the world.



### Contact us

Canadian Public Health Association  
300-1565 Carling Avenue  
Ottawa, Ontario K1Z 8R1  
Tel: 613-725-3769 Fax: 613-725-9826  
info@cpha.ca                      www.cpha.ca

[www.cpha.ca](http://www.cpha.ca)