

## 2007 alPHa Annual Conference

# *Public Health Connects*

Collaborating and Communicating in Times of Reform

**Sunday, June 10 to Tuesday, June 12, 2007**

**Hilton Windsor**

**277 Riverside Drive West**

**Windsor ON N9A 5K4**

[www.windsor.hilton.com](http://www.windsor.hilton.com)

As Ontario's public health system continues on its path of renewal, health units have a tremendous opportunity to develop new connections and working relationships with potential partners to achieve common public health goals. Those linkages and partnerships can, and often do, contribute significantly to improving the overall health of the population. They ensure that a continuum of services is provided in communities, attract funding and other resources, and influence government policy for better public health. But in order to affect good public policy, health units must employ successful advocacy skills and strategies. *Public Health Connects* focuses on two aspects of connecting with others – the collaborative efforts all health units should engage in and the communications they need to use to reach their goals.

At this conference

- learn how public health can work together with organizations such as LHINs and what you can do in your local area
- learn how to use the media successfully to communicate your message
- learn effective strategies for advocating the government

This event is for all Medical Officers of Health, Associate Medical Officers of Health, Board of Health members and Senior Public Health Managers (i.e. members of ANDSOOHA, AOPHBA, APHEO, ASPHIO, HPO, OAPHD, OSNPPH) across Ontario.



The *Public Health Connects* conference includes constituent-specific general meetings, the Annual Business Meeting of alPHa as well as the Resolutions Session. It's a great educational and networking opportunity for public health officials.

**REGISTER  
NOW!**

**Reserve your  
accommodations  
before May 2**

**2007 ALPHA ANNUAL CONFERENCE: Public Health Connects**  
**DRAFT PROGRAM-AT-A-GLANCE**

as of March 30, 2007

<b>Sunday, June 10</b>	<b>Monday, June 11</b>	<b>Tuesday, June 12</b>
5:00 - 7:30 pm <b>Registration</b>	7:30 am <b>Registration and Breakfast</b>	7:30 am <b>Registration and Breakfast</b> (BOH Section Executive Meeting)
5:30 - 7:00 pm <b>alPHa Board of Directors Meeting</b>	8:35 am <b>Opening General Session</b> Welcome by alPHa President and local Windsor-Essex County dignitaries	8:30 am <b>Keynote Address</b> - Deputy Minister of Health & Long-Term Care (invited)
7:30 - 9:30 pm <b>Welcoming Reception for Delegates and Guests</b> (on site) <i>Featuring local entertainment</i>	8:45 am <b>Keynote Address</b> - Innovations in Collaboration	9:00 am <b>Plenary: Media Relations</b> Presentation and hands-on session on working with your local media
	9:30 am <b>Plenary: Public Health Connects - Examples from the Field</b> Presentations and discussion on collaboration	10:30 am <b>Health Break</b>
	10:15 am <b>Health Break</b>	10:50 am <b>Plenary: Government Relations</b> Seminar on building and implementing effective government relations
	10:35 am <b>Plenary Panel Discussion: LHINs and Public Health</b> - Session on how public health and LHINs can work together	12:00 pm <b>Lunch</b>
	12:00 pm <b>Lunch</b>	1:00 pm <b>Resolutions Session</b>
	12:45 pm <b>Candidates' Speeches &amp; Annual Business Meeting</b>	2:00 pm (approx.) <b>Closing Remarks &amp; End of Conference</b>
	1:45 – 4:30 pm <b>Concurrent Section General Meetings for BOH and COMOH Members</b> (Health Break at 3:15 pm)	2:15 pm <b>alPHa 2007-08 Board of Directors Meeting</b> * * for new and returning members to the 2007-08 alPHa Board of Directors
	6:00 – 6:30 pm Walk over to off-site Reception and Dinner	Conference co-hosted by
	6:30 pm <b>President's Reception at the Art Gallery of Windsor</b> (off-site, within walking distance)	
	7:30 – 9:30 pm <b>Dinner &amp; Annual Awards Presentation at the Art Gallery of Windsor</b> (off-site, within walking distance)	and 

## **REGISTRATION INFORMATION**

### **Inclusions**

**Full** (i.e. Sunday, Monday and Tuesday) - includes all sessions, meals and breaks

**Monday only** - includes all sessions, meals and breaks on Monday except evening President's Reception and Awards Dinner (\$70+GST extra per person)

**Tuesday only** - includes all sessions, meals and breaks

**Guests** - includes Guest Program activities/tour on Monday, social events on Sunday and Monday evenings and meals except Tuesday lunch

### **Conference Location**

The Hilton Windsor  
277 Riverside Drive West  
Windsor ON N9A 5K4  
Toll-free Phone: 1-877-973-7829  
Local Tel: (519) 973-5555 (in-house reservations)  
<http://www.windsor.hilton.com>

This year's conference site is beautifully located on the waterfront in the heart of downtown Windsor, close to many restaurants and commercial businesses. All guestrooms feature a river view and overlook gardens, sculptures and an extensive fitness trail. The hotel is a 20-minute drive to the local airport and is close to the VIA rail station and major highways. For further information about the hotel, please visit the hotel's web site.

### **Directions**

From Toronto Area - Take Highway 401 southwest, exit at 3B north (Detroit Tunnel) to Downtown Windsor, turn left onto Riverside Drive; the hotel is located on left hand side at 277 Riverside Dr. W.

### **Registration Deadlines**

May 11, 2007 for Guest Program registration  
June 1, 2007 for Conference registration

### **Accommodations**

Guestrooms at the Hilton Windsor are available for alPHa Conference registrants at the rate of \$129.00 +taxes per room (single or double) per night if booked **before May 2, 2007**. Call the hotel at 1-877-973-7829 or (519) 973-5555 and quote the group name "alPHa." Reservations made after May 2, 2007 will be subject to availability and may not be eligible for the conference rate.

Inform the hotel of any special requests (e.g., non-smoking room). To guarantee late arrival (i.e. after 6:00 PM local time), please provide the Reservations Dept. with a credit card number. If you wish to cancel the reservation, please do so by 6:00 PM local time on the day of arrival to avoid cancellation penalties.

Check-in: 3:00 PM Check-out: 12:00 PM  
If arriving earlier than the hotel's standard check-in time, please contact the hotel directly.

Parking: \$11.00 self-parking  
\$21.00 valet

### **Cancellation Policy**

Notify alPHa on or before **May 11, 2007** for full refund of registration fees. Cancellations after this date but before May 22, 2007 will be subject to a 20% processing fee. No refund for cancellations after May 22, 2007 or for no shows. Substitutions welcomed but please notify our office.

### **Payment**

Please mail your completed registration form (including cheque) to:  
Association of Local Public Health Agencies  
425 University Avenue, Suite 502  
Toronto ON M6G 4B6

### **Contact**

Karen Reece  
Administrative Assistant, alPHa  
tel: (416) 595-0006 ext. 24  
fax: (416) 595-0030  
e-mail: [karen@alphaweb.org](mailto:karen@alphaweb.org)

## REGISTRATION FORM

### Delegate Information

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Health Unit: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_

E-mail \_\_\_\_\_

Special food and/or other requirements: \_\_\_\_\_

Please indicate (with ✓):  BOH Member  A/MOH  Affiliate ( \_\_\_\_\_ )  Other

Please indicate if bringing guest\*:  Yes, name: \_\_\_\_\_

(\* if participating in Guest Program, registration deadline is May 11, 2007)

### Registration Fees

	<u>AMOUNT</u>	<u>TOTAL</u>
<b>Full Registration</b>		
1st & 2nd delegate from same health unit	\$400	\$ _____
3rd & 4th delegate from same health unit	\$300	\$ _____
5th and subsequent delegate from same health unit	\$200	\$ _____
<b>Daily Registration</b>		
Monday only	\$200	\$ _____
Tuesday only	\$200	\$ _____
<b>Special Events</b>		
Monday Awards Dinner & President's Reception only	\$70	\$ _____
Guest Program	\$180	\$ _____
	<u>6% GST (R#127380822RT)</u>	\$ _____
	<b>Total:</b>	\$ _____

**Please send form and make cheques payable to:**  
 Association of Local Public Health Agencies  
 425 University Avenue, Suite 502 Toronto, ON M5G 1T6  
 Fax: (416) 595-0030

**CONFERENCE REGISTRATION DEADLINE: June 1, 2007**  
 For questions, please contact Karen Reece, Administrative Assistant:  
 E-mail: [karen@alphaweb.org](mailto:karen@alphaweb.org) Tel: (416) 595-0006 ext. 24