

National Specialty Society  
for Community Medicine

**NSSCM**  
**SNSMC**

Société nationale de spécialistes  
pour la médecine communautaire

CONTINUING PROFESSIONAL DEVELOPMENT SYMPOSIUM 2007

# Making it Happen:

*The Role of the Public Health Physician in the  
Development of Public Health Policy*



**Sunday, September 16, 2007**

**12:00 - 15:40**

**Provincial Room I**

**Westin Ottawa**

**11 Colonel By Drive**



Canadian Public  
Health Association

Association canadienne  
de santé publique



**ASSOCIATION DES MÉDECINS SPÉCIALISTES  
EN SANTÉ COMMUNAUTAIRE DU QUÉBEC**

## Introduction

The National Specialty Society for Community Medicine (NSSCM), in partnership with the Canadian Public Health Association (CPHA) and the Association des médecins spécialistes en santé communautaire du Québec (AMSSCQ), is pleased to present their first ever continuing professional development symposium. Themed, *“Making it Happen: The Role of the Public Health Physician in the Development of Public Health Policy,”* this accredited symposium will be held at the Westin Ottawa, Provincial Room I, on Sunday, September 16, 2007 from 12:00 - 15:40.

## Overview

Public health physicians play a major role in the development and implementation of public health policy in Canada. Emerging issues are demanding a collaborative and strategic approach to policy development. This symposium will provide insight in creating strategies to develop and implement public health policy in Canada. This half-day will explore current initiatives and strategies for public health policy implementation, will define policy initiatives on specific emerging public health topics, and will include interactive discussions on policy implications and setting the framework for strategy development. The session will close with a discussion of further steps for the NSSCM to pursue continuing professional development (CPD) on public policy analysis.

## Symposium Objectives

1. Gain an understanding of the basic principles of public health policy development, including the elements of successful implementation.
2. Identify the main challenges and obstacles faced by public health physicians when developing and/or implementing public health policy.
3. Identify frameworks and tools to use for public policy analysis.
4. Begin to formulate a strategy for the NSSCM for future continuing education on public policy analysis.

## **Who Should Attend**

This symposium will be of interest to community medicine specialists, public health physicians, family physicians working in or with an interest in public health and public health policy and general public health professionals working in policy development and implementation.

## **Accreditation**

This event is an Accredited Group Learning Activity (Section 1) as defined by the Maintenance of Certification program of the Royal College of Physicians and Surgeons of Canada, and approved by Queen's University (maximum number of hours 3).

This program meets the accreditation criteria of the College of Family Physicians of Canada and has been accredited for up to 3 Mainpro-M1 credits.

The Accreditation Council for Continuing Medical Education of the United States (ACCME) maintain a reciprocal relationship with the committee on Accreditation of Canadian Medical Schools (CACMS), which the American Medical Association (AMA) recognizes for the purpose of allowing Canadian medical schools the ability to certify activities for AMA PRA category 1 credit and to award such credit to eligible physicians.

This is an accredited group learning activity which provides up to 3 hours of Continuing Education, approved by Queen's University.

## Agenda – Sunday, September 16, 2007

- 12:00 – 12:30    Networking Lunch
- 12:30 – 12:45    Introduction and Welcome – Dr. Gregory Taylor  
                          Opening Remarks – Dr. David Butler-Jones
- 12:45 – 13:05    Introduction to Policy Analysis – Dr. Michael Rachlis
- 13:05 – 13:35    Public Health Policy Emerging Issues:  
                          Harm Reduction, the Vancouver Safe Injection Site –  
                          Dr. Perry Kendall  
                          Pandemic Influenza – Dr. Arlene King
- 13:35 – 14:05    Panel Discussion  
                          Dr. Perry Kendall, Dr. Arlene King, Dr. Michael Rachlis
- 14:05 – 14:15    Break
- 14:15 – 14:50    Barriers and Facilitators for Public Health Policy –  
                          Dr. Michael Rachlis
- 14:50 – 15:25    Questions and Discussion
- 15:25 – 15:40    Evaluation – Where does the NSSCM go from here?

## Registration Fees

Non-member (Full Fee) .....	\$100 CAD
NSSCM Member .....	\$75 CAD
NSSCM Resident Member .....	\$50 CAD

## Cancellation

A cancellation fee of \$40 will be charged for any cancellations. No refunds will be issued cancellation after September 7, 2007.

The NSSCM reserves the right to cancel courses. Registrants will be notified at the earliest possible date in the event of a cancellation. The NSSCM will not be liable for any loss, damage, or other expenses that such cancellations may cause.

## Registration

To register, please go directly to the Canadian Public Health Association Conference Website at <http://www.conference.cpha.ca/en/registration.html> , or fax the attached registration form to (613) 725-9826. For information specific to this symposium you can contact Alison Ayoub at 613-725-3769 ext. 262. Any required reading will be provided to participants in advance.

## Accommodation

A block of rooms have been reserved for CPHA delegates at the Westin Ottawa. Please make your hotel reservation by contacting the hotel directly and indicate that you are attending the CPHA conference.

The Westin Ottawa is connected to the Ottawa Congress Centre as well as the Rideau Centre Shopping Complex at 11 Colonel By Drives, Ottawa, ON K1N 9H4. Telephone: (613) 560-7000 Fax: (613) 560-2707 Website: <http://www.westin.com/ottawa>

### Opening Remarks

12:35 – 12:45

Dr. David Butler-Jones, Canada's first Chief Public Health Officer, heads the Public Health Agency of Canada, providing leadership on the government's efforts to protect the health and safety of Canadians. Dr. Butler-Jones brings to the position an extensive background in public health and has recently served as the Medical Health Officer for Sun Country Health Region and Consulting Medical Health Officer for the Saskatoon Health Region in Saskatchewan. He is also an Associate Clinical Professor with the Faculty of Medicine at the University of Saskatchewan and has taught at both the undergraduate and graduate levels. Dr. Butler-Jones is presently the co-chair of the newly established Pan-Canadian Public Health Network.

### Introduction to Policy Analysis

12:45 – 13:05

Dr. Michael Rachlis currently practices as a private consultant in health policy analysis. He has consulted to the federal government, all ten provincial governments, and two royal commissions. He also holds an associate professor appointment (part-time) with the University of Toronto Department of Health Policy, Management, and Evaluation. He has lectured widely on health care issues and has been invited to make presentations to committees of the Canadian House of Commons and Senate and the United States House of Representatives and Senate. Dr. Rachlis is a frequent media commentator on health policy issues and the author of three national bestsellers about Canada's health care system.

**Disclosure:** Speakers have been requested to disclose to the audience, any real or apparent conflict(s) of interest that may have a direct bearing on the subject matter of this program.

## **Harm Reduction – The Vancouver Safe Injection Site**

**13:05 – 13:20**

The opening of North America's first supervised injection facility in Vancouver, BC in 2003 brought with it great hopes and fueled an even greater debate which continues today. Safe injection policy development occurs in all areas, from the liability issues for the staff working within the site, to addressing international treaties. Dr. Perry Kendall identifies approaches to safe injection site policy development and provides insight in addressing this politically charged subject.

Dr. Perry Kendall has devoted his professional life to promoting and pursuing innovative health care practices in British Columbia. His efforts have focused on the prevention of disease, injury and disability, and the promotion of population health. Dr. Kendall is a former Medical Health Officer for the City of Toronto and a former CEO of the Addiction Research Foundation of Ontario. He is considered to be one of Canada's leading authorities on public health and drug addiction. He was co-chair of the task group on the feasibility of Supervised Injection Site Research. He was also instrumental in developing needle exchange programs and Canada's first safe injection site in Vancouver in 2003. Dr. Kendall is presently the Provincial Health Officer for the province of British Columbia and the co-chair of the newly established Pan-Canadian Public Health Network.

## **Pandemic Influenza**

**13:20 – 13:35**

The risk of influenza pandemic is one of the most prominent global health threats at this time. Influenza pandemic would place a tremendous strain on the health system and have severe societal impacts. The complexity of policy development for influenza pandemic demands a co-ordinated inter- and intra-governmental response. Dr. Arlene King will illustrate pandemic influenza policy initiatives used to create proactive plans and strategies towards implementing an effective response effort.

Dr. Arlene King is the Director General for the Emergency Preparedness Secretariat for the Public Health Agency of Canada. She was Medical Officer of Health in Vancouver and Burnaby, British Columbia, and was Provincial Epidemiologist at the British Columbia Centre for Disease Control in Vancouver. She has been with Health Canada since 1999. Her interests include national and international program and policy development, surveillance and outbreak investigations. She is currently a member of the WHO-AFRO Region Polio Eradication Certification Commission.

## **Scientific Committee:**

Dr. Isra Levy (co-chair)  
Associate Medical Officer of Health, Ottawa Public Health

Ms. Sylvia Fanjoy (co-chair)  
Director, National Programs, Canadian Public Health Association (CPHA)

Dr. Ross Findlater  
Chief Medical Health Officer, Saskatchewan Health

Dr. Arlene King  
Director General, Pandemic Preparedness Secretariat  
Public Health Agency of Canada

Dr. Richard Gould  
Medical Officer of Health  
Annapolis Valley, SouthWest, SouthShore District Health Authorities

Dr. David Buckeridge  
Assistant Professor  
Epidemiology and Biostatistics, McGill Clinical and Health Informatics

Dr. Viorica Padure  
PGY1 - Community Medicine Program, University of Toronto

Dr. Sarah Wilson  
Community Medicine Resident  
Department of Public Health Sciences, University of Toronto

Dr. Megan Ward  
Associate Medical Officer of Health  
Region of Peel

Dr. Monique Fradet  
Médecin spécialiste  
Institut National de santé publique du Québec, Médecin-Conseil

Dr. Cristin Muecke  
Medical Officer of Health  
Fredericton Regional Centre

Dr. Michael E. Green (CFPC Consultant)  
Assistant Professor, Departments of Family Medicine & Community Health and  
Epidemiology, Queen's University  
CCFP Consultant

Dr. Michael Rachlis (Content Consultant)  
Health Policy Analysis Consultant  
Associate Professor, University of Toronto Department of Health Policy,  
Management, and Evaluation