

# OPHIA NEWS

Ontario Public Health Association

September/October 2006

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# OPHIA

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

Founded in 1949, the Ontario Public Health Association is a voluntary, charitable association that provides leadership on issues affecting the public's health and strengthens the impact of people who are active in public and community health throughout Ontario.

OPHA News is the bi-monthly newsletter of the Ontario Public Health Association (OPHA). The newsletter highlights Association news and upcoming events in public and community health in Ontario, and offers thought-provoking articles on public health issues and in-depth reports on Association positions.

**President** - Dr. Garry Aslanyan  
**Interim Executive Director** -  
Connie L. Uetrecht  
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## Executive Director's Message

### HIV/AIDS and Public Health: Challenges and Opportunities

Dear Colleagues,

As the intense media and public spotlight on *AIDS 2006: Toronto* fades away, I feel it's fitting to pay tribute to all of the public health professionals who have relentlessly worked over the past 20 years to stop the spread of HIV/AIDS. Without you all working away - some quietly, some not - at sexual health education in schools, reaching out to at-risk populations, establishing and operating sexual health clinics and advocating for and employing harm reduction strategies, we would have many more than the 23,251 Ontarians who were living with HIV/AIDS in 2004, and greater numbers than the close to 1,700 new cases we see each year. While these numbers should be smaller, without public health efforts in the past years, the numbers would be actually be much higher.

The face of HIV/AIDS has changed over the years. Though still predominantly a disease of men, the gap between male and female HIV cases continues to decrease. In 1995, men experienced HIV at a rate eight times higher than women. In 2004, men experienced HIV three times higher than women.

Some population groups are now experiencing disproportionate rates of infection, especially those from regions where HIV/AIDS is endemic (Africa and the Caribbean). The spread of the disease illustrates the need to continually examine the epidemiology, and to examine the knowledge, attitudes and beliefs of the populations affected so as to develop tailored and effective strategies to reach them.

HIV/AIDS also clearly demonstrates the importance of addressing the social determinants of health as well as the need to apply the principles of access and equity to the issue to ensure that our efforts are truly effective. While the use of a condom, the most effective strategy to prevent the sexual transmission of the disease, seems simple, the barriers to its use are extensive, from lack of knowledge and complacency to power dynamics and economics.

Of course no progress can be made without collaboration and cooperation, two keys to effective public health.



Connie L. Uetrecht  
Interim Executive Director

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# Association Updates

## Staff Updates

The OCDPA and OPHA's Alcohol projects jointly welcome **Tamara Khamassuridze** as our new Administrative Assistant. Tamara will be dividing her time between projects.

The Nutrition Resource Centre is thrilled to announce that **Jane Bellman** will be joining the NRC team as our new Manager beginning October 16th.

Jane has been involved in many areas of dietetics, including as a hospital diet aide and food service supervisor. After receiving her Bachelors of Science in Home Economics at the University of Western Ontario, she completed her dietetic internship at the Kitchener-Waterloo Hospital.

Upon completion of a Master of Education degree at Brock University she became an Internship Coordinator at Hamilton General Hospital, helping dietetic interns gain their practical experience to become registered dietitians and assisting with the Dietitians of Canada accreditation process for dietetic internship programs. Continuing in this role part-time, she then embarked on developing education programs and designing educational materials for patients at Hamilton Health Sciences.

After these rewarding positions, and starting a family, Jane moved to Guelph to work as a dietitian at Wellington-Dufferin-Guelph Public Health where she worked with volunteers in the Community Food Advisor Program and local food security projects.

At the same time, we bid farewell to **Sarah Evason** who will be on maternity leave for one year beginning in October. Sarah has been instrumental in continuing the coordination of the Community Food Advisor Program, among several other smaller projects. The NRC will miss Sarah's contributions and long-standing knowledge and expertise of NRC operations while she is away. All the best, Sarah!

The NRC also bids farewell to **Neera Chaudhary**, who has had to leave due to personal circumstances. We wish Neera the best of luck in her future endeavours.

## Project Updates

### Association to Reduce Alcohol Promotion in Ontario (ARAPO)

Looking for new resources for the classroom? The Association to Reduce Alcohol Promotion in Ontario (ARAPO) has released two resources for health educators and teachers available on the ARAPO website ([www.apolnet.ca/arapo](http://www.apolnet.ca/arapo)):

- *Under the Influence? Educator's Kit on Alcohol Advertising (3rd Edition)* assists educators to discuss the issues of alcohol advertising and media literacy for grades 7 - 10 in an interactive way.
- *Booze Buzz Peer Education Project: A resource manual for recruiting young volunteers* provides an overview on how to safely recruit and effectively utilize young volunteers. *Section 1: Booze, Teens and Fruit Platters* provides a summary of the obstacles and accomplishments of the Booze Buzz Peer Education Project. *Section 2: VolunTEENs* explains the research-based process on recruiting and working with young volunteers.

ARAPO has recently conducted a number of consultations with various organizations about alcohol promotion. ARAPO completed a submission to the World Health Organization explaining the current research around alcohol advertising and youth consumption. Additionally, ARAPO responded to irresponsible alcohol promotion seen in Ontario, including the newly produced *BlackFly Spiked Ice* (which look like "freezies") and *Beerfest*, a movie recently released in major theatres across Ontario.

We look forward to releasing additional ARAPO resources within the next few months, including: a sample alcohol promotion gallery; an online complaint system to take action against alcohol promotion; and a pilot research project looking at the impact of alcohol advertising on youth.

### Nutrition Resource Centre

**Ontario's Action Plan for Healthy Eating and Active Living** - On June 20, 2006, Ontario's Health Promotion Minister Jim Watson announced a comprehensive \$10 million plan to promote healthy

eating and active living across the province. Ontario's Action Plan for Healthy Eating and Active Living (HEAL) - [www.mhp.gov.on.ca/english/health/HEAL/default.asp](http://www.mhp.gov.on.ca/english/health/HEAL/default.asp) - outlines 14 initiatives, including a pilot project providing vegetables and fruit to school children in Northern Ontario, a healthy school recognition program, and a telephone and web-based dietitian advisory service.

In preparation for the release of the Action Plan, the Nutrition Resource Centre has been involved in laying groundwork for two of the Plan's initiatives: (1) Promotion and expansion of the Eat Smart! program in workplaces and recreation centres, and (2) Developing resources to assist families, caregivers and professionals to support healthy eating.

Throughout the coming year, NRC will continue to support projects to move these two initiatives forward. Here's a snapshot of what's planned:

- Cultural adaptations of "How to Build a Healthy Preschooler" and "How to Feed Your Growing Child" (currently available on line at [www.beststart.org/resources/nutrition/index.html](http://www.beststart.org/resources/nutrition/index.html)). The first adaptation will be in traditional Chinese and the Best Start Resource Centre will begin distribution this fall, along with the English and French versions. Samples of all of the resources along with an order form will be distributed to health units and Community Health Centres throughout Ontario. All of the resources will be available free of charge. Adaptations of these resources in other languages are planned for later this year.
- Development in English and French of a caregiver "Activity Pack" that will include preschool activity ideas in a card format to provide caregivers fun and simple activities that promote healthy eating and active living; also included in the Pack will be a mixed mode CD (containing PDF versions of the resources and audio files of selected clips from the resources) and two healthy eating/active living booklets (comprehensive background information for parents adapted from Alberta Health and Wellness). This free resource will be available in early 2007.

- Develop a plan, including nutrition standards, to expand the Eat Smart! program into food service venues, such as canteens, concession stands, and vending machines available in recreation centres.
- Develop a plan for expansion and promotion of the Eat Smart! Workplace Program that will incorporate various types of food service, such as cafeterias, cafés, snack shops, and vending. This will include the development of new and improved nutrition standards and promotional materials.

Much exciting work lies ahead in the coming months on these projects! For more information, please contact Mary Ellen Prange at [meprange@opha.on.ca](mailto:meprange@opha.on.ca).

#### **Eat Smart! -**

This is an exciting time for Eat Smart! as it has been recognized in the HEAL Action Plan, which will involve continued promotion and expansion of the Eat Smart! program into recreation centres and workplace cafeterias. As well, the Annual Summary Report (2005) has also demonstrated the impact and interest that Eat Smart! is having across Ontario. The number of schools applying for the Eat Smart! school cafeteria program has almost doubled compared to 2004, and food service providers are playing a more active role in recruiting potential applicants. More workplace cafeterias applied for the program in 2005 than in 2004, demonstrating increased interest in healthy eating for their employees and in the Eat Smart! program in general. The restaurant program will also see some exciting developments in 2006/2007, including the potential for trademarking the Eat Smart! name and logo to encourage name recognition and program longevity. Stay tuned for further updates in the months to come.

#### **Community Food Advisor Program -**

The 2005 annual program summary data is in, and once again, the program had many great successes and demonstrated impressive reach across the province. In 2005, there were 307 active CFAs with 16 CFAs still in training at year end in a total of 17 communities. CFA volunteers completed 870 health promotion activities, reached almost 40,000 people, and contributed approximately 13,500 volunteer hours.

One very interesting finding from the 2005 data is a large increase in the number of teens reached. Congratulations and thanks are extended to the CFA programs and CFA volunteers for all their efforts.

#### **TAKE Five Program -**

The NRC is working towards meeting the needs identified by the field in supporting the implementation, evaluation and sustainability of the TAKE Five Program. This includes the development of a TAKE Five website that will provide comprehensive information about the program and will include features such as online program registration, online program evaluation, and a discussion board. The website is expected to be completed by the end of 2006. Regional training sessions, a web cast training session, and promotional materials to complement the program's messaging are also under development. Stay tuned for more information.

#### **Ontario Chronic Disease Prevention Alliance**

**Update on the System Plan -** The OCDPA is a collaboration of non-governmental organizations dedicated to improving the health of Ontarians. As such, the OCDPA has been busy working to move ahead its proposed integrated system that will enable effective and coordinated planning, delivery and continuous improvement of health promotion and chronic disease prevention interventions at a population level. The OCDPA's goals are to see that chronic disease prevention investments are well-planned and coordinated; that knowledge exchange is effectively and efficiently created and exchanged; that public policies address the prevention of chronic disease; and that the Alliance fulfills its mission effectively and efficiently and has impact.

A steering committee was struck to specifically move the system plan forward on two fronts: healthy eating and active living; and tobacco. Working groups were established by the steering committee with participants from the Alliance and external experts in the two areas. The objectives of the working groups are to map and analyze strategies, policies, programs, services and systems regarding the Ontario Tobacco Strategy and the Healthy Eating and Active Living Action Plan released by the Government of Ontario; identify gaps and ways to maximize assets; identify provincial responsibilities, actions, best and promising practices and system mechanisms to increase health impact; and recommend OCDPA priorities and action plan components.

From the results, an Alliance workplan, communication strategy and evaluation plan will be developed. All findings will be presented and discussed at the members' meeting in October.

#### **Ontario Chronic Disease Prevention Managers -**

The Ontario Chronic Disease Prevention Managers (OCDPMPH) continues to introduce the group across the province with a focus on discussions related to how we can work collaboratively with others. To date we have been granted affiliate status with OCDPA and the OHPRS and have met with the Ontario Heart Health Resource Centre and Ontario Heart Health Network. We have had a preliminary meeting with the Ministry of Health Promotion to explore how we can work collaboratively with them on the implementation of the HEAL Strategy. Follow-up discussions are scheduled to occur in September. We also have one member sitting on the technical review committee for the *Mandatory Health Programs and Service Guidelines for Chronic Disease Prevention*.

#### **Towards Evidence-Informed Practice**

The TEIP project is having a unique and significant impact on the collaboration between community-based public health and clinically based stroke personnel.

**Phase I** (Program Assessment) was rigorously evaluated by an independent evaluation consultant and the results have recently been released. Key outcome findings include:

##### **A) Impact on Local Partnerships**

- Strengthened local collaboration
- Heightened understanding of best practices and evaluation
- Increased mutual understanding of mandates, programs and common ground

##### **B) Personal Benefits of Participation**

- Increased personal knowledge and skill
- Impact beyond TEIP - would use in other programs in public health
- Constraints: time and workload
- Overall Statement: focus on quality improvement; did not take a punitive approach

### C) Change in Future Practice

- 80% reported 'a lot' or 'some' adjustment to their future practice including documentation and evaluation

### D) Overall

- 73% would recommend to others
- 100% reported communities would not have arrived at the same place without TEIP
- The real benefit is that the process provides a template for thinking and talking about the program - not as a pass/fail but as quality improvement

TEIP will be presenting at the following conferences and workshops:

- Sept. 28/06 - Northeastern Ont. Stroke Conference, North Bay
- Oct. 17/06 - Annual Ont. Stroke Collaborative, Toronto
- Oct. 25/06 - OPHA Annual Conference Cornwall
- Nov. 4/06 - CDPAC, Ottawa

Coming Soon:

- Release of the Online Learning Module of the TEIP Program Assessment Protocol *Improving Health Promotion Programs Using Evidence - Informed Practice*
- RFP for three new OHHP-OSS Community Partnerships to join TEIP

For more information, contact Dayna Albert, TEIP Program Coordinator at [dalbert@opha.on.ca](mailto:dalbert@opha.on.ca)

### Youth and Alcohol, Messages and Media Campaign

Over the last year or so you may have heard about an upcoming initiative that will focus on risky drinking and safety strategies for youth aged 15-18. This harm reduction campaign has been referred to as the Youth and Alcohol, Messages and Media Campaign, or more recently, *keepcontrol.ca*.

Learnings from a youth-to-youth conference have evolved into some powerful messaging related to the consequences of risky drinking. Youth-informed throughout the process, this campaign speaks the language of teens and will grab and hold their attention to this important public health issue.

This exciting initiative is quickly coming to fruition and is set for a public launch the last week of October. This campaign will be province-wide and utilize a variety of media including TV and radio ads, digital marketing, a comprehensive, interactive website, and peer to peer programming, along with promotional materials including posters, t-shirts, brochures, etc.

We believe this campaign is a great stand-alone initiative or perfect supplement to the exciting substance abuse prevention work going on throughout the province.

Further details including launch sites and dates, train the trainer events, and instructions on how your community can get on board will follow shortly. In the meantime, stay tuned to the APOLNET Listserv or check in at [www.apolnet.ca/yamm](http://www.apolnet.ca/yamm).

## Workgroup Updates

### Food Security Workgroup

The Food Security Workgroup (FSWG) continues to be extremely concerned that households receiving welfare cannot afford a nutritious diet. The Canadian Community Health Survey data released on July 6, 2006, revealed that in several respects, adults' food consumption was associated with their household income. For example, adults in the lowest income households were less likely than those in the highest to eat the recommended number of servings of vegetables and fruit each day. Increasing vegetable and fruit consumption is a key public health nutrition promotion message. Therefore, on August 30, 2006, the FSWG wrote a letter to Ontario Ombudsman André Marin requesting that his office investigate Ontario Works and the Ontario Disability Support Plan and their negative impact on the health of thousands of Ontarians. ([www.opha.on.ca/advocacy/letters.html#foodsecurity](http://www.opha.on.ca/advocacy/letters.html#foodsecurity))

Several FSWG members will be attending the **4th Annual Assembly of Food Secure Canada/ Sécurité Alimentaire Canada** in Vancouver on

October 7-11, 2006, entitled “Bridging the Borders Toward Food Security”. At the conference, Food Secure Canada will advance its agenda to achieve zero hunger, a sustainable food system, and healthy and safe food.

Ryerson University provided a research seed grant to the FSWG to collect evidence regarding existing and potential food security promotion in public health units across Ontario. This information will be used to inform the revisions to the *Mandatory Health Programs and Services Guidelines*. This work follows in the footsteps of British Columbian advocates who succeeded in having food security included in the “BC Public Health Core Programs”. The Ontario *Mandatory Health Programs and Services Guidelines* are currently being reviewed and renewed, and the FSWG hopes to have a strong community food security presence in the revised *Guidelines*.

### **Violence Prevention Workgroup**

The OPHA Violence Prevention Workgroup continues to be very busy with over 50 members from across Ontario. We meet bi-monthly through teleconferences and meetings held in Halton Region.

OPHA worked closely with the Canadian Public Health Association (CPHA) and members of the Foundational Committee, including the Public Health Association of British Columbia and the Public Health Agency of Canada, to host the second Town Hall Meeting of the National Strategy on Violence Prevention at the CPHA Conference in Vancouver on May 29. Over 55 people attended, including Chief Public Health Officer Dr. David Butler-Jones, who provided the opening remarks. The momentum of this National Strategy received a much-needed boost with the Public Health Agency of Canada providing some financial support. We are moving forward using the World Health Organization (WHO) document, *Preventing violence: A guide to implementing the recommendation of the world report on violence and health* (Butchart et. al., 2004) as our guiding framework.

We continue to advocate for the inclusion of violence prevention in the next *Mandatory Health Program and Services Guidelines* as well as ongoing, sustainable funding. We collaborate on various initiatives and research, such as with the Ontario Women’s Directorate, the Family, Friends and Neighbours public education campaign on women abuse ([www.ontariowomensdirectoriate.gov.on.ca](http://www.ontariowomensdirectoriate.gov.on.ca) or

[www.neighboursfriendsandfamilies.on.ca](http://www.neighboursfriendsandfamilies.on.ca)). Workgroup members are involved with the Geomatics Research being carried out at St. Michael’s Hospital, Toronto as well as the research regarding woman abuse at McMaster University.

We also continue to share various violence prevention initiatives and resources with each other. Over 17 health units across Ontario are currently implementing the Routine Universal Screening Protocol (RUCS) for woman abuse. Many members are involved in various initiatives such as bullying prevention, the prevention of shaken baby syndrome and the prevention of physical punishment of children. To help facilitate the access and sharing of resources broadly we will be encouraging health units and organizations in the near future to send in information regarding their violence prevention initiatives and resources to the OPHA and SMARTRISK, who will be developing data bases for people to access.

We are very grateful to the OPHA Board, Executive and staff for their support and assistance. We thank each of our members for sharing their time and expertise and the organizations who continue to support our involvement. Please contact us at the email addresses below if you would like further information about the OPHA Violence Prevention Workgroup or would like to join us, please visit [www.opha.on.ca/workgroups/violence.html](http://www.opha.on.ca/workgroups/violence.html).

## **Constituent Society Updates**

### **Community Health Nurses Initiative Group (CHNIG)**

CHNIG and the Community Health Nurses Association of Canada (CHNAC) are in the process of planning our first National Community Health Nursing Conference on May 3-5, 2007 at the Westin Prince Hotel in Toronto. Please refer to page 7 of the OPHA News for details on the Call for Papers and Posters.

On August 25, 2006 CHNIG met with Brenda Perkins, Nursing Consultant for the Ministry of Health and Long Term Care (MOHLTC), to discuss the Mandatory Health Program Review process. CHNIG also met with the MOHLTC Nursing Secretariat on Sept 6, 2006 to discuss potential funding sources to advance the integration of the Community Health Nursing Standards in public health practice. CHNIG commends OPHA for their support and work on the

development of the Public Health Core Competencies Learning Modules for public health practitioners.

CHNIG wrote a letter to the Ontario Women's Health Council responding to the Maternity Care in Ontario report, recommending expanding the recommendations to include public health programs and policies that support a continuum of care for families in the child-bearing years and supporting health promotion approaches that address early child development, a determinant of health.

For more information on any of these issues, see the CHNIG website at [www.chnig.org](http://www.chnig.org).

### **Health Promotion Ontario (HPO.ph)**

It is membership time once again for Health Promotion Ontario (HPO). HPO memberships are valid from September 1 to August 31 of each year.

**Please forward this information to your staff and others who you think would benefit from becoming members of Health Promotion Ontario.**

Information on the Benefits of Membership to HPO and the Membership Form and information can be found on our "new" website <http://hpotestblog.squarespace.com/join-hpo-/>. Although information on HPO can still be found on [www.hpoph.org](http://www.hpoph.org) we are currently in the process of moving and updating our website.

If you have any questions or require further information, please contact Aarti Soni (HPO Treasurer) or any of the Health Promotion Ontario Executive; contact information can be found at the web addresses above.

HPO has been involved in a number of activities this past year, ranging from developing reports for the PHAC Public Health Core Competencies project to carrying out a spring conference on "Enhancing Excellence in Health Promotion." We look forward to continuing our advocacy work regarding health promotion and would benefit from your continued support as well as renewal of your HPO membership.

### **Call for Papers and Posters**

The **First National Conference for Community Health Nurses: Mapping the Future for Better Health** will be held on May 3-5, 2007. The purpose is to help promote excellence in community nursing practice and the health of communities.

The major themes are Innovation, Leadership, and Integration.

The goal of the conference is to:

- Explore and interpret the realities, challenges and opportunities that confront nurses and the nursing profession as community health and health care reform evolve in the 21st Century.
- Bring a national perspective to the dialogue around innovation, integration and leadership as they relate to mapping the future of community health.

You are invited to submit an abstract for concurrent sessions and poster presentations for this inaugural national conference. Take the opportunity to share your work and dialogue with other nurses from practice, education, research, and administration around community health issues.

The deadline for submissions is **October 27, 2006**.

For additional information or assistance, please contact First Stage Enterprises at [info@firststageinc.com](mailto:info@firststageinc.com) or (416) 426-7029.

### **New Publications**

#### **Prevention is Primary: Strategies for Community Wellbeing**

Prevention Institute proudly announces the release of this text on primary prevention. It is an academic text co-edited by Larry Cohen and Sana Chehimi of Prevention Institute along with Vivian Chavez of San Francisco State University. Prevention is Primary aims to move future practitioners from the margins of prevention to its core by defining the elements of quality prevention efforts, identifying best practices and illustrating the application of prevention principles in a multitude of settings.

For more information, visit [www.PreventionInstitute.org](http://www.PreventionInstitute.org)

# External Announcements

## A Message from OHPRS: “Health Promotion 2020”

In the spring of 2006, a team from OPC and The Health Communication Unit (THCU) engaged in a dialogue with colleagues from capacity building organizations in the United States. The goal of the dialogue was to enhance the efficiency and effectiveness of Ontario’s health promotion resource centres by identifying promising practices among well-established U.S. organizations.

We define resource centres as organizations that build community capacity and/or increase the use of tools and other innovations, by providing services (such as training and consultation) and materials (such as workbooks, tools, research information, etc). This endeavour is often referred to as technical assistance, knowledge exchange, and community capacity building.

We have created a web tour that captures some key lessons from the visits. We have entitled the web tour Health Promotion 2020 because the end goal of capacity building is to help organizations and communities improve our population’s health. The dialogue is forward thinking and encourages a focus on the future of health promotion.

Please visit the web tour at [www.opc.on.ca/english/hp2020/](http://www.opc.on.ca/english/hp2020/) or contact Krissa Fay, Communications and Policy Specialist, at [k.fay@opc.on.ca](mailto:k.fay@opc.on.ca).

## New Report on the Health of Rural Canadians

The Canadian Population Health Initiative (CPHI) is pleased to announce the release of *How Healthy Are Rural Canadians? An Assessment of Their Health Status and Health Determinants*. This pan-Canadian report compares rural and urban Canadians on a variety of health measures including rates of death, chronic diseases, and self-rated health.

This new publication is a collaborative effort of CPHI, the Public Health Agency of Canada and the Centre for Rural and Northern Health Research at Laurentian University.

The free report is available at [www.cihi.ca/cphi](http://www.cihi.ca/cphi).

## Health Promotion 101

The HP-101 course is a collaborative effort of Ontario Health Promotion Resource System (OHPRS) members. People come to work in health promotion through many and varied paths, and most report a need for additional professional development. HP-101 will help people familiarize themselves with essential health promotion concepts and also provide them with real life scenarios and application of health promotion strategies in the form of exercises and case studies.

HP-101 is a self-directed course and is available free of charge at [www.ohprs.ca/hp101/main.htm](http://www.ohprs.ca/hp101/main.htm). A corresponding French language course is available at [www.ohprs.ca/hp101\\_f/mainfr.htm](http://www.ohprs.ca/hp101_f/mainfr.htm).

For inquiries in English, please contact: Ritu Sharma, Intranet Facilitator, OHPRS Secretariat, 416-408-2249, ext. 2242, toll-free 1-800-263-2846, ext. 2242 or email [ritus@opc.on.ca](mailto:ritus@opc.on.ca).

Pour tout renseignements en français, veuillez contacter: Andréa Por, Adjointe administrative, Bureau de liaison du Réseau CORPS: 416-408-2249, poste 2264 ou Courriel [apor@opc.on.ca](mailto:apor@opc.on.ca).

For those new to the Substance Abuse/ Injury Prevention field, APN is hosting a Newbie Orientation teleconference on November 15th.

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

## Hospitalizations due to traumatic head injuries down 35% over a decade: CIHI

The Canadian Institute for Health Information (CIHI) released new data in August showing that fewer Canadians are admitted to hospitals due to traumatic head injuries than were a decade ago. In 2003-2004, 16,811 were admitted to hospitals compared to 25,665 in 1994-1995, a 35% decrease.

In the 10 years of the analysis, the largest difference was seen among children and youth (from birth to 19 years of age), where traumatic head injury admissions fell 53%. At the same time, deaths as a result of head

injury in this age group decreased by 34%. The Canadian population for this age group remained relatively stable over the decade.

Only one age group (60 and older) showed an increase in the absolute number of admissions (4%). However, the population for this age group increased by 17% over the same period. This sector of the population also experienced a 35% increase in deaths (from 601 to 809) after admission for a head injury.

Other findings include:

- The impact of traumatic head injury in Canada can be seen most prominently at both ends of the age spectrum.
- The length of stay in hospital associated with a traumatic head injury increases with age.
- When looking at all Canadians, the biggest proportion of traumatic head injuries in 2003-2004 was caused by falls (45%), followed by motor vehicle incidents (36%) and assault (9%).
- When divided into age groups, falls accounted for the largest proportion of traumatic head injuries among children and youth (40%) and Canadians 60 years and over (76%) in 2003-2004.
- Among Canadians between 20 and 39 years of age, more than half of traumatic head injuries were due to motor vehicle incidents in 2003-2004, followed by assault and homicide, which accounted for one-fifth of cases for this age group.
- Cycling is one of the leading causes of sports and recreation-related head injury. The highest proportion of hospitalizations due to cycling-related head injuries was seen in children and youth (60%).
- The number of cycling-related head-injury admissions dropped between 1994-1995 and 2003-2004, particularly among children and youth (under age 20), who experienced a 55% decrease.

For more information, and to view figures and tables, visit [www.cihi.ca](http://www.cihi.ca).

## **Ophea: Daily Physical Activity (DPA) Update**

In May, Ophea distributed an overview of what has happened with the DPA mandate since its announcement by the Ministry of Education in October, 2005, including an update on the support that Ophea has provided for the implementation of this mandate, in the hopes that it would help inform your own work and planning.

With the new school year, and the requirement to be fully implementing DPA shortly, we are providing you with another update on what has transpired since May.

**Supports for Public Health Professionals** - Public Health plays a critical role in supporting the implementation of DPA in Ontario schools. Through the Physical Activity Resource Centre (PARC), Ophea will be implementing activities to enhance the capacity of physical activity promoters in public health to support the implementation of DPA in the communities they serve. This will include:

- A downloadable adaptable workshop related to DPA is now available in English and French on the PARC website ([www.Ophea.net/parc](http://www.Ophea.net/parc)).
- PARC is currently coordinating an exciting information sharing opportunity! This will allow physical activity promoters to share their knowledge and learn more about DPA, access information about the DPA supports other health units are providing, find out if other health units have designated staff to offer DPA programs, and access other supports and resources available through Ophea. Further details are coming soon!

**DPA Presentations & Workshops** - Ophea will be presenting on DPA at a number of upcoming meetings and conferences, including the Ontario Healthy Schools Coalition meeting held September 27th, the Ontario Public Health Association's conference on October 25-27, and Ophea's Kids' Health Conference from October 12-14.

If you have any questions pertaining to this update, or would like more information on Daily Physical Activity, contact Ophea at 416-426-7120 or toll free at 1-888-446-7432 or email us at [dpa@ophea.net](mailto:dpa@ophea.net).

## Population of Health Units Throughout Ontario

Health Unit	Population (2001)
Algoma	117,185
Brant	118,580
Chatham-Kent	107,709
Durham	506,901
Eastern Ontario	185,580
Elgin-St.Thomas	81,553
Grey Bruce	152,962
Haldimand-Norfolk	104,575
Haliburton, Kawartha, Pine-Ridge	161,761
Halton	375,229
Hamilton	490,268
Hastings-Prince Edward	150,816
Huron	59,701
Kingston, Frontenac, Lennox and Addington	178,067
Lambton	126,971
Leeds, Grenville and Lanark	159,101
Middlesex-London	403,185
Niagara	410,574
North Bay- Parry Sound*	120,379
Northwestern	77,823
Ottawa	774,072
Oxford	99,270
Peel	998,948
Perth	73,675
Peterborough	125,856
Porcupine	88,205
Renfrew	96,467
Simcoe-Muskoka*	430,156
Sudbury	190,794
Thunder Bay	155,462
Timiskaming	35,245
Toronto	2,481,494
Waterloo	438,515
Wellington-Dufferin-Guelph	238,326
Windsor-Essex	374,975
York	729,254

\* Statistics taken directly from the health unit

Compiled by alPHa with statistics from: Statistics Canada. 2001. *Community Profiles: Health Regions*.

[www12.statcan.ca/english/profil01/PlaceSearchForm1.cfm](http://www12.statcan.ca/english/profil01/PlaceSearchForm1.cfm)

# OPHA Conference

## Cooperation, Collaboration, Synergy: A Foundation for Public Health

*“By working together towards a common goal, greater achievements can be attained.”*

The annual OPHA conference, being held in collaboration with the Eastern Ontario Health Unit (EOHU), will provide a forum for high-quality learning and networking opportunities for public health professionals, Board of Health members, policy makers, urban planners, researchers, students, and others interested in public health.

We are proud to have received **Accreditation as Continuing Education** from both the Royal College of Physicians and Surgeons of Canada, and the College of Family Physicians of Canada.

### Keynote Speakers

- Lawrence Franc, Ph.D., Bombardier Chairholder in Sustainable Transportation, University of British Columbia
- David Swann, M.D., FRCS(C), MLA for Alberta
- Andrew Pipe, M.D., Medical Director, University of Ottawa Heart Institute Prevention and Rehabilitation Centre

### Concurrent Sessions

- Working Together Towards a Healthy Environment
- Empowering Marginalized Communities and Serving Vulnerable Populations
- Community Mobilization
- Healthy Weights/Chronic Disease Prevention/Public Policy
- Theory Behind Practice

To view the Preliminary Program, visit our conference website.

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

This brings me to another opportunity during which we will be able to highlight and celebrate the work of public health practitioners - OPHA's 2006 Conference which will take place October 25 - 27 at the NAVCanada Centre in Cornwall, Ontario. The theme *Cooperation, Collaboration, Synergy: a foundation for public health*, is relevant to all aspects of public health.

The planned program is engaging and will focus on the built environment, empowering marginalized communities and serving vulnerable populations, community mobilization, healthy weights/chronic disease prevention, public policy, and theory behind practice.

The NAVCanada Centre offers many amenities including a fitness centre and excellent food, along with wonderful opportunities for you to connect with your colleagues. Registration is **all inclusive** so register now to ensure that you have a place to stay.

I look forward to seeing you all there.

Sincerely,  
Connie L. Uetrecht  
Interim Executive Director

## Message de la directrice générale intérimaire

### VIH/SIDA et la santé publique: défis et opportunités

Chers collègues,

Alors que l'intensité avec laquelle les médias et le public se sont intéressés à l'événement SIDA 2006 : Toronto s'atténue, je pense qu'il est bon de rendre hommage à tous les professionnels de la santé publique qui ont travaillé sans relâche au cours des vingt dernières années pour endiguer la propagation du VIH/SIDA. Sans le travail acharné de tous - pour certains dans l'ombre, pour d'autres moins - visant à dispenser une éducation en matière de sexualité dans les écoles, à atteindre les populations à risque, à établir et exploiter des cliniques de santé-sexualité et à défendre et employer des stratégies de réduction des méfaits, le nombre de personnes vivant avec le VIH/SIDA en Ontario aurait été bien supérieur aux 23 251 que l'on comptait en 2004, et les près de 1 700 nouveaux cas que nous comptons chaque année seraient bien plus nombreux. Ces chiffres devraient être beaucoup moins élevés, mais sans les efforts de la santé publique déployés ces dernières années, ils seraient en fait beaucoup plus élevés.

Le visage du VIH/SIDA a changé au fil des ans. Alors que c'est toujours une maladie qui frappe principalement les

hommes, le fossé entre les hommes séropositifs et les femmes séropositives ne cesse de se réduire. En 1995, le taux des hommes porteurs du VIH était huit fois supérieur à celui des femmes, et en 2004, il n'était que trois fois supérieur à celui des femmes.

Certains groupes démographiques connaissent aujourd'hui des taux d'infection disproportionnés, en particulier les populations des régions où le VIH/SIDA est endémique comme l'Afrique et les Caraïbes. La propagation de la maladie illustre le besoin d'étudier continuellement l'épidémiologie et d'examiner les connaissances, attitudes et croyances des populations touchées de manière à élaborer des stratégies efficaces et sur mesure pour les toucher.

Le VIH/SIDA démontre aussi clairement l'importance de s'attaquer aux déterminants sociaux de la santé ainsi que le besoin d'appliquer les principes d'accès et d'équité en ce qui concerne la question pour que tous nos efforts soient vraiment efficaces. Alors que le port d'un préservatif, stratégie la plus efficace pour enrayer la transmission sexuelle de la maladie, paraît simple, les obstacles à son usage sont importants, allant du manque de connaissances et de l'insouciance à la dynamique du pouvoir et à une question d'économie.

Naturellement, aucun progrès ne peut être réalisé sans collaboration et coopération, deux éléments essentiels pour garantir une santé publique efficace. Cela nous amène à une autre opportunité : la Conférence 2006 de l'ASPO au cours de laquelle nous pourrions souligner et célébrer le travail des praticiens et praticiennes de la santé publique. Cette conférence aura lieu du 25 au 27 octobre au Centre NAVCanada à Cornwall en Ontario et aura pour thème *Coopération, collaboration, synergie : un fondement pour la santé publique*, sujet pertinent à tous les aspects de la santé publique.

Le programme est très stimulant et portera sur le milieu bâti, l'habilitation des collectivités marginalisées et la prestation de services aux populations à risque, la mobilisation communautaire, le poids santé/la prévention des maladies chroniques, et la politique publique et la théorie derrière la pratique.

Le Centre NAVCanada offre de nombreuses commodités, notamment un centre de culture physique et une cuisine excellente, ainsi que de merveilleuses occasions qui vous permettront d'établir des contacts avec vos collègues. L'inscription comprend tout, par conséquent, inscrivez-vous dès aujourd'hui pour ne pas manquer d'être hébergé. Ce sera un plaisir pour moi de vous rencontrer tous à cette occasion.

Sincères salutations.  
Connie L. Uetrecht  
directrice générale intérimaire



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

# Calendar of Events

The following event list is presented as a service to our members. OPHA does not make any claim as to the quality, funding source, or benefit of these events. If you have any concerns about the event, please contact the eventholders at the website indicated.

## Membership in the OPHA

Membership runs for a period of one year from the date of joining, and fees are tax deductible. Corporate memberships are not available.

Regular OPHA Membership, \$85; Members of OPHA Constituent Societies, \$80; Student / Retired / Unemployed, \$50; (Effective January 1, 2005) For application forms, call Nolly Baksh-Singh at the OPHA office at (416) 367-3313 or toll-free 1-800-267-6817 (Ontario only) ext. 224; email [nolbaksh@opha.on.ca](mailto:nolbaksh@opha.on.ca); write to 700 Lawrence Ave West, Suite 310, Toronto, Ontario, M6A 3B4; fax (416) 367-2844. You can also download an application form from our website at [www.opha.on.ca/membership](http://www.opha.on.ca/membership).

Conjoint membership with the Canadian Public Health Association is available by contacting CPHA directly at 1565 Carling Ave., Suite 400, Ottawa, Ontario, K1Z 8N8. Tel: (613) 725-3769. Fax: (613) 725-9826

## Advertising in OPHA News

OPHA accepts inserts and advertisements that would be of interest to its membership.

### Cost:

- \$200 for one 1/4 page ad
- \$300 for one 1/2 page ad
- \$350 for one full page ad or insert (1,000 copies required).

Reduced fees for multiple mailings are available. Additional charges for postage costs may be applied. Advance approval of copy is required.

For submissions or inquiries regarding this publication, contact the Editor at [editor@opha.on.ca](mailto:editor@opha.on.ca).

### **Ophea's 2006 Kids' Health Conference: Moving Kids, Shaping the Future**

October 12-14, 2006 :: Nottawasaga Inn, Alliston, Ontario  
[www.ophea.net/khc](http://www.ophea.net/khc)

### **Breakfast for Learning: 3rd Annual National Gathering**

October 17-18, 2006 :: Ottawa, Ontario  
[www.breakfastforlearning.ca](http://www.breakfastforlearning.ca)

### **International Harm Reduction Conference**

October 22-25, 2006 :: Cape Town, South Africa  
[www.alcoholconference.org](http://www.alcoholconference.org)

### **OPHA Annual Conference**

October 25-27, 2006 :: Cornwall, Ontario  
[www.OPHAconference.ca](http://www.OPHAconference.ca)

### **Chronic Disease Prevention Alliance of Canada National Conference "Integrating Chronic Disease Prevention: Building It Together"**

November 5-8, 2006 :: Ottawa, Ontario  
[www.cdpac.ca](http://www.cdpac.ca)

### **Dietitians of Canada Central & Southern Ontario Regional Conference**

November 10, 2006 :: Toronto, Ontario  
[www.dietitians.ca/resources/CSO\\_Conf\\_Nov2006\\_prelim\\_program.pdf](http://www.dietitians.ca/resources/CSO_Conf_Nov2006_prelim_program.pdf)

### **Healthy Eating and Active Living (HEAL) Strategy Conference**

November 29-30, 2006 :: Toronto, Ontario  
[www.mhp.gov.on.ca/english/health/HEAL/conference06.asp](http://www.mhp.gov.on.ca/english/health/HEAL/conference06.asp)

### **Community-Campus Partnerships for Health 10th Anniversary Conference "Mobilizing Partnerships for Social Change"**

April 11-14, 2007 :: Toronto, Ontario  
[www.ccph.info](http://www.ccph.info)

### **First National Conference for Community Health Nurses: Mapping the Future for Better Health**

May 3-5, 2007 :: Toronto, Ontario  
[www.chnac.ca](http://www.chnac.ca) or [www.chnig.org](http://www.chnig.org)

### **Community and Hospital Infection Control Association-Canada (CHICA) National Education Conference on Infection Prevention and Control**

June 9-14, 2007 :: Edmonton, Alberta  
[www.chica.org](http://www.chica.org)

### **19th International Union for Health Promotion and Excellence (IUHPE) Conference**

June 11-15, 2007 :: Vancouver, British Columbia  
[www.iuhpeconference.org](http://www.iuhpeconference.org)