THE NEW ESSENTIALS: Public Health Communications Today

2010 alPHA Annual Conference co-hosted with

Attend and…

- Learn about new and evolving forms of information and communications technologies, their uses in the health field, and implications for public health units;
- Gain skills to utilize current information and communications technologies;
- Network at the Annual Awards Dinner honouring the best in Ontario’s public health;
- Attend business meetings for COMOH, BOH Section;
- Vote on, or bring forth, proposals at the Resolutions Session; and
- Meet sector leaders and interact with public health professionals.

June 20-22, 2010
Ramada Inn & Conference Centre
Cornwall, Ontario

Special Guest Speaker:

Tracy Kelleher, founder of Canadianparents.com, the first web site to successfully use social media to convey health and parenting information to the public

A Conference For:

- Medical Officers of Health
- Board of Health Members
- Senior Public Health Managers
- Community Medicine Residents
- Communications Managers

Register and reserve your accommodations ASAP
The New Essentials: Public Health Communications Today

PRELIMINARY PROGRAM AT A GLANCE

<table>
<thead>
<tr>
<th>Sunday, June 20</th>
<th>Monday, June 21</th>
<th>Tuesday, June 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 - 7:30 pm Registration Desk Opens</td>
<td>7:00-7:30 am Morning Walk (optional)</td>
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</tr>
<tr>
<td>4:00 - 7:00 pm alPHa Board of Directors Meeting</td>
<td>7:00-8:00 am Breakfast</td>
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</tr>
<tr>
<td>7:30 - 9:30 pm Welcome Reception for Delegates and Guests</td>
<td>7:30 am Registration Desk Opens</td>
<td>8:00 am Registration Desk Opens</td>
</tr>
<tr>
<td><strong>Conference Site:</strong> Ramada Inn &amp; Conference Centre 805 Brookdale Avenue Cornwall ON</td>
<td>8:00-10:00 am Annual Business Meeting and Resolutions Session</td>
<td>8:30 am -12:00 am Breakout Sessions for COMOH Members, Board of Health Section Members, and Affiliate organizations of alPHa</td>
</tr>
<tr>
<td><strong>Conference Sponsors:</strong> PLATINUM LEVEL:</td>
<td>10:00-10:30 am Health Break</td>
<td>12:00-1:00 pm Lunch</td>
</tr>
<tr>
<td><strong>MERCK FROSST</strong></td>
<td>10:30-12:00 am Plenary Session featuring special guest speaker Tracy Kelleher</td>
<td>1:00 pm Conference Ends</td>
</tr>
<tr>
<td><strong>Discovering today for a better tomorrow.</strong></td>
<td>12:00-1:00 pm Lunch</td>
<td>1:00-2:00 pm Inaugural Meeting of 2010-11 alPHa Board of Directors</td>
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<tr>
<td></td>
<td>1:00-5:00 pm Plenary Session (afternoon break TBD)</td>
<td>2:00-5:00 pm COMOH Meeting (for MOHs, AMOHs, CMRs only)</td>
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<td></td>
<td>6:30-7:30 pm President’s Reception (Cornwall Civic Complex)</td>
<td><strong>Wednesday, June 23</strong></td>
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<tr>
<td></td>
<td>7:30 – 9:30 pm Awards Dinner (Cornwall Civic Complex)</td>
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Please note that a minimum 25% discussion time has been built into all sessions.
REGISTRATION & CONFERENCE INFORMATION

INCLUSIONS
- **Full** (i.e. Sun., Mon. and Tues.) - includes all sessions, Awards Dinner, breaks and meals up to end of Tuesday lunch
- **Monday only** - includes all sessions, meals and breaks on Monday except evening President's Reception and Awards Dinner ($75+GST extra per person)
- **Tuesday only** - includes all sessions, meals and breaks on Tuesday
- **Extended COMOH Meeting** – includes Tuesday afternoon break, Wednesday breakfast and lunch

CONFERENCE LOCATION
- Ramada Inn & Conference Centre
- 805 Brookdale Avenue, Cornwall ON  K6J 4P3
- Toll-free Phone: 1-888-900-5762,  Local Area: (613) 933-8000, Fax: (613) 933-3392
- General information on the hotel can be found at [www.cornwallramada.com](http://www.cornwallramada.com)
- For directions, please visit [www.cornwallramada.com/location.htm](http://www.cornwallramada.com/location.htm)

ACCOMMODATION
- Guest room rates at the Ramada Inn may be reserved at the following rates (per night + taxes): Standard - $109 / Business Class - $115 / Executive - $135 / Suite $199
- Please book your room ASAP as the hotel will sell out. Quote “alPHa conference” and indicate length of stay when reserving. Inform the hotel directly of any special requests. Check in is 2:00 PM; check out is 12:00 PM.

Guest rooms may also be reserved at Best Western Parkway Inn, 515 Vincent Massey Drive, Cornwall ON  K6H 5R6. Room rates: $109.99 to $159.99 + taxes/night. Quote the Association of Local Public Health Agencies when booking. Toll-free phone 1-800-874-2595 or local (613) 932-0451. Please note advertised room rates are available only until May 21 and apply for the nights of June 20 and 21 only. Reserve ASAP.

SHUTTLE TRANSPORT
- A shuttle pickup service has been arranged to pick up delegates and their guests arriving to Cornwall by plane and train. Drop off service to the airport and train station will be available after the conference. Individuals requiring these services will be contacted.

RIDESHARING
- A low cost and environmentally sensitive way to travel is carpooling. For 2010 alPHa will be posting ridesharing information on its website at [www.alphaweb.org](http://www.alphaweb.org) If you are planning to drive to Cornwall and would like to share transportation with other conference attendees, we will gladly post your information on our site. Details should be forwarded to Gordon Fleming at gordon@alphaweb.org

REGISTRATION AND CANCELLATION
- The deadline to register is June 11, 2010. Cancellations must be received by June 7, 2010 for full refund of registration fee. Cancellations received after this date are subject to a 20% processing fee. No refunds will be provided for cancellations received after June 14. Substitutions accepted with prior notice only.

PAYMENT:
- Mail completed registration forms (including cheque made payable) to:  Association of Local Public Health Agencies, 2 Carlton Street, Suite 1306, Toronto ON  M5B 1J3
- **Note:** Registration cannot be considered complete until full payment has been received.

For questions on registration, contact:
- Karen Reece, tel. (416) 595-0006 x 25  fax. (416) 595-0030  e-mail:  [karen@alphaweb.org](mailto:karen@alphaweb.org)
OPTIONAL PRE-CONFERENCE ACTIVITIES:
Sunday, June 20, 2010

There’s much to see and do during your stay in Cornwall. We hope you will make the most of your time here and sign up for one of the Sunday activities below.

- Participants must sign up for these activities and prepay in advance of the conference; we regret we cannot accept sign-ups on site at the conference.
- Fees apply to all participants, including CMRs and guests of conference attendees.
- All activities listed below take place on Sunday, June 20, 2010 and may be subject to change.

Bike Tour of Cornwall (9:30 AM – 12:00 PM)

Join alPHa's own Linda Stewart as she leads you through her hometown on a 2-hour scenic bicycle tour. You will see many sights, including the riverfront heritage, along the Cornwall Recreational Bike Path. Bike rentals are available.

PRICE: $28.50+GST for bike rental. (No cost if bringing your own bike).

Summerheights Golf Links (1:00 PM onward)
1160 South Branch Road, Cornwall, Tel. (613) 938-8009
Web: www.summerheightsgolf.com, E-mail: info@summerheightsgolf.com

A local favourite, Summerheights Golf Links boasts two 18 Hole Par 72 Courses, a fully modern air-conditioned club house, pro shop, lounge and banquet facilities. Other amenities include a fleet of 110 covered power carts, 60 of which feature windshields and rain protection, on course beverage cart, halfway house, covered patio and grass tee driving range.

PRICE: $48.45 per person + GST. Includes green fees, shared cart, BBQ steak dinner with salad and dessert. Minimum of 4 people required.

Upper Canada Village Heritage Park (1:00 – 5:00 PM)
13740 County Road 2, Morrisburg, Tel. 1-800-437-2233, (613) 543-4328
Web: www.uppercanadavillage.com

With more than 40 buildings and numerous characters from the past, this reconstructed pioneer village brings the 1860's to life. Smell the bread baking, watch the blacksmith at work, view a quilting session or take a ride along the canal on the horsedrawn Tow Scow. Visit the Village Store which offers handicrafts of the village craftspeople.

PRICE: $36.05 per person + GST. Includes transportation to and from the village. Minimum of 20 people required.

Boat Cruise - St. Lawrence River (1:30-4:30 PM)

Cruise along the beautiful St. Lawrence River on a 3 hour tour in a new double-decker boat.

PRICE: $34.20 per person + GST. Minimum of 20 people required.
PLEASE CLICK HERE FOR ONLINE REGISTRATION / PAYMENT BY CREDIT CARD


OR FILL IN THE FORM BELOW

Mail completed registration forms (including cheque made payable) to:
Association of Local Public Health Agencies, 2 Carlton Street, Suite 1306, Toronto ON M5B 1J3
REGISTRATION FEES - 2010 ANNUAL CONFERENCE

Please note that the deadline to register is **Friday, June 11**

<table>
<thead>
<tr>
<th><strong>Full Registration</strong></th>
<th><strong>AMOUNT</strong></th>
<th><strong>SUB-TOTAL</strong></th>
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<tbody>
<tr>
<td>1st &amp; 2nd delegate from same health unit</td>
<td>$465</td>
<td></td>
</tr>
<tr>
<td>3rd &amp; 4th delegate from same health unit</td>
<td>$365</td>
<td></td>
</tr>
<tr>
<td>5th and subsequent delegate from same health unit</td>
<td>$265</td>
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| **Daily Registration**                                                                 |            |               |
| Monday only                                                                           | $315       |               |
| Tuesday only                                                                          | $215       |               |

| **Extended COMOH Meeting (Tues PM and Wed AM)**                                       | $100       |               |

| **Emeritus Member Registration**                                                      |            |               |
| Full                                                                                  | $265       |               |
| Daily: ☐Monday                                                                        | $165       |               |
| Daily: ☐Tuesday                                                                       | $115       |               |

| **Community Medicine Resident Registration**                                          |            |               |
| Full                                                                                  | $265 Free! |               |
| Daily: ☐Monday                                                                        | $165 Free! |               |
| Daily: ☐Tuesday                                                                       | $115 Free! |               |

| **Special Events**                                                                    |            |               |
| Monday Awards Dinner and President’s Reception only                                     | $75        |               |
| Guest Program (for companions of conference attendees)*                                | TBA        |               |

* Details to come; please visit [www.alphaweb.org](http://www.alphaweb.org) to download a separate registration form for the Guest Program

| **Sunday Activities (fees apply to all participants, incl. CMRs)**                     |            |               |
| ☐ 9:30 AM - Bike Rental                                                              | ________ @ $28.50/person=__________ |
| ☐ 1:00 PM - Golf at Summerheights                                                    | ________ @ $48.45/person=__________ |
| ☐ 1:00 PM - Upper Canada Village Heritage Park**                                     | ________ @ $36.05/person=__________ |
| ☐ 1:30 PM – Boat Cruise of St. Lawrence River**                                       | ________ @ $34.20/person=__________ |

** minimum of 20 people required

Sub-total: __________

GST 5%: __________

Total Due: __________

Please return completed registration form and full payment by June 11, 2010 to:

Association of Local Public Health Agencies, 2 Carlton Street, Suite 1306, Toronto ON M5B 1J3

Tel: 416-595-0006 ext 24, Fax: 416-595-0030, E-mail: karen@alphaweb.org
REGISTRATION FORM

Delegate Name: ______________________________________________________________________________________________________________________

Title: ____________________________________________________________________________________________________________________________________________________________

Health Unit/Organization: __________________________________________________________________________________________________________________________________________________

Address: __________________________________________________________________________________________________________________________________________________________

Contact Person: ______________________________________________________________________________________________________________________________________________________

Phone: __________________________ ext.___________ Fax: __________________________

E-mail: __________________________________________________________________________________________________________________________________________________________

Dietary Requirements: __________________________________________________________________________________________________________________________________________________

Please indicate all that apply:

☐ BOH Member ☐ AMOH/MOH ☐ Affiliate (___________)

☐ CMR (year: _________) ☐ Other (_________________________________) ☐ Speaker

Are you are bringing a guest? ☐ Yes ☐ No If yes, guest’s full name:___________________________

Guest will be participating in the Guest Program: ☐ Yes ☐ No

(If yes, please complete a separate Guest Program Registration Form at www.alphaweb.org)

Arrival by (if applicable): ☐ Plane at (circle one): Ottawa Airport Montreal Dorval Airport

☐ Train

If arriving by plane or train (pick up service from airport/train station available only for Sat. or Sun. arrivals):

A. Expected ARRIVAL date & time (indicate if AM or PM), and # of people in your party:

☐ Sat. at ______AM/PM ☐ Sun. at ______AM/PM # of people:___________

B. Expected DEPARTURE date & time (indicate if AM or PM), and # of people in your party:

Date: ______________________  Time: _____________ AM/PM # of people:___________

Emergency Contact: _____________________________________________________________________________________________________________

Home Phone: _____________________________ Cell: _____________________________

E-mail: ________________________________________________________________________________________________________________

ATTN: Physicians - Application has been made to accredit this event.

For accreditation purposes, the names and mailing addresses of meeting participants will be collected and each participant will be mailed a certificate of participation. The registration information is collected under the authority of the "Freedom of Information and Protection of Privacy Act". The information you provide is required to register you to the conference, prepare material for your use and will be used to notify you of other pertinent information. Financial information is used to process applicable fees and is retained for future reference.

Please return completed registration form and full payment by June 11, 2010 to:

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Tel: 416-595-0006 ext 24, Fax: 416-595-0030, E-mail: karen@alphaweb.org
GUEST PROGRAM

The Guest Program is for companions of conference attendees. Registration fees+GST are per person:

<p>| | |</p>
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Full</td>
<td>$220.00</td>
</tr>
<tr>
<td>Sunday reception only</td>
<td>$50.00</td>
</tr>
<tr>
<td>Monday all-day only</td>
<td>$150.00</td>
</tr>
<tr>
<td>Monday evening only</td>
<td>$75.00</td>
</tr>
<tr>
<td>Tuesday breakfast only</td>
<td>$15.00</td>
</tr>
<tr>
<td>Tuesday lunch only</td>
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Includes Sun. reception, Mon. breakfast and lunch, Mon. Guest Tour (see itinerary below), Mon. reception and dinner, and Tues. breakfast and lunch.

To register, please complete the attached Guest Program Registration Form, which is also available at http://www.alphaweb.org

Please note guests of conference attendees may also sign up for Sunday activities at extra cost (see attached).

The deadline to register for the Guest Program is Friday, June 11, 2010.

Monday, June 21 Guest Program Tour – Itinerary

Guests will board our bus at the hotel for an all-day tour of Cornwall and area. The tour includes lunch. Meet in the hotel lobby at 9:15 AM for transport pick-up. Participants will be returned to the Ramada Inn between 4:30 and 5:00 pm. Please wear comfortable shoes.

9:15 AM Meet in lobby of Ramada Inn
9:30 AM Board bus and depart Ramada Inn to begin tour
Morning stops at:
Lost Villages Museum – Learn about the story of the making of St. Lawrence Seaway in the mid-50’s with a visit to this 7-building museum.

Historic Cornwall Jail – Built in 1834, the Jail operated until 2002. The cell blocks, common areas, exercise yard and visitation area have been maintained as they were when they were populated by inmates. Step right into a cell to experience life behind bars - at least for a few moments.

12:00 PM Stop for lunch in downtown Cornwall Tour continues to:
Marlin Orchards and Garden Centre – Marlin’s is more than just an orchard with plentiful apples; it’s also a complete garden centre. Special family events and workshops are held throughout the year, and the gift shop features many unique gift ideas for home and garden.

Shopping in Lancaster – Visit Auld Kirktown Craft & Home Decor, an award winning “Canadian Retailer of the year” shop. Fashion accessories for every season. Custom floral arrangements, decorative accessories, furniture for all decors and gifts for all occasions. We’ll also visit the Jewellery Factory Outlet, specializing in Canadian-manufactured jewellery including Nina Ricci D’Orlan, La Scala and Danish Canadian Souvenir jewellery.

4:30-5:00 PM Arrive at Ramada Inn

Note: Tuesday, June 22 – Free time for guests
GUEST PROGRAM REGISTRATION FORM

This form is to be completed by companions of conference attendees participating in the Guest Program activities.

Name of Guest:_____________________________________________________________________________________

Guest of following conference attendee: ________________________________________________________________

Dietary Requirements for Guest: ____________________________________________________________________

Contact Person:_____________________________________________________________________________________

Contact’s Phone: _________________________________ ext.________ Fax:______________________________

Contact’s E-mail: ___________________________________________________________________________________

Fees (per person) - check all that apply:

- Full $220.00 ___________
- Sunday reception only $ 50.00 ___________
- Monday all-day only $150.00 ___________
- Monday evening only $ 75.00 ___________
- Tuesday breakfast only $ 15.00 ___________
- Tuesday lunch only $ 25.00 ___________

Sunday Activities
- 9:30 AM - Bike Rental $28.50 ___________
- 1:00 PM - Golf at Summerheights $48.45 ___________
- 1:00 PM - Upper Canada Village Heritage Park** $36.05 ___________
- 1:30 PM – Boat Cruise of St. Lawrence River** $34.20 ___________

** minimum of 20 people required

Sub-total: ___________

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