

# ANNUAL REPORT

## 2011-2012



OPHA and its collaborative partners continue to work with communities across Ontario to promote and protect health and prevent disease and injury

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## PAST PRESIDENT'S MESSAGE



2011-12 proved to be a year of significant change for the Association. We had undertaken a review of the Association, its operations, its value and its brand. The results of the findings pointed out a need to shift OPHA's path towards a different trajectory in order to ensure greater relevance to OPHA membership and its stakeholders. Valued OPHA members were asked to support a number of significant changes that were critical in steering the organization towards a different course that would support greater sustainability and relevance to its members and stakeholders. These changes enabled greater attention towards advocacy and building membership proposition through a stronger focus on capacity building and knowledge transfer and exchange. The changes supported by the membership allowed the Association to restructure its financial profile in order to ensure greater revenue diversification and more efficient operations. OPHA became a leaner and more agile association, and better able to respond to the changing needs of its stakeholders.

I am pleased to have had the opportunity to work with the new Executive Director, Siu Mee Cheng, who along with her staff, helped the Board to translate its directions and vision into operational success. I am glad to know that I will be leaving the Association in a much stronger position. I wish to thank the Board, Executive Director, staff, members, partners and stakeholders for the opportunity to work with you these last two years. I wish the new President and Board continued success!

Sincerely,



Liz Haugh  
President 2011

## PRESIDENT'S MESSAGE



Let me begin by saying how pleased I am to be taking on this new role as President. As a long time member of OPHA, I have respected and valued the leadership role that OPHA has played in the province, and I look forward to making my contribution to OPHA as the new Board President. The first quarter of 2012 was marked with change. These changes included the difficult decision to divest programs and moving the OPHA head office, while continuing the commitment towards advocacy and membership relations. As a result of the hard work by the 2011 President and Board and the Executive Director, the stage had been set for OPHA to move forward on a very clear agenda that would ensure greater emphasis on membership, advocacy and systems leadership for 2012-13. I look forward with anticipation to helping to lead OPHA's continued evolution in the coming year.

Sincerely,



Susan Makin  
President 2012

## EXECUTIVE'S DIRECTOR MESSAGE



It was a real pleasure to have worked with both the outgoing President and incoming President in 2011-12. Significant changes were executed under my leadership as Executive Director as a result of the challenging but necessary decisions that the Board made. My first year as Executive Director was extremely exciting. While learning more about the public health sector, the key stakeholders and players and the role of the Association within the provincial and national context, I was able to carry out a number of changes that altered the trajectory of the Association. This helped to lay the groundwork for a more sustainable path. These changes were difficult but necessary, and I was grateful for the continued support of the Board and the OPHA membership during this transition period. Despite these organizational changes, OPHA enjoyed numerous successes and achievements in advocacy, knowledge exchange and transfer and capacity building, as detailed in this year's Annual Report.

In this first year, I have come to appreciate the complex and rich history of the Association, the strength of the Board, the staff and membership and the degree of passion and commitment that many OPHA members have towards the Association. Learning to navigate and chart the provincial public health waters have been challenging but also rewarding. As a committed health professional and administrator, I have been enriched as a result of my journey in 2011-12 with the Association. I look forward to working with the 2012 Board and Constituent Societies, staff, membership and our numerous partners in furthering the Association.

Sincerely,



Siu Mee Cheng  
Executive Director

# VISION, MISSION, GOALS

## The Voice of Public Health Since 1949

Founded in 1949, the Ontario Public Health Association (OPHA) is a voluntary, non-profit association of individuals and constituent societies from various sectors and disciplines that have an interest in improving the health of the people of Ontario.

## OUR VISION

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

- Strong leadership on public health reform in Ontario.
- Strong links with other health organizations.
- A commitment to advocacy.
- Being consistently consulted and highly respected.

## OUR MISSION

The mission of the Ontario Public Health Association (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. Our mission is achieved by providing:

- Educational opportunities and up-to-date information in community and public health.
- Access to local, provincial and multidisciplinary community health networks.
- Mechanisms to seek and discuss issues and views of members.
- Issue identification and advocacy with a province-wide perspective.
- Expertise and consultation in public and community health.

## OUR VALUES

OPHA seeks to:

- Be an independent voice for public health.
- Encourage a broad concept of health.
- Promote health equity, social justice, inclusivity and diversity.
- Foster active and mutually rewarding partnerships.
- Promote volunteerism and value volunteer contributions.
- Facilitate recognition of public health as an integral part of a publicly funded Canadian health system.
- Be responsible and accountable in the conduct of its organizational affairs and conduct itself with integrity in accordance with ethical and professional standards.

## 2011-12 SUMMARY

2011-12 was a year in which the Association committed to a very different path than in previous years. Membership voted to support key membership changes. Consequently, OPHA enhanced its operational efficiency which had an impact on human resources. Despite, these changes, the organization continued to operate a number of programs including:

- Youth Engagement Initiative on behalf of Health Canada until Fall 2011;
- HC Link (one of four partners);
- Alcohol Policy Network; and
- Nutrition Resource Centre.

At the same time, OPHA took on new initiatives in the area of knowledge exchange and transfer and advocacy. OPHA continued to support its many Subject Matter Expert Work Groups comprised of volunteer OPHA members from many disciplines and sectors. These work groups include:

- Alcohol Prevention
- Breastfeeding Promotion
- Built Environment
- Child and Youth Health
- Environmental Health
- Food Security
- Injury Prevention
- Public Health Alliance for LGBTTTTIQQ
- Marketing Towards Children
- Reproductive Health
- Violence Prevention



OPHA undertook more extensive and targeted advocacy in 2011-12. The association made a concerted effort to focus its advocacy efforts and further enhance the advocacy voice of many of its subject matter expert work groups.

■ OPHA was very active during the provincial **2011 Election**. Concerted efforts were made to approach all three political parties to ensure that the public health voice was heard during the election campaigning process. Key messages included a continued focus on upstream efforts within the health system in order to support sustainability of Ontario's health system and the critical role that public health plays within Ontario's health system.

■ A number of OPHA representatives sat on the review of the **Healthy Babies Healthy Children Program** to provide advice and consultation on the proposed changes to the program. Our membership continued to advise and support the value of universality as a critical component to the program.

■ OPHA met and consulted with Commissioner Drummond to provide clarity on the complexity of the public health sector within the province in order to inform his provincial report: Commission on the Reform of Ontario's Public Services.

■ OPHA submitted a comprehensive set of recommendations to the Cancer Care Ontario and Public Health Ontario Report: Taking Action to Prevent Chronic Disease. Recommendations comprised of input from OPHA's Food Security, Environmental Health, Injury Prevention, Alcohol Prevention, Breastfeeding Promotion and Reproductive Health Work Groups.

■ OPHA's Subject Matter Expert Work Groups were key in advancing a number of public health issues that would have wide reaching implications in the area of chronic disease prevention and health promotion and social determinants of health, to name a few.

In the area of **Built Environment**, OPHA provided public health leadership through its Subject Matter Expert Work Group on Built Environment:

□ Participation on the **Provincial Policy Statement** consultation tables. OPHA was the only public health organization invited to participate as a key stakeholder at the consultation table (through representation by OPHA's Built Environment Work Group Chair, P. Fisher). The Statement is key in guiding land-use planning across the province.

□ OPHA sent a formal submission to the **Coroner's Review on Cycling & Pedestrian Deaths** (in collaboration with Violence Prevention, Injury Prevention and Environmental Health Work Groups).

The **Environmental Health Work Group** (EHWG) advised and consulted the Government on a number of different issues.

□ The Work Group participated on a provincial multi-stakeholder group led by the Ministry of the Environment, that will set ground rules for which chemicals are to be included on a living list of regulated toxic substances.

□ OPHA continued to participate on the Ministry of Environment's Air Standards (Regulation 419) Multi-Stakeholder Group. Issues discussed by this multi-stakeholder group included: setting of health-based standards; priority chemicals, interpretation of science around risk and standard setting; compliance assessment; process for monitoring and modelling emissions, and communicating risk to stakeholders and the public.

□ In September 2011, OPHA EHWG provided comments on Health Canada's Proposed Risk Management Strategy for Lead and the Draft State of the Human Health Science on Lead.

□ The EHWG provided recommendations to the Metrolinx Regional Transportation Plan by advising the need to transform travel around the GTHA in order to address major public health issues such as:

- climate change and achieve greenhouse gas reduction targets;
- the impact of vehicular air emissions on public health;
- the obesity epidemic;
- the morbidity and mortality from motor vehicle collisions; and
- the need for safe, healthy and sustainable transportation

The **Food Security Work Group** was active on a number of fronts. It supported the development of an Ontario Food and Nutrition Strategy through consultation to the Ontario Collaborative Group on Healthy Eating and Physical Activity. In addition, it partnered with Ontario Society of Nutrition Professionals in Public Health, developing food security pre-election messaging and a Call to Action for Food Security.

Through the joint **Health Equity Work Group** (co-Chaired by OPHA's Member, C. Wai, in partnership with alPHA), a comprehensive submission was made to the Social Assistance Review Commission (other OPHA work groups also contributed to the overall submission).

The **Injury Prevention WG** developed a Resolution on Sports Injury in Ontario, which was supported at the 2011 OPHA Annual General Meeting. The resolution focused on a commitment towards addressing sports-related injuries. In addition, the WG advocated to Dr. Helena Jaczek, MPP for Markham Constituent Office on the Private Members Bill on Off Road Vehicles in Ontario.

The **Violence Prevention Work Group** continued to represent the Association on the Prevention of Violence Canada – advancing key issues including gun control.

# KNOWLEDGE TRANSFER AND EXCHANGE

OPHA engaged in extensive knowledge transfer and exchange on a number of topics in 2011-12 including:

- OPHA initiated a series of knowledge exchange and transfer **webinars** in the last quarter of the fiscal year. The topics included: Results Based Accountability, Youth Engagement, Provincial Policy Statement and Alcohol Policy.
- OPHA, in partnership with Health Promotion Ontario, hosted its annual **Fall Forum 2011** on Engaging Priority Populations. This well attended event (approximately 170 delegates) discussed issues and challenges, approaches and strategies in engaging key priority populations.



## Work Groups

The Built Environment maintained its position as a provincial KE/KT resource. It maintained its listserv with over 100 subscribers from Public Health, Planning, Government, NGO, Universities and other across Ontario.

The Environmental Health Work Group organized and facilitated an Environmental Health session at the OPHA Fall Forum on October 6th 2011. Speakers from academia, public health, and non-government organizations presented on their activities in engaging priority populations on two environmental health areas: extreme heat/climate change and children's environmental health:

- **Extreme Heat and Climate Change:** In anticipation of the expected increase in the number and intensity of extreme heat events resulting from climate change, several public health organizations developed extreme heat programs to address vulnerable populations. Through a panel presentation, these organizations discussed their extreme heat program and their approaches to engage populations most vulnerable to extreme heat events.
- A panel discussed the methods and tools used to connect with their target population and to increase their awareness of the health effects associated with children's exposure to environmental pollutants.

## Programs & Services

- The **Alcohol Policy Network** successfully hosted its ninth annual forum: No Ordinary Commodity on February 27-29, 2011. The theme was "Influencing Alcohol Policy: Affecting Change Through Research, Media and Advocacy", with award winning keynote speaker, Ann Dowsett Johnston. The event supported the dissemination of current alcohol policy information and provided mobilization strategies on alcohol policy issues.
- The **Nutrition Resource Centre** continued to support knowledge exchange and transfer on healthy eating and nutrition in 2011-12. It supported the NRC listserv (over 2000 subscribers). It completed the development of the Healthy Eating Manual, an excellent online resource tool to support healthy eating and nutrition information.

OPHA continued to play a key role in helping to build capacity within the public health sector on a number of issues through a number of means.

## Programs & Services

OPHA's various programs and services contributed towards public health capacity.

- The **Youth Engagement Initiative (Funded by Health Canada)** sunset in Fall 2011. In 2011-12, the project completed the development of its online youth engagement resource and resource handbook. In addition, several workshops (attended by approximately 250 registrants) and webinars were (attended by approximately 380) hosted.
- In addition to undergoing an evaluation and strategic planning process in 2011-12, the **Nutrition Resource Centre** continued to support public health units and other health promotion partners in the implementation of the four healthy eating and nutrition programs: Eat Smart!®, NutriSTEP®, Community Food Advisor and Color-it-Up.
- As one of the partners in the **HC Link** (previously known as Health Communities Consortium), our role included continued capacity building support within the province, and included providing consultation services and webinars to clients across the province.
- The **Alcohol Policy Network** continued to support the public health sector in policy development on policy related health issues through consultations and its annual forum.

## Work Groups (WGs)

In addition to supporting advocacy and KE/KT activities, work groups played a vital role in building expertise, skills and knowledge.

- The **Reproductive WG** continued to support the Best Start Resource Centre on issues related to reproductive health including revisions to preconception web based resource developed by Best Start Resource Centre – [www.healthbeforepregnancy.ca](http://www.healthbeforepregnancy.ca). The WG has also developed a resource identifying key reproductive health documents and related organizations and intended for completion in 2011-12.
- The **Built Environment WG** continued to focus on capacity building in two key areas.
  - Under the leadership of OPHA's member, K. Haley, a project team with 19 active members continued to develop the land-use planning resource tool for planners and public health professionals entitled: Public Health and Planning 101. This project is a collaborative effort involving staff from Public Health Units, municipal land use planners, private land use planners, the Ontario Professional Institute, Health Canada, and the Ministry of Health and Long Term Care, to name a few. The project team had received financial support from the Public Health Agency of Canada and Public Health Ontario to complete the first phase of the project: an assessment of learning needs from both Public Health staff and land use planners to help inform the development of training materials.
  - Under the leadership of OPHA's member, J. Gervais, the project team comprised of 22 members, integrated cycling information into the driver training handbook and driver training curriculum.
- The **Environmental Health Work Group** supported a number of KE/KT activities as a key member of the Canadian Partnership for Children's Health and Environment (CPCHE) to promote children's environmental health amongst caregivers and the public.
  - Early Exposures to Hazardous Chemicals/Pollutants and Associations with Chronic Disease: A Scoping Review. This was a joint project with the Ontario Chronic Disease Prevention Alliance on early life exposures and chronic disease. The report was released in June 2011.
  - Healthy Retrofits Project: focused on better integration of children's environmental protection into energy efficiency programs. This project was completed in November 2011 and the resource is available on the CPCHE website
  - Playing it Safe in Ontario: Outreach to Prospective/New Parents on Reducing Children's Exposure to Toxic Chemicals. OPHA was the lead organization on this Ministry of Environment sponsored grant. An insert in Today's Parent magazine was launched in June 2011. OPHA members participated on the advisory committee to produce a video for use in education with health care providers promoting the campaign's key messages. The CPCHE video was launched at the Best Start Conference in February 2012.
- The **Food Security Work Group** continued to develop and share the Nutritious Food Basket scenarios spreadsheet toolkit to Registered Dietitians through the Ontario Society of Nutrition Professionals in Public Health list serve and partnered with The Media Network on the development of a media advocacy toolkit for Nutritious Food Basket data.



## BOARD OF DIRECTORS 2011-12

Liz Haugh, **2011 President**, Executive Committee  
Susan Makin, **2012 President**, Executive Committee  
Monica Mitchell, **Treasurer**, Executive Committee  
Tino Serapiglia, **2011 Vice-President**, Executive Committee, Chair, Advocacy Committee  
Larry Stinson, **2012 Vice President**, Executive Committee, Chair, Advocacy Committee  
Marty Mako, **Secretary**, Executive Committee & Chair, Membership Committee  
Karen Quigley-Hobbs, **Constituent Society Executive Committee Representative**, ANDSOOHA – Public Health Nursing Management  
Almaz Reda, **Association of Ontario Health Centres**  
Shawn Zentner, **Association of Supervisors of Public Health Inspectors of Ontario** (Alternate: Cathy Egan)  
Cathy Egan, **Canadian Institute of Public Health Inspectors** (Ontario Branch) (Cameron Weighill, Alternate, CIPHI-O)  
Carmen Yue, **Association of Public Health Epidemiologists in Ontario**  
Cindy Baker-Barill, **Community Health Nurses' Initiatives Group (RNAO)**  
Ellen Wodchis, **Health Promotion Ontario**  
John Kenneth Filice (Paul Sharma, Alternate), **Ontario Association of Public Health Dentistry**  
Yvonne Tymb, **Ontario Public Health Libraries Association**  
Barbara Bartle, *Ontario Society of Nutrition Professionals in Public Health*  
Pemma Muzumdar, 2011 Member-At-Large  
Mohamed Kadry, 2011 Member-At-Large  
Mary-Anne McBean, 2011 Member-At-Large  
Caitlyn Timmings, 2012 Member-At-Large  
Fran Scott, 2012 Member-At-Large  
John Garcia, 2012 Member-At-Large  
Deb Keen, 2012 Member-At-Large  
Kevin Churchill, Member-At-Large  
Susan Kniahnicki, Member-At-Large.

## OPHA MANAGEMENT TEAM

Siu Mee Cheng, Executive Director  
Andrea Bodkin, Manager, HC Link (Ministry of Health and Long Term Care)  
Cindy Scythes, Manager, Nutrition Resource Centre (Ministry of Health and Long Term Care)  
Ben Rempel, Manager, Alcohol Policy Network (Public Health Ontario), Youth Engagement (Health Canada)

# OPHA

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