

## President's Report

### Summary

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- The Health Promotion Clearinghouse (HPC) experienced a successful and rewarding second year as an officially incorporated organization. It began in the spring of 2010 with some intensive strategic planning and a successful second AGM. The fall was very busy with the Taking Action on Poverty Conference. In the winter of 2011, HPC moved to a new standing committee structure and approved a solid three-year strategic and action plan. FY 10-11 concluded this past spring with some great discussions with an amazing slate of proposed new board members. We look forward to new successes and challenges as the seasons continue to turn.

### Strategic Planning

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- In April 2011, BoardWorks Consulting Inc. conducted a full-day session aimed at providing us with a solid foundation for developing and implementing a three-year strategic plan. These discussions, along with subsequent ones, culminated in the Board's approval in January 2011 of HPC's strategic plan, including its mission, vision, values and strategic priorities which are summarized below. The strategic plan is available in its entirety in HPC's 2010-2011 Annual Report.
  - **Mission**—HPC is a valued resource system supporting Nova Scotia's health promoters to foster healthy people and healthy communities.
  - **Vision**—By the year 2020 in Nova Scotia, we will see: a critical and indispensable health promotion resource system; empowered health promoters and reduced health inequities; and healthy people and healthy communities
  - **Values**—The work of HPC is rooted in the principles of health promotion and population health as outlined in the Ottawa Charter for Health Promotion. All of our decisions are guided by the values of Connectivity, Integrity, Excellence, Diversity, Accountability and Innovation.
  - **Strategic Pillars and Goals**—HPC's three-year plan is rooted in four strategic pillars and goals:
    - (1) Planning and Evaluation: To strengthen the value of HPC to Nova Scotia's health promoters.
    - (2) Information and Knowledge Exchange: To enhance the functionality and effectiveness of HPC's information and knowledge exchange systems.
    - (3) Marketing and Communications: To enhance HPC's brand recognition and visibility across Nova Scotia.
    - (4) Financial Sustainability: To Diversify HPC's sources of revenue and membership to ensure financial stability and sustainability.

### Governance

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- As a result of the board development and strategic planning sessions, HPC has changed its standing committee structure from four committees to two. In accordance with current trends in governance, the Executive and Communications Committees have been eliminated, and the remaining committee functions have been rolled into: (1) Governance and Human Resource Committee, and (2) Finance, Audit and Risk Oversight Committee. Ad hoc committees will be established from time to time to deal with specific emerging or pressing issues.
- I would like to thank all Board Members for their time and endless enthusiasm for helping HPC fulfill its mission within Nova Scotia. I also 'tip my hat' to our staff team for their commitment to operationalizing our strategic goals. HPC's success is shared among all of these people - we are fortunate to be surrounded by a fantastic team!

Respectfully submitted,



Gerard Murphy, President



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# Executive Director's Report

## Introduction

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- I would like to begin by acknowledging all of HPC's members, supporters, funders, directors, and staff. I would also like to extend a huge thank you to all members of the Taking Action on Poverty (TAOP) Conference organizing team. Together, we have made great strides toward our mission of supporting Nova Scotia's health promoters to foster healthy people and healthy communities.
- Fiscal year 2010-2011 (FY 10-11) has been particularly noteworthy for HPC in terms of governance and partnerships, the successful implementation of the TAOP Conference, the launch of the strategic plan, and the implementation of its action plan. Key accomplishments are outlined below under HPC's four strategic pillars and goals.

## Planning and Evaluation

### To strengthen the value of HPC to Nova Scotia Health Promoters

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- Actions were geared toward the objectives of enhancing HPC's responsiveness to the needs of health promoters, increasing collaboration and partnerships, and increasing the reach of HPC services across various sectors. Key successes included:
  - A very positive evaluation of HPC's 2010 AGM, highlighting a high level of participant satisfaction with the content and process of the event, and suggestions for future keynote presentations. The AGM was attended by 113 participants from various sectors, spanning three levels of government, the non-profit sector, DHAs, CHBs, as well as university, health care and corporate sectors.
  - Excluding requests specific to the Network and TAOP Conference, HPC received a record of 659 requests for services, representing a 42% increase over 08-09 and a 14% increase over 09-10. All requests were responded to within two working days.
  - The TAOP Conference was held Oct 26-28/10 in Truro and attended by 260 participants, only 23% of whom identified health promotion as the main focus of their work. It was the largest poverty conference ever to be held in Nova Scotia, and the most successful at bringing such a diversity of sectors to the table. The evaluation highlighted the conference's success in building greater capacity for collaboration. Participants and organizers (including HPC) developed new partnerships with organizations/sectors with which they had never previously collaborated. Lessons learned from the initiative will be presented at the 2011 CPHA National Conference.
  - HPC is facilitating meetings between four government departments toward a potential collaborative project assessing the public's attitudes and perceptions of poverty. This is a critical first piece in following-up on two of the main recommendations from the conference.
  - An increased focus on raising awareness across various sectors about the social determinants of health – e.g. through website postings, E-bulletin content, new Network groups, etc.
  - A needs assessment, evaluation plan and strategy for enhancing its responsiveness has been identified as a priority in the FY 11-12 action plan.

## Information and Knowledge Exchange

### To enhance the functionality and effectiveness of HPC's information and knowledge exchange systems

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- Objectives of this strategic pillar involve improving the effectiveness of the website's search engine, increasing the active participation and online contributions/collaboration of stakeholders, and improving the accessibility and usability of IT components (including the HPC Website, Network and E-Bulletin). Main accomplishments include:
  - The contracting of a web designer to take the lead in redesigning HPC's website to be launched in Aug/11.
  - HPC's website continues to be widely used across Nova Scotia, nationally and internationally. Over the course of the 12 months, more than 175,000 visits were made by more than 50,000 unique visitors from 168 countries. HPC made approximately 1200 website postings, resulting in the download of almost 291,000 documents (i.e. an average of 24,249/month).



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- The E-Bulletin continues to be in high demand, with the number of subscribers having increased by 8% in the past 12 months. A total of 113 issues had been produced by the end of FY 10-11.
- There have been significant increases in the use of the Network. The number of users has increased from 900 to 1078 (↑20%) and the number of groups has increased from 34 to 42 (↑22%). Increases have also been seen in the number of blog posts (↑59%), uploads (↑34%), and downloads (↑202%).
- The increased skill level of Network users, along with the enhanced level of participation, has resulted in a much richer resource environment. A number of groups are not only managing their own web content, but are actively building content-specific libraries to share publicly. Resource libraries are available on a variety of topics, including addictions, food security, injury prevention, nutrition, poverty, road safety, school health, and workplace health.
- Plans are underway for a needs assessment to determine other ways to improve the accessibility and usability of HPC's IT components.

## Marketing and Communications

To enhance HPC's brand recognition and visibility across Nova Scotia

- Progress in this area has been made in terms of increasing awareness of HPC and its work and of increasing the number of HPC members among health promoters as well as across sectors not traditionally associated with health promotion (e.g. social justice, economic development, employment, housing, food security, and early childhood education).
  - As of Mar 31/11, HPC recorded 2280 service users, 1632 E-Bulletin subscribers, 1078 registered Network users, and 680 HPC members. Utilization continues to increase, ranging from 8% in the number of E-Bulletin subscribers to 23% in the number of HPC members. The number of unique website visitors (>50,000) has also increased over FY 10-11.
  - While the majority of members continue to be traditionally affiliated with health promotion, membership is growing beyond. Utilization crosses all levels of government (including all but two provincial departments), all of Nova Scotia's universities, hundreds of non-profit organizations, as well as the private sector. In FY 10-11, 35% of members belonged to non-traditional sectors, up from less than 25% the year prior. Much of this success can be attributed to the TAOP Conference.
  - Research into a name and logo change and related marketing strategies ensuring the strength of HPC's brand have been identified as priorities for FY 11-12.

## Financial Sustainability

To diversify HPC's sources of revenue and membership to ensure financial stability and sustainability

- Significant strides were made this year diversifying revenue and membership. As a result of the TAOP Conference, HPC increased the proportion of revenue received from government departments other than DHW as well as from non-government sources. In contrast to previous years, funding received from DWH comprised only 75% (vs. at least 95%) of HPC's total revenue.
  - In addition to the \$45,000 received from the DHW for the Poverty Conference and the \$29,100 raised through registration fees, funding was received from the following government departments/sources: Labour and Workforce Development (\$20,000), Economic and Rural Development (\$10,000), Halifax Regional Municipality (\$750), Town of Truro (\$588), and the Municipality of Colchester County (\$500). Non-governmental sponsors included: Nova Scotia Federation of Labour (\$5,000), Nova Scotia Co-operative Council (\$2,500), Credit Union Atlantic (\$1,000), Kohltech (\$1,000), and CUPW-Nova Local (\$100). All were first time contributors.
  - The revenue generated this FY was 10.9% higher than budgeted, enabling HPC to expand the length, scope and size of the TAOP Conference, as well as the number of participants receiving subsidies.
  - The newly formed Finance, Audit and Risk Oversight Committee will investigate and resolve the issue of membership fee and fee for service in FY 11-12.

Respectfully submitted,



Caroline Ploem, Executive Director



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## Treasurer's Report

- A 12-month audit, covering the period April 1, 2010 – March 31, 2011, was conducted by Harnish DesRosiers Chartered Accountants who were reappointed at the 2010 AGM. The audit concluded:
 

*In our opinion, these financial statements present fairly, in all material respects, the financial position of Health Promotion Clearinghouse Association as at March 31, 2011 and its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.*
- The following synopsis was not prepared by the auditor, and only contains a summary of the Statement of Revenue and Expenditures to Budget for FY 10-11. The auditor's report is available in its entirety to anyone who so requests, as is HPC's 2010-2011 Annual Report.
- As shown, HPC received a total of \$302,223 in revenue from all six sources during this period. Expenditures for FY 10-11 also totalled \$302,223, yielding a balance of \$0 at March 31, 2011. A total of \$16,758 in funding from DHW's contractual agreement was deferred mainly to compensate for the Executive Director's time spent on the Taking Action on Poverty (TAOP) Conference.
- The 12-month expenditures came in at 10.9% over budget. This was deliberate as the revenue generated this year was also 10.9% higher than budgeted. These discrepancies were the result of the Steering Committee's decision to expand the length, scope, and size of the TAOP Conference, as well as the number of participants receiving subsidies. More information about the budget to actual discrepancies is provided in HPC's Annual Report.

	Budget Year Ended March 2011	Actual Year Ended March 2011	Actual 15 Months Ended March 2010
<b>Revenue</b>			
Nova Scotia Department of Health and Wellness	\$ 200,000	\$ 183,242	\$ 230,722
Poverty Conference Grant	45,000	44,688	312
Poverty Conference Sponsorship	10,000	41,488	-
Poverty Conference Registration	15,000	29,085	-
Canadian Cancer Society Funding	2,500	2,500	2,500
Interest income	-	1,220	816
	<u>272,500</u>	<u>302,223</u>	<u>234,350</u>
<b>Expenditures</b>			
Salaries and wages	161,400	144,815	190,490
Poverty Conference	70,000	115,261	312
Office	9,950	8,494	9,920
Rental	8,400	7,500	9,375
Meetings and conventions	4,500	4,306	4,863
Travel	4,300	3,840	3,346
Professional fees	4,000	7,443	7,925
Advertising and promotion	2,500	2,101	1,220
Supplies	1,500	1,023	1,495
Telephone	1,500	1,873	2,035
Insurance	1,400	1,341	1,521
Web/E-bulletin Domain Hosting	1,200	2,494	586
Training	1,000	949	399
Delivery, freight and express	400	355	465
Interest and bank charges	350	361	182
Business taxes, licenses and memberships	100	67	211
	<u>272,500</u>	<u>302,223</u>	<u>234,345</u>
<b>Excess of revenue over expenditures</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 5</b>

Respectfully submitted,

*Sandra J. Crowell*

Sandra Crowell, Treasurer/Secretary



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