

For Immediate Release

NEWS RELEASE

To: Assignment Editors, Reporters and Producers: Health, Politics, Policy, Safety

The Canadian Public Health Association (CPHA) invites the public to celebrate 100 years of public health achievements in Canada.

The current Minister of Health and three former Health Ministers will address the CPHA Centenary Conference June 13th – 15th.

TORONTO, June 10, 2010 – The Canadian Public Health Association (CPHA) opens its doors this Sunday June, 13, 2010 to the public, introducing Canadian residents and health officials to a walking tour of the 12 great achievements of public health in Canada. The 15,000 square foot CPHA Centenary EXPO titled *This is Public Health* (The EXPO) features a dynamic display of visuals that highlights the importance of public health and its fundamental impact on the health of Canadians over the last 100 years. The EXPO coincides with the unveiling of an interactive book titled *This is Public Health: A Canadian History*.

To mark the grand opening, three former Health Ministers, Monique Begin, Jake Epp and Marc Lalonde, along with former Premier Roy Romanow and Aboriginal leader Madeleine Dion Stout, will speak to Canada's public health history, current affairs and what's next. The Minister of Health, The Honourable Leona Aglukkaq, P.C., M.P., will speak at the Centenary Gala on Tuesday, June 15.

"Public health is something people don't think about, but it affects our lives in every way. From family planning, to healthier mothers and babies, control of infectious diseases and the use of seat belts, public health saves lives and helps us live longer," says Lynn McIntyre, member, CPHA Board of Directors. "The EXPO will feature the 12 great achievements of public health and showcase how far Canada has evolved over the past 100 years. We are very proud to highlight these achievements and juxtapose the 'then, now and what's next' for public health in Canada."

The event pays tribute to the pioneers who helped "Fight the Good Fight" to champion public health issues for all of us. Since the early 1900s, the average lifespan of Canadians has increased by more than 30 years, and 25 of those years are attributable to advances in public health. The breadth of public health is evident by the 12 great public health achievements that are being celebrated through CPHA's centenary.

"CPHA has worked hard for 100 years, advocating for Canadians' health, influencing social values, representing the public's best interests, and providing leadership for global health," says Dr. Cordell Neudorf, Chair, CPHA Board of Directors. "The Canadian Public Health Association was there each step of the way to fight the good fight and improve the lives of Canadians one step at a time."

The CPHA Centenary EXPO: *This is Public Health* (A celebration of public health's 12 great achievements) opens to the public on Sunday, June 13, 2010 and runs through to Tuesday, June 15, 2010 (10 a.m. to 4 p.m. each day). The event is held at the Sheraton Centre (Lower Concourse), 123 Queen Street West, Toronto, Ontario.

- The Opening Ceremonies of the CPHA Centenary Conference take place on Sunday, June 14, 2010 at 7 p.m. and will feature a panel discussion titled *Lessons from the Past Applied to the Future* presented by three former Ministers of Health, Monique Begin, Jake Epp and Marc Lalonde, former premier of Saskatchewan Roy Romanow, and the recipient of the 2010 National Aboriginal Achievement Award for Health, Madeleine Dion Stout. The interactive book titled *This is Public Health: A Canadian History* will be launched at this event.
- Media event, Monday June 14, 2010 starting at 8:30 am in the Conference Room A, Mezzanine Level, Sheraton Centre Toronto
 - 9:00 – 10:00 Dr. David Butler-Jones, Chief Public Health Officer, Public Health Agency of Canada will speak on the 12 Great Achievements of public health including Q & A with audience and media
 - 10:00 – 10:30 Interview opportunities with expert spokespersons on the 12 Great Achievements, CPHA leaders, and the former Minister of Health Monique Bégin



- The current Minister of Health, the Honourable Leona Aglukkaq, P.C., M.P., will speak at the Centenary Gala on Tuesday, June 15 at 7:00 p.m.

For more information about *CPHA 100: Celebrating a Century of Public Health Leadership* and to review the 12 great achievements of public health visit www.cpha100.ca.

About The Canadian Public Health Association (CPHA)

The Canadian Public Health Association (CPHA) is a national, independent, not-for-profit, voluntary association representing public health in Canada with links to the international public health community. CPHA's members believe in universal and equitable access to the basic conditions which are necessary to achieve health for all Canadians. For more information about CPHA, visit www.cpha.ca.

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