

2014-2015

This is a FREE Annual Report made by  
the Ontario Public Health Association.



# Ontario Public Health Association

MEMBERS AT  
THE SCENE  
Making A Difference

TAKING  
THE LEAD  
Leadership in Public Health

NUTRITION  
RESOURCE  
CENTRE



## ANNUAL REPORT

2014-2015

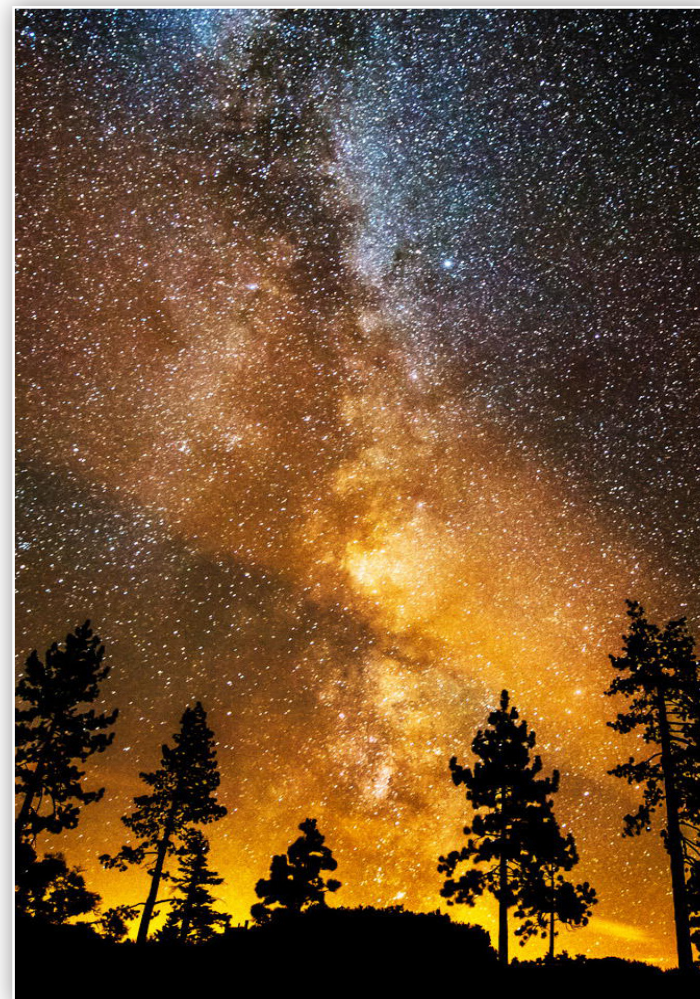


# A NOTE FROM OUR PRESIDENT

> As a membership-based organization, OPHA truly is the voice of public health. As individual members and as members of constituent societies, those who work in the field of public health have looked to OPHA as a vehicle to advocate for healthy public policy since its inception. This fiscal year was no exception as through Work Groups, the OPHA Board and in partnerships with constituent societies and other agencies, the public health voice was heard. Many of these activities are reflected on the following pages. Anyone who has been involved in policy work will recognize that each of these initiatives represents considerable dedication and hours of research and planning by our members and OPHA staff. They all deserve to be acknowledged for their contributions and the difference they have made.

OPHA has long been a leader in public health advocacy, but has recognized through the strategic planning process that success in the public policy realm today requires a different tact. The issues we face are more complex and require much broader engagement and the opportunities to influence decisions require a more strategic approach. As one member commented, "campaigns need to respond on a timely basis to evolving issues; the historical consultation approach resulting in a single letter to the Minister is no longer effective." You will notice in the approved 2013-2016 Strategic Plan that Advocacy continues to be a strategic issue, with particular emphasis on engaging membership and focusing on membership-driven priorities. Capacity to tackle more issues and to tackle them well comes back to our membership. I strongly encourage you to seize the opportunity that OPHA provides and bring your expertise and energy to the Work Groups and Committees.

Our biggest impact in public health has always been and will continue to be achieved through changes in public policy. That is why I am extremely proud to be part of an



organization that has achieved so much on this front and has committed to continue this focus into the future.



Larry Stinson  
OPHA President

## get in touch...

**At OPHA we value hearing your feedback and comments on new projects, community news, the latest scoop, and how we are doing. Drop us a line any time!**

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Check out the latest PH news at...

www.opha.on.ca



# OPHA VISION

Our path to help shape the health and well-being of Ontarians

## BOARD OF DIRECTORS

### PRESIDENT

Larry Stinson

### VICE PRESIDENT

Ellen Wodchis

### SECRETARY

Julia Roitenberg

### TREASURER

Tin Vo

### MEMBERS-AT-LARGE

Kevin Churchill  
John Garcia  
Deb Keen  
Marty Mako  
Fran Scott  
Caitlyn Timmings

### CONSTITUENT SOCIETY REPS

ANDSOOHA - Public Health Nursing Management  
Jo Ann Tabor

Association of Ontario Health Centres  
Bob Fletcher

Association of Supervisors of Public Health Inspectors of Ontario / Canadian Institute of Public Health Inspectors, Ontario Branch  
Christopher Munn

Community Health Nurses Initiatives Group (RNAO)  
Karen Ellis-Scharfenberg

Health Promotion Ontario  
Tanya Beattie

Ontario Association of Public Health Dentistry  
Dr. Laleh Sadeghi

The Ontario Public Health Association will be a dynamic and innovative force, enhancing and reshaping public health.

> The mission of the OPHA is to provide leadership on issues affecting the public's health and to strengthen the impact of people who are active in public and community health throughout Ontario.

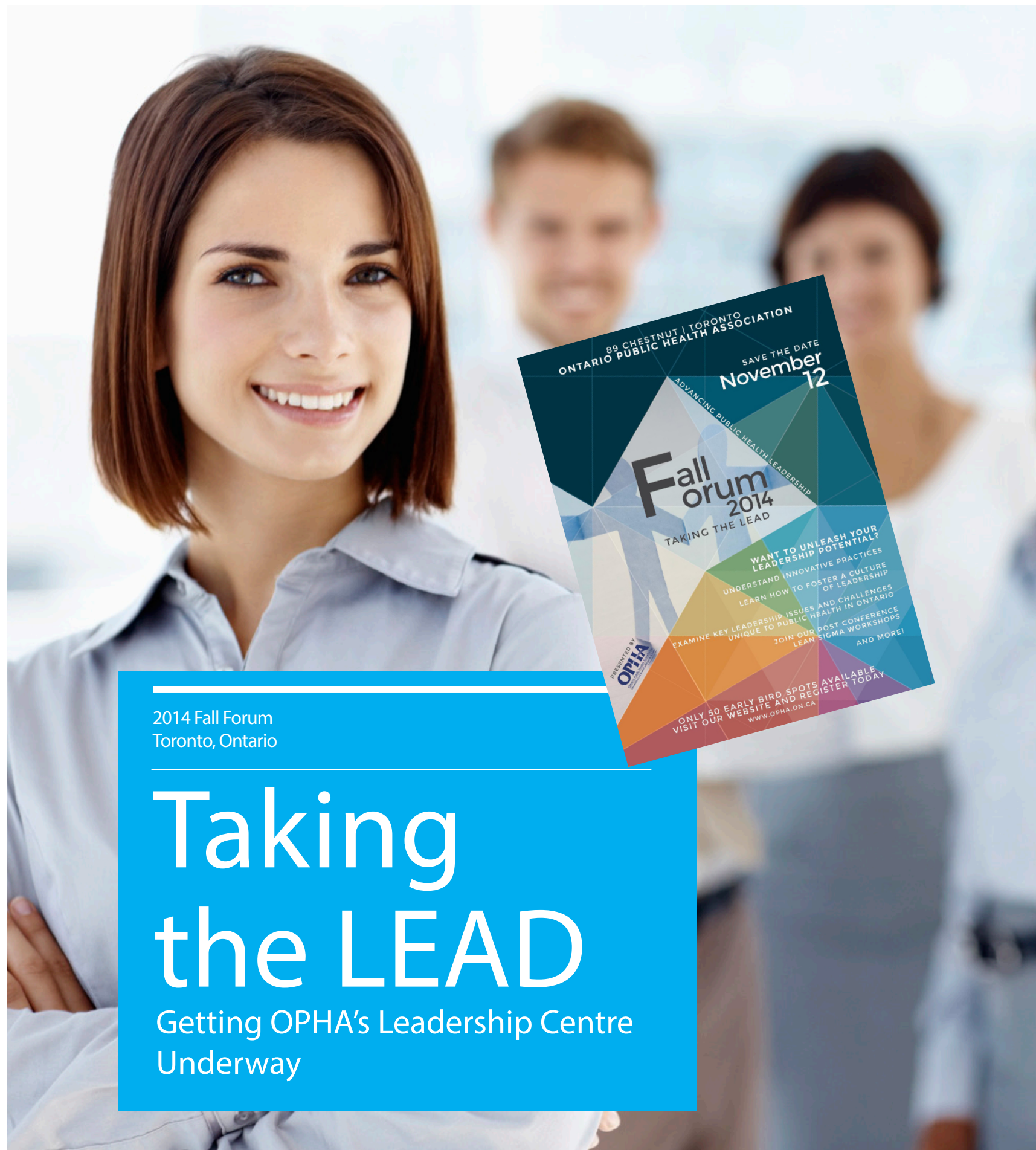
OPHA's mission is achieved by providing: professional development opportunities; timely information and analysis on issues effecting community and public health; access to local, provincial and multi-disciplinary networks; advocacy on healthy public policies; and expertise and consultation on public and community health.



**OPHA**  
Ontario Public Health Association  
l'Association pour la santé publique de l'Ontario  
Established/Établi 1949

The voice of public health in Ontario since 1949.





2014 Fall Forum  
Toronto, Ontario

# Taking the LEAD

Getting OPHA's Leadership Centre  
Underway



**W**hat does it mean to be an effective leader and is leadership in public health different than in other sectors? These were some of the questions that were debated at OPHA's annual fall forum held November 12, 2014. Forum delegates had a chance to hear from a range of experts who challenged delegates to consider that:

- leadership and management are different. Managers cope with complexity while leaders cope with change;
- public health leaders need to offer a positive vision, advocate for partners to work together and bring the right people to the table; and
- it's up to leaders to provide opportunities for their staff to also develop into leaders; a true leader is one who creates the most leaders.

Through this forum, OPHA was able to advance one of its strategic directions and bring attention to an often neglected topic. A pre-conference online survey among almost 200 public health professionals indicated that 82 % believe public health leadership is unique. Respondents noted that there were limited resources for leadership development and identified advocacy and driving social change, building partnerships, coalitions and collaborations, system and strategic thinking and communication as priority areas for training; the first two areas were rated as the highest for OPHA support.

OPHA's Board of Directors recognizes that the role of public health professionals is different than others in Ontario's health system and requires specialized leadership skills. While collaborating with other health care organizations is important, influencing the actions of those outside the health sector is critical to tackling the root causes and the determinants of health.

That is why OPHA's President, Larry Stinson, announced our association's commitment to a Public Health Leadership Centre with the goal of creating a network of public health leaders who can transcend the boundaries of discipline, sector and levels in order to create healthy communities, and protect and improve health for all. The centre would focus on:

- addressing current gaps in leadership training and development;
- strengthening leadership capacity in the public

health sector;

- stimulating personal and professional growth; and
- strengthening the voice of public health and its societal impact.

Five areas of activity are envisaged:

1. **Mentoring and Coaching** so that students and new professionals can learn from established leaders.
2. **Leadership Development and Training** for public health professionals at all levels.
3. **Networking and Communities of Practice** for like-minded professionals to connect and learn from each other.
4. **Leadership Research and Resource Centre** to partner with researchers to advance knowledge and provide a web based repository of key resources, tools and links.
5. **Annual Leadership Summit and Leadership Awards** so that professionals can connect, be inspired, hear about the latest developments, recognize excellence and innovation and honour champions.

So far, OPHA, has made progress on all of these fronts. Almost 700 public and community health students and professionals at all levels have been involved in some aspects of the centre's activities, from attending our forums, workshops, webinars, training courses or networking events.

A leadership hub will be launched in late 2015 giving OPHA members free access to on line public health leadership resources. A curriculum for a three to four day transformative leadership development program for emerging and new leaders is being developed.

As Ontario's Former Chief Medical Officer of Health, Dr. Arlene King, noted in her 2012 annual report, the Ontario "health system is in the midst of a massive transformation" and "the public health sector is uniquely placed to form a bridge between the health sector and other sectors that influence the determinants of health" and "lead the drive to improve health and life expectancy." OPHA will continue honing its leadership centre offerings to support the public health sector in adapting to the challenges and changes they face.





MEMBERS ATTENDED VARIOUS EVENTS AND DID SUBMISSIONS ON BEHALF OF OPHA



- o Fabio Cabarcas presented to the Crombie Panel on the Coordinated Land Use Planning Review.
- o Kevin Haley attended the provincial climate change consultation.
- o Lorenzo Mele attended consultation sessions on reducing default speed limits and provided a submission.
- o Sue Shikaze was interviewed by NewsTalk 1010 radio regarding cycling and pedestrian safety.
- o Members of the Reproductive Health Workgroup presented at TOPHC 2015.
- o Caroline Wai, Larry Stinson, Rosanna Pelizzari met with Minister Matthews about the Poverty Reduction Strategy.
- o Catriona Mill attended the Maternal and Child eHealth Strategy Roundtable.
- o Helen Doyle and Marina Whelan met with Minister Murray on climate change.
- o Bryan Hydman and Lisa Simon organized a panel on Basic Income Guarantee at TOPHC 2015.

# MEMBERS AT THE SCENE



## NEW EBULLETIN THE PUBLIC HEALTH FILES

# KEEPING IN THE KNOW

June 2015 saw the revamping of OPHA's e-bulletin and launch of "The Public Health Files." This bi-weekly bulletin helps readers keep up with public health news, events, research, comings & goings, and job opportunities in the sector. Visits to our website continue to grow and more users are returning. We continued to use LinkedIn, Facebook, Twitter, Google, YouTube, and more to spread the word about key happenings and we're getting good feedback. Our members received regular email blasts about OPHA efforts to influence the provincial scene. Launched in October 2014, our new Members' Only Forum provides members with a way to connect regularly with OPHA's President, Larry Stinson, on the issues of the day.

Be sure to check us out:  
 @OPHA\_Ontario  
 @OPHA\_NPWG (New Professionals)  
 @OPHA\_FSWG (Food Security)  
 @NutritionRC



“ I ALWAYS LOOK FORWARD TO THE NEXT EDITION ”





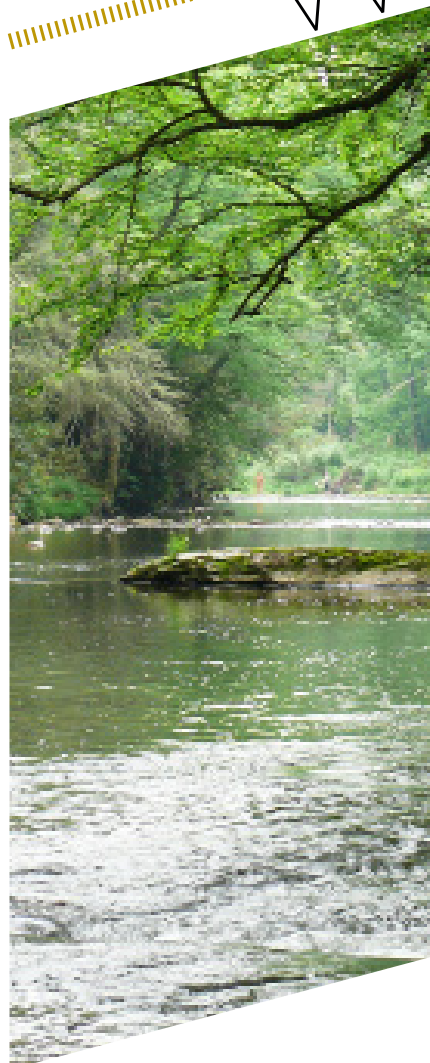
# ADVANCEMENT

## WORKGROUPS IN ACTION

### ALCOHOL PREVENTION

#### WHAT WE DO

8



## ENVIRONMENTAL HEALTH

The Environmental Health Workgroup's efforts focused on influencing government policy and programs and partnering with other organizations working on environmental health issues. Its activities ranged from knowledge sharing, participating in projects, research, partnerships and advocacy to promoting healthy public policy on issues such as air quality, climate change, children's environmental health to drinking and recreational water.

### 2014-15 Highlights:

- Provided advice to government as a member of the Ministry of Health and Long Term Care's Natural and the Built Environment Strategy Table.
- Met with Ontario's Minister of Environment and Climate Change to explore ways to collaborate on climate change initiatives.
- Collaborated with the Canadian Partnership for Children's Health and Environment on RentSafe, a project to better understand the impact of rental housing on the health of children in low income families.
- Participated in the Toxics Reduction Strategy Multi-Stakeholders Group to:
  - create user friendly materials to increase public understanding of toxins; and
  - contribute to a letter to Premier Wynne recommending strategies to reduce toxins.
- Contributed to Ontario EcoHealth, a new collaborative bringing together health, environmental and education sectors to better understand the connections between health and the natural environment and its pre-TOPHC workshop on "The Benefits of Green Spaces".



With its focus on the health and safety impact of alcohol in Ontario, the Alcohol Prevention Workgroup worked collaboratively with other stakeholders to develop policy positions on alcohol issues and advocate for evidence informed alcohol policy at the provincial and community levels. They monitored the social and political landscape to keep abreast of current alcohol issues.

### 2014-15 Highlights:

- Supported work on a Provincial Alcohol Strategy Framework to address the health harms of alcohol.
- Endorsed a Call for a Provincial Alcohol Strategy along with several other health partners.
- Responded to the announcement about Beer Sales in Grocery Stores by writing letters to the editor, developing a position statement and meeting with government officials to express concern around increasing alcohol availability in Ontario.
- Provided a package to all Health Units in Ontario outlining tools for advocacy re increasing alcohol availability.
- Participated in the Ontario Public Service Employees Union's Responsible Alcohol Retailing Workgroup.
- In partnership with the Alcohol Management in Municipalities (AMM) Working Group, sent letters to some local farmers' markets and municipalities across Ontario outlining Strategies for Reducing Potential Harms from Sale of VQA Wines at Farmer's Markets; letters were also sent to Farmers' Market Ontario, Sustain Ontario, and Association of Municipalities of Ontario.
- Participated in the Provincial Low Risk Alcohol Drinking Guidelines work group.
- Released three OPHA Issue Series fact sheets on alcohol marketing, alcohol pricing, and alcohol availability.
- Updated links to resources on the OPHA website.
- Submitted monthly e-articles to The Public Health Files newsletter.



9



# FOOD SECURITY

The Food Security Workgroup aimed to actively promote comprehensive, community-based solutions to ensure physical and economic access to adequate and healthy food for all. They sought to enhance communication and information-sharing among organizations that promote food security; promote opportunities for building capacity for food security; and build intersectoral partnerships to enhance food security.

2014-15 Highlights:

- Hosted a webinar with Dr. Valerie Tarasuk to share her research on the relationship between food insecurity and increased health care costs.
- Organized a briefing with senior officials from the Ontario Poverty Reduction Secretariat and Dr. Tarasuk to discuss the implications of her research.
- Participated in Food Secure Canada’s Eat Think Vote campaign to make food a federal election issue.
- Provided input into the development of the food literacy targets related to local foods and outlined how OPHA can help the Minister of Agriculture, Food, and Rural Affairs support these goals.
- Presented to the Ontario Legislature’s Standing Committee on General Government about Bill 45, Making Healthier Choices Act, 2014.

# NEW PROFESSIONALS

The New Professionals Workgroup focused its efforts on magnifying the opportunities for those starting out in the public health field by providing opportunities for professional development, building networks and continuous learning. They sought to provide students and new professionals with access to networking opportunities, resources and information through social media, web, and institution-based strategies in order to give an edge to those pursuing employment or career advancement in public health.

2014-15 Highlights:

- Utilized blogs to showcase the talent and expertise of student and new professional OPHA members, and share their experiences and unique paths to a career in public health.
- Provided students and new professionals with information to support their entry into a successful career in public health through various mentoring and career planning webinars.
- Held networking soirees for students and new professionals to meet face-to-face with public health leaders for advice, guidance and inspiration.
- Hosted four Career Planning workshops in Toronto, with OPHA’s Executive Director, Pegen Walsh, on learning the ins and outs of preparing resumes, cover letters, networking, informational and job interviews.

# REPRODUCTIVE HEALTH

The Reproductive Health Workgroup’s efforts centred on impacting provincial systems to enhance reproductive health for Ontarians, inclusive of all sexual orientations and gender identities. Themes ranged from preconception health, prenatal health, labour and birth, healthy birth outcomes, postpartum health and transition to parenthood.

2014-15 Highlights:

- Released a position paper entitled, *SHIFT: Enhancing the Health of Ontarians: A Call to Action for Preconception Health Promotion & Care* with the aim to ‘shift’ public and political awareness in understanding the need for reproductive health to include a preconception health lens.
- Presented at the Best Start Resource Centre’s Annual Conference and hosted an OPHA webinar on SHIFT to advocate for coordinated and comprehensive action in the area of preconception health in Ontario
- Organized and facilitated an interdisciplinary panel discussion at TOPHC 2015 calling for action to change the landscape for reproductive health in Ontario by embracing a preconception health lens and highlighting the need for multidisciplinary collaboration.
- Presented a CHNET- Works! Webinar co-hosted with the University of Ottawa on the topic of Caesarian Births: Implications for Public Health Outcomes.
- Critically appraised available web-based decision aids for labour and birth (report in progress) to support pregnant people and caregivers in making informed decisions about the use of interventions in childbirth.
- Participated in the advisory committees for Best Start Resource Centre’s work on developing several provincial reproductive health resources, such as Prenatal Key Messages and an Adult Reproductive Life Plan.
- Advocated for revisions to the Society of Obstetricians and Gynaecologists of Canada pregnancy and childbirth website and expressed the need for alternative Baby Friendly Initiative (BFI)-approved resources.
- Advocated for more research in preconception health and exploration of the opportunities available.





WORKGROUPS MAKE IT HAPPEN

# BUILT ENVIRONMENT

Recognizing that the built environments in which we live, work and play have a direct impact on our health, the workgroup aspired to influence provincial policy and contribute to provincial initiatives that support local public health efforts to improve the built environment. Areas of concern ranged from infrastructure investments, parks, neighbourhoods, land use planning, transportation systems and other design features of communities.

2014-15 Highlights:

- Presented at various conferences on the progress of the Built Environment and Planning 101 project, an online education module to increase cross-disciplinary knowledge among public health and planning practitioners who are involved in the land use planning process.
- Consulted with the Ministry of Economic Development, Employment and Infrastructure to highlight public health impacts of infrastructure.
- Hosted a webinar on Housing Affordability to raise awareness on the increasing segregation of poor and wealthy communities and the wide-ranging societal implications.
- Presented “Walk and Roll: Making Active Transportation Work in Small, Rural Communities” at the Ontario Good Roads Association/ Rural Ontario Municipal Association’s conference.
- Supported OGRA’s call for safety cameras in construction zones and community safety zones.
- Submitted comments on the Ministry of Transportation’s Cycling Infrastructure Program and Supporting Cycling Skills Training Funding.
- Reinforced smart growth principles in a submission on the Ontario Development Charges Act (DCA).
- Commented on the Draft Ontario Traffic Manual Book 15 on Pedestrian Crossing Treatments which gained media attention in the Ottawa Citizen.

# HEALTH EQUITY

The aPHa-OPHA Health Equity Workgroup focussed on strategies to reduce social inequities in health in Ontario’s populations through activities that addressed the social and economic determinants of health. Along with advocating for policy changes, the workgroup supported knowledge exchange on health equity principles, competencies and promising practices and the sharing of relevant tools and resources.

2014-15 Highlights:

- Developed and secured OPHA members’ support for a resolution on health equity, which requires OPHA to incorporate and apply a health equity lens in the planning, implementation, and evaluation of all its activities and encourage its adoption by government and other key stakeholders.
- Discussed ways that the public health sector can contribute to the goals of the Ontario Poverty Reduction Strategy with Minister Matthews.
- Held a panel discussion at TOPHC 2015 on Guaranteed Annual Income.
- Provided input for the Chiefs of Ontario’s online Core Cultural Competency Training Modules for non-Aboriginal health professionals who provide services to Aboriginal communities.
- Presented to the Ontario legislative committee examining Bill 56, An Act to Require the Establishment of the Ontario Retirement Pension Plan, and emphasized that an adequate income is a significant factor for ensuring good health.

# ADVOCACY. PASSION. OPHA WORKGROUPS

Knowledge and Collaboration is KEY

# BREASTFEEDING PROMOTION NETWORK

The Breastfeeding Promotion Network has been calling for a comprehensive Ontario breastfeeding strategy to protect, promote and support breastfeeding as a means to improve the health of children and their mothers. Their activities included providing input on relevant policies or practices and advocating for the inclusion of accurate breastfeeding education within the curriculum of future Ontario health care providers.

2014-15 Highlights:

- Updated the 2007 Informed Decision-Making and Infant Feeding position paper to highlight current guidelines that support health care providers in empowering parents and caregivers to make informed decisions about infant feeding.
- Recommended changes to the Rourke Baby Record tool to identify more distinct infant feeding methods.
- Sent letters to food banks and networks expressing concerns about partnering with formula companies as such arrangements could compromise the promotion of breastfeeding in vulnerable populations that have the most to gain by initiating and sustaining breastfeeding.
- Hosted a webinar on the importance of breastfeeding surveillance and how to utilize data.



# Join an OPHA Workgroup TODAY!

Within public health, collaborative networks are important for facilitating knowledge exchange and enhancing the coordination of roles and responsibilities within and across sectors. Further, bringing together different organizations increases the wide range of expertise and knowledge, diversity of skills, networking, and innovation. OPHA hosts workgroups, which are collaborative networks of experts across a range of disciplines and sectors. Workgroup members engage in a variety of advocacy and capacity building activities designed to bring about changes in government policy, regulation or practice.

Join OPHA today and get involved in one of our workgroups!

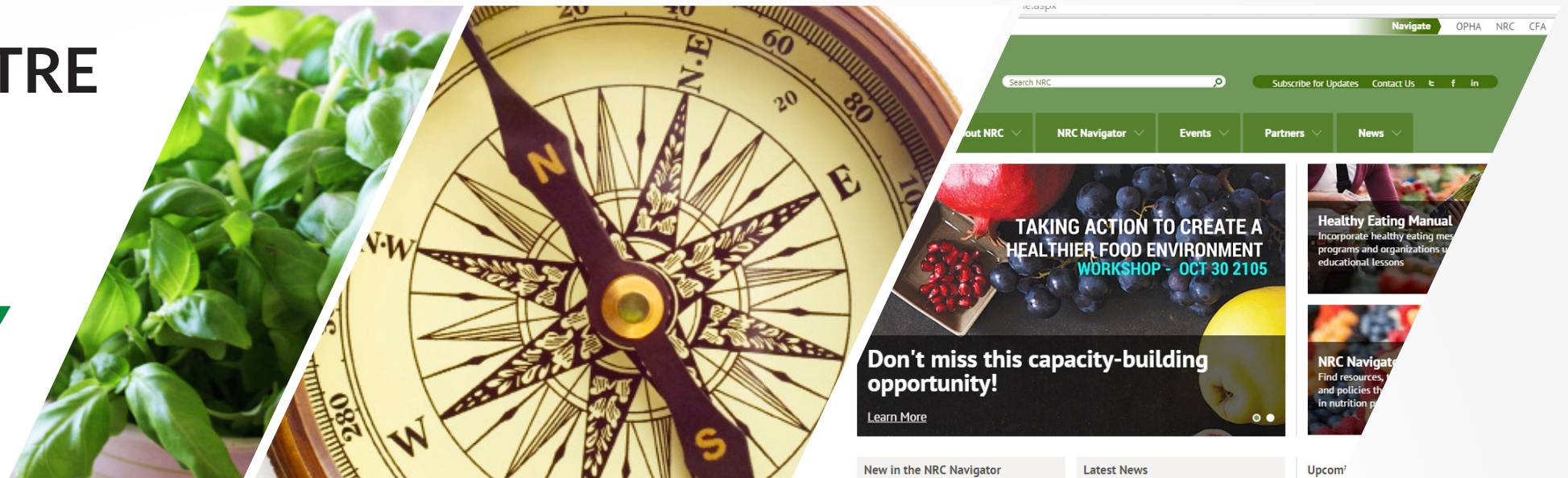




# NUTRITION RESOURCE CENTRE

since 1999

## Strengthen & Build CAPACITY



14

### > The NRC had a Banner Year!

While we have been around since 1999, our role in how we build capacity has shifted since 2013. In fact, how we go about strengthening the capacity of health promotion professionals and community partners involved in healthy eating and nutrition (HEN) across the health continuum AND building a centre of excellence in evidence-based resources and tools to support this could be considered a tall order.

#### Building Capacity: Growth Across the Board

We are in the business of building capacity in healthy eating and nutrition program and policy development across Ontario. Over the past year, we have focussed on sharing knowledge, expert opinions, research

and key insights in many ways- through our annual forum; workshops; newsletters; webinars; and our “Daily News in Brief” – perhaps you’ve heard of it.

#### Strengthening Stakeholder Engagement: Learning More, Connecting Many

Our mandate of strengthening capacity “through networking and collaboration...” means we can’t get there without you. We believe that working collaboratively benefits us all. In 2014/15, the NRC engaged with stakeholders, partners and key opinion leaders across the health spectrum. We learned a lot and we shared that with our community.

This past year we enhanced our ability to reach broader stakeholder groups by pioneering new campaigns and developing improved communications vehicles. We released our first annual report, launched a Nutrition Newsletter, held engaging Twitter Chats on hot topics, and even ran our first ever blogging campaign. Our stakeholders responded overwhelmingly!



NUTRITION  
RESOURCE  
CENTRE  
CENTRE DE  
RESSOURCES  
EN NUTRITION

“...it was one of the BEST organized events...”



@NutritionRC




Nutrition Resource Centre  
Presents

## “Eat Less, Eat Better” ...is it that simple?

**Rethinking Our Message  
About Healthy Eating  
and Obesity**





NUTRITION  
RESOURCE  
CENTRE  
CENTRE DE  
RESSOURCES  
EN NUTRITION

“News in Brief” for February 27 2015

**Added salt and sugar in kids’ foods dangerous**  
Winnipeg Free Press  
Parents want to feed their children the best food possible. But some of the choices in the supermarket make it difficult. The expectation is this food, specially made for infants and toddlers, is nutritious and will help kids to grow up healthy and strong. But what parents may not realize is that many of these foods may contain high levels of sugar and salt.

**One-of-a-kind program set to ease bottleneck for dietetic students**



15



#### NRC Navigator: Strengthening the Practice of Health Professionals and Our Community Partners

The NRC developed and launched the NRC Navigator - a free, “one-stop-shop” for health promotion professionals and community partners involved in HEN program and policy development. The Navigator points users to examples and resources to support evidence-informed programs and policies; and pulls together a wide range of supporting materials -and all at the click of a button.

#### NRC Annual Forum: Tackling Issues That Are On Your Mind

NRC’s 2015 Forum, “Eat Less, Eat Better....is it that simple?,” attracted over 180 attendees and covered topics like the public’s perception of obesity-related health messages, health equity in the promotion of healthy eating, and the food environment. Forum speakers and delegates included dietitians and nutrition professionals working in various settings, health promoters, researchers, policy makers, students, and more. It was a great success!

“...I’m so honoured to have been among such inspiring and thought provoking speakers! It was a great opportunity for us to reflect and refresh ourselves on this aspect of our field.”

NEWS IN BRIEF IS A FREE MEDIA SERVICE THAT PROVIDES THE LATEST HEALTHY EATING, FOOD AND NUTRITION HEADLINES.

Whether it has been working with our colleagues to develop a toolkit to support promising practices in Diabetes prevention, refreshing the NutriSTEP® Toolkit or hosting successful workshops and forums, the NRC has made incredible strides towards fulfilling our capacity building mandate this past year and we continue to move full steam ahead into 2016!



be  
current  
be  
heard  
be  
connected

# PROFESSIONAL DEVELOPMENT ROUND UP

This year OPHA and NRC hosted numerous events, webinars, and workshops. Our reach through these channels created impact across Ontario!

01



WEBINARS  
5,582 Attendees

02



CONFERENCES  
378 Delegates

03



CAREER PLANNING EVENTS  
247 Participants

04



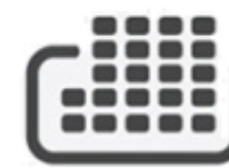
MEMBERS' ONLY FORUM  
149 Members

05



LEAN SIGMA TRAINING  
143 Trainees

06



NETWORKING SOIREES  
128 Guests



## Advancing OPHA's Charitable Purpose

As a charitable, non-profit organization, OPHA relies on the generous support of health enthusiasts like you. Your donation today helps us do more tomorrow.

**Q** What does it mean for OPHA to be recognized as a charity?

**A** OPHA has been a registered charity with the Canadian Revenue Agency (CRA), formally known as Revenue Canada, since 1978. We adhere carefully to CRA's requirements governing the charitable sector, ensuring that our activities further charitable purposes and are of benefit to the community be they through promoting health, advancing education, or promoting discussion on public health issues. Our charitable status underscores our commitment to undertaking activities of public benefit and dedicating our resources for charitable purposes. This designation allows us to access funding targeted to charities and provide tax receipts for those wishing to support our work through a charitable donation.

**Q** How does OPHA advocates for healthy public policy while maintaining its charitable status?

**A** Over the last year, OPHA undertook a number of activities such as appearing before committees of the Ontario legislature, preparing submissions to government ministries in response to proposed legislative or regulatory changes and participating in government consultations. These events allowed us to raise awareness about the health implications of various public policies and program using an evidence informed and non-partisan approach. We called on politicians from all parties to consider our proposals for improving health and did not engage in political activities nor support one party over another.



*“ Little by little,  
a little becomes A LOT ”*



**Q** How does OPHA use its Charitable Donations?

**A** OPHA uses the donations it receives to support special projects, disseminate research results, provide training through webinars, forums or workshops in order to promote high standards of practice within the public and community health sector. For example, last year, OPHA developed an educational project called Planning 101. An online training course was created to promote healthy communities through building greater understanding between public health and planners about each other's sectors and ways to strengthen collaboration to improve health and wellbeing.

**Q** It all sounds great! How can I make a donation?

**A** You can support OPHA today by visiting our website and clicking on our 'Donate Now' button located at the top right of our homepage. It will lead you directly to a secure online donation form. You can also give us a call at (416)-367-3313 to donate by phone. If you are in town, donate in person at our Toronto office at 44, Victoria Street, Suite 502.

thank  
you!

Visit [www.opha.on.ca](http://www.opha.on.ca) to make a donation today!



# Building now for a stronger future

## OPHA 2014-15 Financial Picture

20

> The 2014-15 fiscal year saw a number of significant changes that put OPHA on a stronger footing with our members, funders and provincial partners. We expanded the size and diversity of our membership, provided more service offerings, increased our communications, outreach and advocacy efforts and support to OPHA's various workgroups. We strengthened and expanded the Nutrition Resource Centre and the OPHA team. Also, we were able to streamline our operations through greater use of technology.

To achieve these positive results, some new investments were required and anticipated revenues foregone (e.g. through the lowering of membership fees for students and constituent societies). In addition, some

unforeseen developments and expenses such as the ending of our office sublet, discontinuation of OMFRA's funding for the Community Food Advisor Program and unused vacation time meant that we were unable to end the year with a balanced budget. However, we have a solid cash flow and small reserve that will allow us to meet our current and any future financial obligations.

In early 2015, the Board approved a revenue generating strategy. A new Fund Development Committee is strategizing on ways to ensure OPHA continues to diversity and expand its funding, recognizing that building new funding partnerships and sources of revenue will take time and better position OPHA for the future.

"I want to be on record, Mr. Chair, [about] the great work of Ontario Public Health Association leading the discussion about health and the health of all Ontarians—I want to say thank you to your association as well as to the various groups that are attached to OPHA. Thank you for your good work."

- Member of the Ontario Legislature

### Statement of Revenue and Expenses Year Ended March 31, 2015

Revenue	2014-15	2013-14
Program Fund NRC	\$680,000	\$673,765
Provincial Grant	150,000	150,000
Conference Income	91,644	119,368
Project Revenue	65,151	92,429
Membership Revenue	57,759	67,511
Sundry Income	7,547	15,771
	<b>\$1,052,101</b>	<b>\$1,118,844</b>
Expenses	2014-15	2013-14
Program (NRC)	\$688,153	\$673,765
Salaries & Benefits	352,688	257,034
Events & Board Expenses	73,036	58,095
Telecommunication	8,733	47,109
Membership, Legal & Audit Fees	17,563	26,674
Rent	18,735	23,015
Travel & Training	5,397	6,366
Insurance	5,649	5,330
Other	38,552	22,027
	<b>\$1,208,506</b>	<b>\$1,119,415</b>
Recovery of Expenses from Projects	(122,400)	(122,400)
	<b>\$1,086,106</b>	<b>\$997,015</b>
Excess (Deficiency) of Revenues Over Expenses	<b>\$ (34,005)</b>	<b>\$121,829.00</b>

21



# INSIDE OPHA VIEWPOINTS

TANYA BEATTIE  
HPO REP BOARD MEMBER



**M**y most memorable public health moment was... the day I was hired to work in public health. I was, and continue to be excited about the opportunity and humbled by the responsibility of working in efforts to improve the health of our community. In my thirteen years with public health I have seen time after time the power that public health can have and with that power comes great responsibility, I sensed that the moment I stepped through the door.

I'm an OPHA member because ... I love working with other people and reaching out across geographical distances in efforts to build healthier environments and advocate for healthier public policies. I enjoy making connections and sharing information – OPHA has provided me the opportunity to do all of these things and more. Throughout my career it has become clear to me that the best way to achieve the population level changes in improved health outcomes is by working together. As Chair of Health Promotion Ontario I see the added benefits of being an OPHA Constituent Society – of course strength in numbers, adding the voice of HPO members, increasing credibility, and having the opportunity to be one voice.

**M**y wish for public health is ... that with 150 years of evidence and experience, public health will continue to strengthen our voice in those areas that determine the health of the population, things like poverty, housing, early childhood development, working environments, clean air, climate change, and inequality. That through collaborative and cross sectoral partnerships and developing an ingrained understanding that health is essential in all policies - we will be able to create a truly healthy environment for our citizens that will enable people to thrive and reach their full potential.

KAREN ELLIS  
CHNIG REP BOARD MEMBER



**M**y most memorable public health moment was... 2008 when Ontario established legislation that banned “behind counter displays” in stores. Prior to 2008 tobacco companies had a huge advantage in luring young new smokers’ to the addiction of tobacco as they advertised their product as “sexy” and popular. With the standardized beige look of all behind counter displays, tobacco in stores became much less attractive to young people and the best outcome of all has been reduced use of tobacco.

I'm an OPHA member because ... OPHA provides a strong, unified, independent voice for public health professionals. I enjoy belonging to OPHA because I'm connected to like-minded individuals from across Ontario that work or volunteer in many roles and from many different organizations. The broadness of OPHA enables me to view public-health issues from a variety of perspectives. As a OPHA member I'm very proud that OPHA has expertise and lots of success in influencing and addressing public health issues and health policy.

**M**y wish for public health is ... pretty simple. I wish that the general public, government ministries and researchers enhance their commitment to the public health agenda by supporting research and funding activities that when implemented preserve the environment, prevent chronic diseases and narrow health disparities.

MARTY MAKO  
MEMBER-AT-LARGE BOARD MEMBER



**M**y most memorable public health moment was ... the day I realized my parents were right. When I finished university their only advice was to choose a job you love, because then you will never have to work a day in your life. Public health is a field that brings my personal and professional passions together, and I am surrounded by amazing colleagues who feel the same way. Regardless of the complex challenges we face, public health is a team sport and we collaborate to accomplish our goals together.

I'm an OPHA member because ... I believe in the importance of having a strong, unified voice for public health professionals in Ontario. Over the years OPHA has been successful in influencing specific public health issues and broader elements of health policy, and I've enjoyed being a small part of a bigger picture.

**M**y wish for public health is ... to complete the vision of Tommy Douglas. The first phase of medicare in Canada was the removal of financial barriers between those giving the service and those receiving it. But Douglas always saw the first phase as just a prelude to a more ambitious second phase. Though more difficult to achieve, Douglas's vision involved a fundamental restructuring of our health care system, with a much greater focus on illness prevention, health promotion, and the policies required to address the social determinants of health, particularly poverty and inequality. For Douglas, the ultimate goal was to keep people well, not just patch them up when they get sick. He also understood that illness prevention and improved health for all Canadians were essential to controlling costs. This second phase remains largely incomplete.

## PARTNERSHIP

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### 2014-2015 OPHA Award Winners

#### AWARD OF EXCELLENCE

Karen Boughner  
Director,  
Health Protection,  
Brant County  
Health Unit

#### LIFETIME AWARD

Dr. Garry Aslanyan  
Policy Manager,  
Research and Training  
on Tropical Diseases,  
World Health  
Organization

#### HONORARY MEMBER AWARD

Joyce Fox  
Director,  
Healthy Living Service,  
Simcoe Muskoka  
District Health Unit

#### DR. SHEEL BASRUR SCHOLARSHIP

Patricia Bromby  
Manager,  
Chronic Disease and  
Injury Prevention,  
Peel Public Health  
Master of Public Health  
Program, University of  
Waterloo

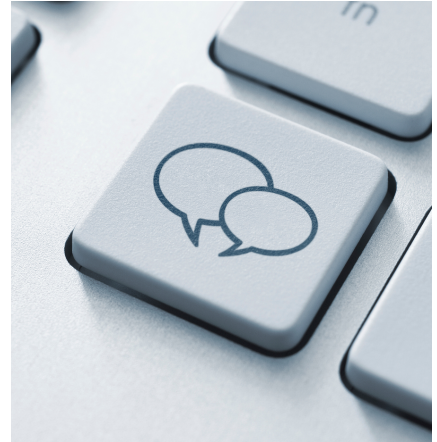


OPHA provides leadership on issues affecting public health and strengthens the impact of people active in public and community health throughout Ontario



## Be Part of a Public Health Community

Join one of OPHA'S workgroups to tackle pressing issues and advocate for policy change.



## Network & Grow Professionally

Each year OPHA hosts a dynamic Fall Forum on various issues from e-Health to Quality in Public Health. OPHA also hosts networking soirées to allow students and public health leaders to connect.



## Be in the Know

Free for members, OPHA provides monthly webinars on hot topics in public health and updates on the latest provincial developments.



## Collaborate

OPHA works with coalitions and networks to advance healthy public policy. Some of our partners are: ANDSOOHA, AOHC, ASPHI/CIPHI-O, RNAO-CHNIG, HPO, OAPHD, and more

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