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

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 ANDSOOH, 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

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

alPHA
Association of Local Public Health Agencies

and

Windsor Essex County Health Unit
Unité sanitaire de Windsor comté d’Essex
Windsor • Essex • Leamington
www.wechealthunit.org
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 aPHa 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 "aPHa." 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., no-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 aPHa 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, aPHa
tel: (416) 595-0006 ext. 24
fax: (416) 595-0030
e-mail: 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

Full Registration
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

Daily Registration
Thursday only $200
Friday only $200

Special Events
Monday Awards Dinner & President’s Reception only $70
Guest Program $180

6% GST (R#127380822RT) $________

Total: $________

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 Tel: (416) 595-0006 ext. 24