



OSPAPPH Newsletter

March 2011

2011/2012 Public Health Department Annual OSPAPPH Membership Registration

It's that time of year again! We will be starting our annual membership drive next month. We'd like to thank all our members for your continuing support. Registration forms and invoices will be e-mailed to public health departments in early April and annual membership registrations are due by **June 1, 2011**.

Membership Benefits of OSPAPPH

For people new to public health and/or physical activity promotion, we want to let you know that the OSPAPPH Executive members are front line Physical Activity Promoters like you, [a catch all name for anyone in Public Health doing PA promotion], juggling many roles. We have received support from our health units to spend a small amount of our time to work towards developing a strong provincial collaborative for you. Your membership fees:

- Support the Society to meet face-to-face once per year for operational planning
- Support the development of promotional pieces to get our name and voice out across the province and,
- Support accountability requirements of our incorporation (e.g. annual financial review).

We appreciate your ongoing support and understanding that we are still a relatively new Society. Our new document – Membership Benefits of OSPAPPH – outlines what your membership means and how you can get involved to advance OSPAPPH's vision and mission. This new document is attached to this newsletter. Thanks for your support!

OSPAPPH Elections

The term for certain current Executive members is sadly coming to an end and we are now looking for new Executive members for the 2011-2012 term! We are taking submissions for the following Executive Committee positions: co-chair, vice-chair, treasurer, and regional representatives from South West, Central West, North East, Eastern and North West regions. Please review the attached position outlines and estimated time commitment and strongly consider getting involved. All Executive members will agree that it has been a great learning experience as well as an opportunity to have influence at a provincial level. We are a fun, passionate group! Feel free to contact any members of the current Executive with questions (see last page of newsletter). **Applications are due April 29th, 2011.**

Annual Face to Face Meeting

The Executive will be meeting on May 16-17, 2011 in North York to re-evaluate our workplan, advocacy priorities, update our strategic plan and determine the Executive membership for the 2011-2012 term.

Save the Date!

OSPAPPH's Virtual Annual General Meeting will take place **June 22, 2011 from 1:30 to 3:00 p.m.** Thank you Physical Activity Resource Center (PARC) for providing webinar and teleconference support! Stay tuned for further details.

Update on OSPAPPH's Priority Areas:

- 1) The marketing tool for Managers and Physical Activity Promoters to clearly define OSPAPPH's role and benefits of involvement has been completed and is attached to this newsletter.
- 2) Common Messaging - Physical activity is promoted in many different ways at different health units. OSPAPPH would like to work on some common messaging that is consistent throughout the health units across the province. We are exploring creating common messaging around the new Physical Activity Guidelines as well as how to promote physical activity consistently in relation to our Ontario Public Health Standards (supportive environments, policy etc.).
- 3) Access to Physical Activity/Recreation - OSPAPPH is interested in joining several other provincial organizations in ensuring increased access to physical activity opportunities for all Ontarians. We have made initial contact with Parks & Recreation Ontario and Heart & Stroke Foundation and are continuing to look for provincial partners to work with on advocacy efforts.
- 4) Built Environment - Creating supportive environments is woven throughout the Ontario Public Health Standards and advocating for changes to the built environment is becoming a primary strategy in physical activity promotion. We are working on developing a formal reporting relationship between OSPAPPH members involved in the Ontario Public Health Association built environment working groups and our Executive.
- 5) Quality Daily Physical Education/Physical Literacy - QDPE has always been an advocacy priority for physical activity promoters and we need to continue to ensure this stays on the agenda of decision makers in education. We have expanded this to include a focus on physical literacy to complement the new Health & Physical Education curriculum. We have had discussions with several provincial and national organizations to determine how they plan to advocate physical literacy and have a small working group of our Executive and members working on next steps.

If you are interested in working on any of these priorities, please connect with your regional representative.

ParticipACTION Partner Network (PPN)

OSPAPPH has recently joined the ParticipACTION Partner Network (PPN). Through this free membership, OSPAPPH intends to expand communication opportunities within the Executive and enhance networking opportunities with other provincial and national organizations that share physical activity as part of their mandate. This network includes other not-for-profit and public sector organizations, members of the research community, and various departments of municipal and provincial government. It does not include individual members, media, or the private sector.

To find out more about the PPN, including a list of other registered members, visit the <http://participaction.com/en-us/ForPartnersAndStakeholders/ParticipACTIONPartnerNetwork.aspx>

OSPAPPH Responds...

OSPAPPH sent a response letter to the Public Health Agency of Canada (PHAC) regarding the announcement that the Active Healthy Kids Canada (AHKC) Report Card is being discontinued after 2011. In this letter, OSPAPPH highlights how the report card helps to inform public health practice.

The report card has enabled researchers and public health professionals to benchmark physical activity levels over time – information that is effective to determine trends in physical activity levels of children and youth. From a public health standpoint, the AHKC report card is a resource that is widely used and valuable for planning, education, and advocacy purposes. In fact, the report card provides a comprehensive assessment of physical activity among children and youth with a breakdown of the physical activity domain areas (school, active transportation, family and peers, community and built environment). Further, the long form of the AHKC report card provides valuable examples of what other provinces are doing in physical activity domain areas, thus providing promising practices to build planning on.

To see the full response letter visit: www.ospapph.ca (click on communication).

Media Network for Healthy Eating, Active Living

The Media Network for Healthy Eating, Active Living is a project of the Program Training and Consultation Centre. The Media Network offers capacity building support to the Public Health Units of Ontario to use media advocacy to advance healthy public policy change at the community level.

Services offered include consultations, training workshops and webinars in media advocacy and social media, strategic communications support, development of media advocacy resources, daily media reports and regular updates on policy and legislative developments.

To learn more or to sign up for the Media Network visit: <http://www.ptcc-cfc.on.ca/english/Site-Home/> or contact Tara Maher, Media & Communications Coordinator, at tara@media-network.org or 416-971-9800 x3871 for more information.

Health and Recreation: Two Sides of the Same Coin

As many of you know, OSPAPPH and Parks and Recreation Ontario (PRO) partnered to create a joint document which outlines the complementary overlap between public health requirements in physical activity promotion and parks and recreation mandates. The document contains examples of ways municipal parks and recreation departments can effectively partner with Physical Activity Promoters at their local public health unit. We have received some feedback from Health Units who have shared the document with their Boards of Health and municipal recreation departments. We welcome any and all feedback regarding the document and would love to hear about how your health unit is using it.

The finalized document can be downloaded www.ospapph.ca (click on administration).

OSPAPPH Executive

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(Currently on leave. Please contact Lisa Kaldeway or Chantal Lalonde in her absence)

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Please contact us with your ideas and suggestions. We enjoy hearing from you!
