

NSSCM's 2010 Symposium and Society Events

**PROGRAM-AT-A-GLANCE**

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**Friday, June 11 – June 13**

(2.5 days) PMI: Advanced Strategic Influence: Advocacy, Alliances  
and Accountability

**Saturday, June 12**

7:00-10:00 p.m. NSSCM Annual Dinner

**Sunday, June 13**

9:00-12:00 p.m. Career Planning for Community Medicine Specialists

12:00-1:00 p.m. NSSCM Resident Council Meeting and Teleconference

1:00- 4:00 p.m. Of Ethics and Pandemics: Workshop on Public Health  
Ethics Theory and Practice

4:00-6:00 p.m. NSSCM Annual General Meeting

6:00-7:00 p.m. Reception

**Monday, June 14**

10:30-12:00 p.m. Public Health and Primary Health Care Collaboration  
during H1N1

## **SESSION DESCRIPTIONS**

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**Session Title: PMI: Strategic Influence: Advocacy, Alliances and Accountability**

**Time:** (2.5 days) Friday, June 11, 8:00 a.m. - 4:30 p.m., Saturday, June 12, 8:00 a.m. – 4:30 p.m., Sunday, June 13, 8:00 a.m. – 12:00 p.m.

**Location:** University Health Network

**Registration:** \$300 CM specialists, \$150 CM residents

**Session Description:** The NSSCM is hosting the Physician Management Institute (PMI)'s course entitled *Strategic Influence: Advocacy, Alliances and Accountability*. This advanced level course is uniquely tailored to the realities of the community medicine specialist and aims to identify concrete, authentic ways to navigate through interactions with various stakeholders, while maintaining autonomy and integrity. During the 2.5 day session, participants will learn how to be the official spokesperson for their organization, by using recognized communication, advocacy and media skills. Participants will discover how to network in a matrix in which leadership is both horizontal and vertical. This course will teach participants the components of consensus-building and will demonstrate how accountability is an opportunity to improve performance and a way to build trust. This course is accredited.

**Moderators:** Dr. Carole Lavigne, Manager, Media Relations, Ottawa Police Service

Dr. Janice Stein, Belzberg Professor of Conflict Management, Department of Political Science; Director of Munk Centre for International Studies, University of Toronto

Dr. Peter Kuling, Medical Director, Ottawa Hospital Academic Family Health Team; Assistant Professor, Family Medicine, University of Ottawa.

Please refer to the preliminary agenda for course structure and more detailed learning objectives. Breakfast will be provided every morning and lunch will be provided on Friday and Saturday sessions.

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## NSSCM's 2010 Symposium and Society Events

### **Session Title: Career Planning for Community Medicine Specialists**

**Time:** Sunday, June 13, 9-12 p.m.

**Location:** Conference D & E

**Registration:** \$50 CM specialists, \$15 CM residents

**Session Description:** The competencies of a community medicine specialist are broad in scope. After a few years of working experience, the CM specialist is likely to have acquired a portfolio of leadership strengths that augment their professional preparation. The purpose of this workshop is to provide CM specialists with a framework to self-assess their own leadership skills, strengths, weaknesses, and opportunities for career advancement. Specialists at all career levels will be able to use these resources for both personal career advancement and in support of other staff. Topics covered in this professionally facilitated and interactive workshop will also include professional marketing and networking. This workshop is accredited. Refreshments will be provided.

**Moderator:** Dale Pratt, Principal, Knightsbridge Human Capital Solutions

#### **Objectives:**

1. To discuss how leadership development and leadership competency is germane to CANMED competencies.
2. To demonstrate how self-awareness, networking and career management are part of the evolution of leadership.
3. To understand how public health leaders can build leadership capacity throughout their organizations.
4. To identify and understand how one's leadership brand is applied from the early stages of residency throughout one's career.

#### **Schedule:**

9:00	Overview
9:05	Building a personal brand as a leader in public health
9:20	The application of one's leadership brand throughout all career stages
9:40	Evolution of leadership: Self awareness, networking and career management
10:00	The Leadership Pathway and its application throughout the continuum of senior roles in Public Health
10:20	Break
10:30	Group exercise: How Leadership Development and Leadership Competency is germane to the CANMED competencies for public health physicians
11:30	Physician leaders building leadership capacity throughout their public health organizations
11:55	Workshop summary

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## NSSCM's 2010 Symposium and Society Events

### **Session Title: Of Ethics and Pandemics: Workshop on Public Health Ethics Theory and Practice**

**Time:** Sunday, June 13, 1-4 p.m.

**Location:** Conference D & E

**Registration:** \$50 CM specialists, \$15 CM residents

**Description:** Public health decision-makers/physicians frequently encounter challenging ethical dilemmas in their work, yet many have identified that they have no formal training in Public Health Ethics or feel the need to augment their knowledge and skills in this area. This workshop will review and demonstrate several approaches to ethical analysis in public health practice. Current theoretical frameworks and recent empirical data will be discussed using a combination of didactic, interactive and group exercise methods. The workshop will conclude with reflections on the development of a Canadian Public Health Physicians' Code of Ethics based on experience with the American College of Preventive Medicine Code of Ethics Project. Participants should think of an ethical dilemma (real or semi-imagined) to use for this workshop. This workshop is accredited. Refreshments will be provided.

**Moderator:** Dr. Barry Pakes, Program Director, Global Health Education Initiative, Centre for International Health; Adjunct Professor, Dalla Lana School of Public Health, Clinician Investigator, Institute of Medical Sciences, Joint Centre for Bioethics, University of Toronto.

### **Objectives:**

1. To discuss basic theoretical and practical background to ethical analysis in public health practice.
2. To review several frameworks for ethical decision-making public health from the literature.
3. To demonstrate the use of a novel tool for the identification and resolution of public health ethical dilemmas.
4. To share the results of the recent NSSCM survey (and others) and discuss the impact on practice and the development of a code of ethics.

### **Schedule:**

13:00	Introduction to Public Health Ethics
13:05	Imperative for Ethical Analysis/group exercise
13:25	Systematic analysis of the differences between Public Health and Clinical Ethics/group exercise
13:40	Sources of ethical reasoning in Public Health
13:55	Break
14:05	Frameworks and Empirical Work in Public Health
14:45	Developing dilemmas/group exercise
14:55	Break
15:05	Identifying and Resolving Public Health ethical dilemmas/group exercise
15:45	Consolidation and Codes of Ethics

**CPHA/NSSCM COLLABORATIVE SESSION:**

**Session Title: Public Health and Primary Health Care Collaboration during H1N1**

**Time:** Monday, June 14, 10:30-12:00 p.m.

**Location:** Civic Ballroom North

**Registration:** Registration for CPHA's Monday session required

**Session Description:** During the H1N1 outbreak as well as in previous outbreaks problems were identified with collaboration between public health and primary health care. But, there were also successful collaborations between the two sectors which identify fruitful approaches to dealing with the next pandemic. This session will focus on the immunization of high risk groups and the organization of "flu assessment clinics" to deal with surges of patients with respiratory illness but it will also look at other aspects of collaboration and communication.

**Moderator:** Dr. Michael Rachlis, Health Policy Analyst and Adjunct Associate Professor University of Toronto, Dalla Lana School of Public Health

**Speakers:** Dr. Rick Gibson, chief of Family Practice, Capital Health Region, Halifax  
Capital Health Region

Dr. Vivek Goel, CEO Ontario Agency for Health Protection and Promotion

Shan Landry, Vice President Community Services Saskatoon Health Region, Saskatoon

Jack McCarthy, Executive Director Somerset West Community Health Centre

Dr. Terry-Nan Tannenbaum Directrice Adjointe, direction de santé publique, Agence Sante et des Services Sociaux de Montreal (Assistant Director, Department of Public Health, Montreal Agency for Health and Social Services)

**Objectives:**

1. To examine some case studies of public health and primary health care collaborations in four cities around H1N1
2. To identify key barriers and facilitating factors for public health collaboration with primary health care.

**Schedule:**

10:30 Dr. Rachlis introduces session  
10:40 Dr. Rachlis moderates opening discussion with speakers  
11:10 Questions and answers with the audience  
11:45 Panelists sum up  
11:55 Dr. Rachlis close

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NSSCM's 2010 Symposium and Society Events

**NSSCM EVENTS:**

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**NSSCM Annual Society Dinner:**

**Time:** Saturday, June 12, 7-9:30 p.m.

**Location:** Brassaii 461 King Street West

**Registration:** \$75

**NSSCM Resident Council Meeting and Teleconference:**

**Time:** Sunday, June 13, 12:00-1:00 p.m.

**Location:** Spindrift/Spring Soft Room.

Registration not required.

**NSSCM Annual General Meeting:**

**Time:** Sunday, June 13, 4-6 p.m., reception 6-7 p.m.

**Location:** AGM: Windsor East & West

Reception: Pinnacle Penthouse Lounge on the 43rd floor.

\*A teleconference line will be available for participants who are unable to attend in person. Please contact [nsscm@cpha.ca](mailto:nsscm@cpha.ca) for more information.

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\*\*Please note: With the exception of PMI and the Society Dinner, all sessions and events will be held at the Sheraton Centre, Toronto.