

A decorative header consisting of a horizontal row of colored rectangular blocks. From left to right, the colors are: dark blue, purple, maroon, orange, dark blue, green, and dark blue.

ONTARIO PUBLIC HEALTH ASSOCIATION

439 University Ave, Suite 1850

Toronto, ON

www.opha.on.ca

@OPHA_Ontario



VISION & MISSION

Vision

To be a dynamic and innovative force, enhancing and reshaping public health in Ontario.

Mission

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.

STRATEGIC DIRECTIONS 2013- 16

Be a recognized and leading voice on public health policy in Ontario

Enhance Ontario's public health workforce capacity

Build a diverse membership base

Diversify revenue sources to build a self-sustaining organization

Strive towards organizational excellence

Functions and Activities

MOHLTC AND OMAFRA SUPPORTED PROGRAMS

**Nutrition Resource
Centre**
[Creating a Centre
of Excellence on
Healthy Eating &
Nutrition]

**Community Food
Advisor**
[Identified as Best
Practices in Food
Literacy Skills]

ADVOCACY

**Subject Matter Expert
Work Groups** [Alcohol
Prevention, Built
Environment,
Environmental Health,
Health Equity,
Reproductive Health,
Breastfeeding
Network]

**Stakeholder &
Government Relations**

CAPACITY BUILDING

**Professional
Development**
[Annual
Conference,
TOPHC, Workshops,
Webinars }

Leadership Centre

RESEARCH

**Applied Research &
Evaluation**

**Research
Partnerships**

Advocacy

- **Planned Post Election Activities:**


- Congratulatory Letters to Ministers;
- Meetings with elected and unelected officials;
- Promotion of Policy Document (e.g. calling for use of Canadian Index for Wellbeing, health in all policies and funding for local multi-sectoral planning);
- Outreach to media (e.g. issue series, op ed articles);
- Regular communication to OPHA members on new developments.

A New Approach to Health – Improving the Health and Quality of Life of Ontarians



Advocacy (Cont'd)

- **Other Activities:**
 - Developing Provincial Alcohol Prevention Framework;
 - Creating position on obesity prevention;
 - Supporting Ontario Food and Nutrition Strategy;
 - Collaborating with Ontario Chronic Disease Prevention Alliance;
 - Responding to government legislation and consultations.



Developing A Provincial Alcohol Strategy Framework

Overview


Who We Are:
In August 2013, the Ontario Public Health Association brought together a group of provincial organizations in order to form a Steering Committee to address the need for a provincial alcohol strategy in Ontario. The Steering Committee also consists of a Technical Working Group responsible for providing research content and support to the Steering Committee.

Purpose:
To develop and make the case for a provincial alcohol strategy, and suggest a framework for the strategy.

Current Status:
An environmental scan of existing strategy and alcohol policy best practice documents has been completed. The Technical Working Group is drafting a preliminary framework document guided by existing strategy documents namely the WHO (2010), the National Alcohol Strategy (2007), and the CHA Position Paper on Alcohol (2011).

Next Step:
Present a draft framework to Advisory Group for feedback.

Partners & Stakeholders



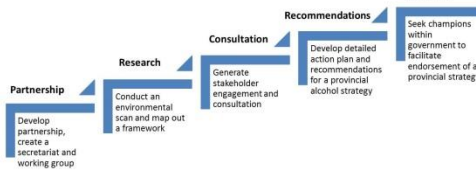
Organizations	Responsibilities
Leaders <ul style="list-style-type: none"> • Jean-François Goggin, CAMH • David Kelly, AMHO 	<ul style="list-style-type: none"> • Oversee and approve framework development • Provide strategic direction and leadership • Collaborate with key stakeholders • Advocate for adoption of provincial strategy
Steering Committee <ul style="list-style-type: none"> • Addictions and Mental Health Ontario (AMHO) • Canadian Mental Health Association, Ontario (CMHA) • Center for Addictions and Mental Health (CAMH) • Ontario Medical Association (OMA) • Ontario Public Health Association (OPHA) • OPHA Alcohol Prevention Working Group 	<ul style="list-style-type: none"> • Develop technical content • Report to the Steering Committee
Technical Working Group <ul style="list-style-type: none"> • Experts in Alcohol Policy from: <ul style="list-style-type: none"> • CAMH • OMA • WHO 	<ul style="list-style-type: none"> • Provide feedback on the draft framework
Advisory Group <ul style="list-style-type: none"> • Experts in alcohol policy and alcohol as a public health issue beyond the Steering Committee: <ul style="list-style-type: none"> • CAMH Ontario branches • CAMH alcohol experts • OPHA Alcohol Prevention Working Group 	<ul style="list-style-type: none"> • Provide advice and feedback on the framework and strategy
Other Stakeholders <ul style="list-style-type: none"> • Association of Local Public Health Agencies (ALPHA) • Canadian Centre for Substance Abuse (CCSA) • Cancer Care Ontario (CCO) • Canadian Public Health Association (CPHA) • Mothers Against Drunk Driving (MADD) • Ontario Chronic Disease Prevention Alliance (OCDPA) 	





Policy Dimensions of Existing Strategies

Created by Policy Network, 2008

Dimensions	WHO (2010)	NIA (2007)	Gleeson et al. (2011)	CPHA (2011)	Behar et al. (2010)	WHO: Public Policy and Health (2011)	Ontario Alcohol Strategy (2007)	New Scotia Alcohol Strategy	Alberta Alcohol Strategy	BC Public Health Approach to Alcohol Policy
Leadership and commitment	X	X	X	X	X	X	X	X	X	X
Awareness	X	X	X	X	X	X	X	X	X	X
Health services' response	X	X	X	X	X	X	X	X	X	X
Community action (local level)	X	X	X	X	X	X	X	X	X	X
Drink-driving policies and countermeasures	X	X	X	X	X	X	X	X	X	X
Availability of alcohol	X	X	X	X	X	X	X	X	X	X
Marketing of alcoholic beverages	X	X	X	X	X	X	X	X	X	X
Pricing policies	X	X	X	X	X	X	X	X	X	X
Setting the drinking context and drinking norms	X	X	X	X	X	X	X	X	X	X
Reducing the public health impact of BAC and informally produced alcohol	X	X	X	X	X	X	X	X	X	X
Monitoring and surveillance	X	X	X	X	X	X	X	X	X	X
Alcohol control system (alcohol monopolies)	X	X	X	X	X	X	X	X	X	X
Minimum legal drinking age and underage access to alcohol	X	X	X	X	X	X	X	X	X	X

Steps to Building an Alcohol Strategy



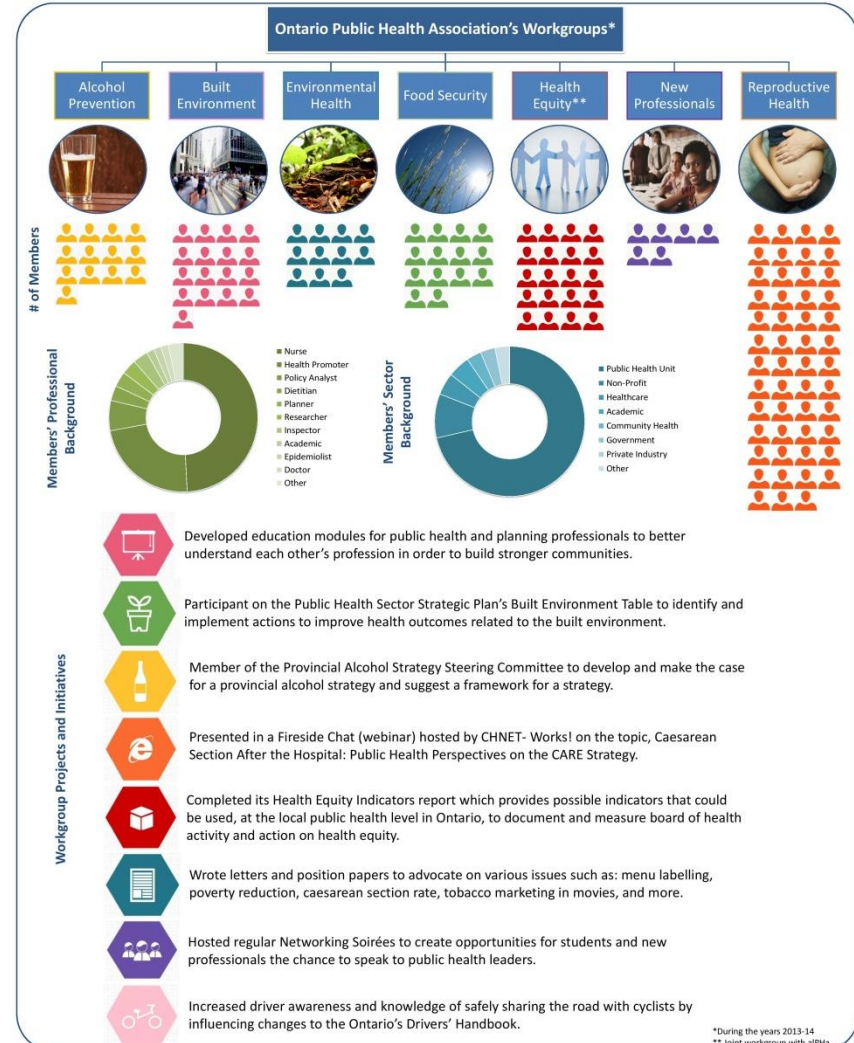





Presenter: Gobina Manchaban, BSc, MPH(C)
 Contact: manchan12@opha.on.ca
 April, 2014

OPHA Workgroups

- Creating e-learning for public health staff and planners;
- Developing resolutions on healthy equity, reproductive health and environmental health;
- Hosted networking soirees and webinars for new professionals;
- Others active groups (e.g. food security, alcohol);
- Chronic Disease group to get underway with new members.

Characteristics of Workgroups and their Current Activities



Professional Development and Training



- Past and Upcoming Webinars:
 - Public Health Human Resources: Current and Future Research (June 2014);
 - The Pan-Canadian Health Promoter Competencies: From Vision to Practice in Ontario (July 2014);
 - Canadian Index of Well-being;
 - Making the Case for Public Health.
- Fall Forum, Nov. 12, 2014;
- Lean Sigma, Nov. 13, 2014
- Developing Leadership Centre.

Research

- Collaborating on dental health workforce study;
- Knowledge partner with Ottawa Research Institute, ICES and PHO on *900,000 Days in Hospital study* featured at OPHA's panel at 2014 CPHA Conference;
- Building a business case for public health.

900,000 Days in Hospital:

The Annual Impact of Smoking, Alcohol, Diet and Physical Activity on Hospital Use in Ontario

May 2014



Government Supported Programs



- **Support Healthy Kids Strategy**
 - Healthy Kids Community Challenge;
 - NutriStep® & PHUs (Webinars; CoP; Refreshed Tool Kit)(MOHLTC);
 - Developmental PHU Indicators – Obesity Prevention Policies (PHO) (MOHLTC);
 - “Healthy Kids” Webinar Series.
- **Collaborate with Other Resource Centres**
 - Provide nutrition expertise;
 - Participate in MOHLTC’s resource centres advisory committee.
- **Build central hub for Evidence-based Programs and Policies in Healthy Eating and Nutrition**
- **Support Healthy Eating and Nutrition Policy Development**
- **Expand CFA sites**
 - Outreach and Promotion to New areas/groups
- **Strengthen training**
 - Develop online training
 - Host in-person conference/workshop sessions
- **Enhance website and resources**
 - More comprehensive, up-to-date information reflecting latest knowledge and best practices and targeting food skills and food literacy outcomes
 - Online repository for knowledge exchange
- **Promote Local Foods**
 - Better integration of public health messaging and value of local foods

Upcoming & Ongoing

- OPHA 2014 Awards – call for nominations now open;
- Leadership development & training opportunities;
- Hot topic monthly webinars;
- *The Public Health Files* (OPHA's NEW ebuletin);
- Facebook, Twitter, LinkedIn social presence; and
- Fall Forum & AGM Nov. 12.

A vertical poster for the OPHA 2014 Awards. The background is a soft-focus image of warm, glowing bokeh lights in shades of yellow and orange. At the top left, there is a purple circular seal with the year '2014' inside. To the right of the seal, the word 'OPHA' is written in large, bold, dark purple capital letters, and 'AWARDS!' is written below it in a slightly smaller, purple, sans-serif font. Underneath 'AWARDS!', the text 'Submit your nominations today' is written in a smaller, dark purple font. A horizontal line separates this text from a white rectangular box on the right side of the poster. Inside this box, the text reads: 'The Ontario Public Health Association invites all to nominate a leader who made an outstanding contribution to the practice of public health in Ontario. For more information click here or check out our website at www.opha.on.ca.' At the bottom left of the poster is the OPHA logo, which includes the word 'OPHA' in blue, with 'Ontario Public Health Association' and its French equivalent below it. At the bottom right, the text 'Deadline **September 26, 2014**' is written in a bold, dark purple font, followed by 'Don't miss out!' and the website address www.opha.on.ca in a smaller, dark purple font.

Membership



MEMBERSHIP

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

- Reduced fees for students and constituent societies;
- Strengthened communication to members (e.g. e-blasts on hot issues, new newsletter: *The Public Health Files*, use of social media (@PegeenWalsh, @OPHA_Ontario)
- Enhancing members' online lounge;
- Increasing support to workgroups;
- Developing membership renewal and recruitment strategy.

JOIN TODAY
www.opha.on.ca