

ENVIRONMENTAL HEALTH FOUNDATION of CANADA

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Minutes of Regular Meeting (via phone conference)
11 November 2007

(As approved at the Teleconference Meeting of February 24, 2008)

1.0 Roll Call

Meeting commenced at 11:00 am (Eastern Time Zone)

Duncan Ellison	Marilyn Lee	Ron de Burger	Klaus Seeger
Len Gallant	Tim Roark	Peter Rogers	
Paul Medeiros (recorder)			

Regrets:

Ken Cross	Michael Florian	Dean Sargeant	Keith Smith
Shendra Brisdon	Claudia Kurzac	Pamela Scharfe	

2.0 Adoption of Agenda

Moved by Klaus Seeger and seconded by Tim Roark that:

"The agenda be adopted as is."

CARRIED

3.0 Approval of EHFC Minutes June 17, 2007

Moved by Klaus Seeger and seconded by Tim Roark that:

"The minutes from the June 17, 2007 meeting be accepted"

CARRIED

4.0 Awards Committee Report

Marilyn updated the trustees on the various awards. The student recipients of the 2007 Len Hiebert-Environmental Health Review Award have all been named from the five schools of public health inspection and abstracts received from four of the five. The EHFC Awards Committee is in the process of distributing the last two cheques to the educational institutions. Their intention is to publish the Abstracts from the five student projects as a collection in the EHR.

The committee has not received any applications for the Continuing Education Award or the Lilli Ann Zahara Award. It was agreed that trustees would approach individual Branch presidents to remind them of the different awards.

ACTION ITEM:

The following Trustees will contact CIPHI Branch Presidents in their respective provinces to remind them about the Continuing Education Award and the Lilli Ann Zahara Award – and to ask for their support with obtaining applications:

Len Gallant - NFLD, NS, NB

Tim Roark – BC, AB

Marilyn Lee - ON

Peter Rogers – Manitoba

Ken Cross – Sask (Note: Marilyn will email Ken to request this)

A new application deadline of December 31, 2007 has been set for the Continuing Education Award and the Lilli Ann Zahara Award.

It was also noted that criteria still need to be established for the new NSF award,

ACTION ITEM:

Marilyn Lee will lead the EHFC Awards Committee in the establishment of application/awards criteria for the NSF award.

Moved by Peter Rogers and seconded by Len Gallant that:

"The EHFC Awards Committee report be accepted"

CARRIED

5.0 Canadian Partnership For Food Safety Education Report

Duncan Ellison noted that Canadian Retailers (i.e. Canadian Produce Marketing Association and Canadian Council of Grocery Distributors) are coming in strongly behind the relaunch of the “Be Food Safe” program. There are no additional discussion points on this subject.

Moved by Ron de Burger and seconded by Peter Rogers that:

"The Canadian Partnership For Food Safety Education Report be accepted"

CARRIED

6.0 Aboriginal Scholarship Proposal

Duncan advised the trustees that there may still be some interest in proceeding with this scholarship, but it appears that the process has lost some momentum. Tim Roark suggested that Duncan Ellison contact Keith Smith to discuss how the scope of the current scholarship proposal can be expanded. Duncan Ellison agreed to discuss additional possibilities with Health Canada as well. Peter Rogers has asked to be kept informed as to the outcome of these discussions.

ACTION ITEM:

Duncan Ellison will communicate with Keith Smith and with Health Canada to determine how the existing proposal can be increased in scope and resurrected.

Moved by Tim Roark and seconded by Klaus Seeger that:

"The Canadian Aboriginal Scholarship Proposal Report be accepted"

CARRIED

7.0 Financial Report

Duncan thanked Tim Roark for his efforts with the report. No additional items required discussion. No questions arose from the trustees. Following acceptance of the report, Tim Roark asked to confirm if the acceptance of the report included an acceptance of the current cheque-writing practices. Marilyn Lee and Duncan Ellison said they believed it did. None of the trustees spoke otherwise.

Moved by Len Gallant and seconded by Peter Rogers that:

"The Financial Report be accepted"

CARRIED

8.0 Newsletter

Tim Roark advised the trustees that his computer is undergoing repairs and thus slowing the development of the latest issue of the newsletter. He is hoping to get his computer fixed this week and will issue a draft newsletter to the trustees for comment.

ACTION ITEM:

Tim Roark will issue a draft newsletter to trustees for comment.

Moved by Marilyn Lee and seconded by Paul Medeiros that:

"The Newsletter Update be accepted"

CARRIED

9.0 Proposed Emergency Response Preparedness Workshop

Klaus Seeger informed the trustees that it had been suggested following the Emergency Response Preparedness Presentation at the Kelowna CIPHI conference, that a workshop on the same subject be held at the upcoming St John's CIPHI conference. Klaus Seeger advised the trustees that a similar workshop could not be arranged in Kelowna due to 'timing' issues with the organizers.

Duncan Ellison offered that there appeared to be a general interest in the presentation in Kelowna (about 60 people attended the presentation, but may have been attracted to this session by other presentations.) Duncan Ellison stated he felt that we should offer the Emergency Response Preparedness Presentation for the St John's CIPHI conference, but not offer the workshop.

Tim Roark agreed with Duncan Ellison and added that we should consider offering the same presentation at other CIPHI conferences. Duncan Ellison suggested developing a canned presentation and to follow up with the health units that participated in the survey to see if they've changed their preparedness activities. Duncan Ellison further suggested that he and Klaus Seeger should write a summary report (4-5 pages) identifying the best practices that had been identified by the survey. Klaus Seeger inquired if we should contact Health Canada prior to the St John's conference to see if they would like to present on changes in their protocols that have resulted from the survey.

ACTION ITEMS:

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| <ol style="list-style-type: none">1. Klaus Seeger will contact Health Canada to see if they would like to present at the St John's conference2. Klaus Seeger will submit an abstract to the St. John's Conference organizers.3. Klaus Seeger and Duncan Ellison will develop a 4-5-page summary outlining 'Best Practices' for preparing for waterborne emergency response.4. Paul Medeiros will distribute DVD's of the survey response summaries to each of the survey participants. |
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Moved by Tim Roark and seconded by Len Gallant that:

"The Proposed Emergency Response Preparedness Workshop report be accepted."

CARRIED

10.0 Development of a PHI Video

A discussion was held concerning the objectives for and format of a proposed public health inspector video. Marilyn Lee and Paul Medeiros offered the views that clear objectives for the video need to be developed prior to developing the video itself. Marilyn Lee advised the trustees that the Ryerson develop and distributed a student recruitment video, however there was no follow up and it is not clear if the video drove any significant returns.

Klaus Seeger informed the trustees that his health unit had released PHI PSAs over the radio. Ron de Burger warned the trustees that stations airing our clips as a 'public service' may only release them at 3am (or some other poor time). Tim Roark suggested that health units may already have recruiting videos and that we could approach them to form a sort of co-ordinated group. Duncan stated that he preferred a collection of short 15-30 second vignettes.

After the discussion, it was agreed that Ken Cross should reconvene the already-established PHI video committee in order to identify a direction and set a plan for the video development.

ACTION ITEM:

Tim Roark will contact Ken Cross and ask him to reconvene the already-established PHI video committee. The task of the committee will be to identify a direction and set a plan for the video development. This will initially involve contacting different health units to identify any needs or current practices and to determine the best role for the EHFC with the video development and distribution (i.e. co-ordination, leadership, funding, etc...)

Moved by Klaus Seeger and seconded by Ron de Burger:

"The PHI Video Update be accepted"

CARRIED

11.0 Website Updates

No updates at this time. At this point, the upgrade and corrections identified previously have not been carried out. Duncan Ellison and Tim Roark suggested that many items on the extensive list of improvements (like errors, inaccurate phone numbers, etc...) could be corrected easily and this is something that could be done with priority. The list had previously been distributed with the Kelowna meeting minutes.

ACTION ITEM:

Duncan Ellison will provide Peter Rogers with the website improvement list. Peter Rogers will contact Mike to determine which improvements/corrections can be completed immediately and to plan for completion of the remaining items.

Moved by Peter Rogers and seconded by Tim Roark:

"The Website Update be accepted"

CARRIED

12.0 Other Business

12. A Temp Safe:

Klaus updated the trustees concerning the use of the TempSafe symbols. The TempSafe Symbols have been used in the Ontario Ministry of Health & Long Term Care Farmer's Market and Community Group food safety booklets and PowerPoint presentations.

Klaus advised the trustees that he had recently become aware of a potential reason why our 'Safety is Hot' 140F/60C symbol may not be as popular as they should be. Apparently, some in the food safety field feel that using this symbol may give the impression that this temperature is a safe "cooking" temperature. Public health practitioners know that this temperature is meant to

be strictly a holding temperature once hazardous food has reached the proper cooking temperature. However, the public will not always know or understand this. It is therefore, important to emphasize to our colleagues and potential customers that the TempSafe symbols are not meant to be used out of context.

The other potential issue is the perception that our symbols are 'old' or 'stale'. Given our symbols are almost 15 years old, this could be a valid perception. However, the intent of the symbols was to have them become a long term recognized symbol of safe food handling holding temperatures. The idea was to make them well recognized, to the point that whenever anyone sees one of the symbols, the message that goes with it, would automatically be triggered in the person's mind. The reality is that the symbols are not at this time even remotely recognized, perhaps because the public health field has not embraced them the way originally expected.

Klaus asked for trustee input concerning these issues. Marilyn Lee asked if there were other organizations promoting or using similar magnets? Klaus replied that there were, which was one reason ours were trademarked (i.e. so they wouldn't get copied). Marilyn Lee asked how successful we had been with getting health units to purchase the magnets. Tim Roark replied that the results were mixed. Marilyn Lee suggested calling the health units who have responded negatively to the magnets to determine why. Klaus Seeger agreed with this and also offered that activities such as focus groups could also be considered. Duncan Ellison also offered that these symbols should fit well into the CFIA and Public Health Agency's "Be Food Safe" program. He will follow up with Brenda Watson from the Partnership with this. Paul Medeiros suggested that Ben Chapman's (U of G and FS Net) research on the use of symbols and stickers for restaurant 'doggy bags' and take-out bags could offer insight to the use of our own symbols. Klaus agreed this could be useful information.

ACTION ITEMS:

1. Klaus Seeger and Tim Roark will update the symbol price list and distribute to health units.
2. Klaus Seeger will follow up with Ben Chapman and other sources to determine if other approaches can be considered in order to increase the popularity of the symbols.
3. Duncan Ellison will contact Brenda Watson from the Partnership for Food Safety in order to see if she can identify with the CFIA and Public Health Agency the manner in which the symbols can be included in their "Be Food Safe" program. Klaus Seeger will follow up once the contact with the "Be Food Safe" program has been made.

Moved by Klaus Seeger and seconded by Len Gallant:

"The Tempsafe Update be accepted"

CARRIED

12. B Mailing Address

Tim Roark recommends no change at this time, but suggests we can include the CIPHI mailing address on the EHFC website.

ACTION ITEM:

Peter Rogers will work to add the new CIPHI address to the EHFC website.

Moved by Peter Rogers and seconded by Tim Roark:

"The Mailing Address Update be accepted"

CARRIED

12. C. EHFC Brochure

Tim Roark stated that Klaus Seeger and Pamela Scharfe did great job developing the EHFC display. The next step is to develop a brochure. Klaus Seeger offered that the actual design of the brochure should be easy; it is the content that will require more work. The current plan is to have the brochure ready for the St John's CIPHI conference within the budget of \$1500 (with more available if necessary)

ACTION ITEM:

Klaus Seeger will work with Pamela Scharfe to develop an EHFC brochure in time for the St John's CIPHI conference.

Moved by Marilyn Lee and seconded by Peter Rogers:

"The EHFC Brochure Update be accepted"

CARRIED

12. D. Groundwater / Sewage Project

Tim Roark advised the trustees that there have been only a few orders for either of these products for several months now even though they are now available in both VHS and DVD. Two issues have arisen in BC, which create this situation.

1. PHIs are no longer involved in the approval of sewage systems in BC as this has been delegated by the government to engineers in private practice.
2. There is considerably more use of treatment plants by these designers.

As a result of these and other factors, the videos are in need of updating

Tim Roark asked if the Trustees would like to form a committee to review the current material and make recommendations regarding changes.

Duncan offered that the Foundation might not currently have sufficient people resources to undertake this. In addition, the CSA, the Quebec standards agency, and perhaps other local agencies are creating, or have created similar videos. Tim Roark suggested that he could send a DVD to Duncan's contacts to see if they can offer updating suggestions. Klaus Seeger offered to contact the Ontario Biosolids Association to see where they currently stand concerning any video they may have.

ACTION ITEM:

Duncan and Klaus will provide contact information of agencies or organization that currently have, work with or are associated with Ground Water / Sewage standards or videos to Tim. Tim Roark will contact these organizations to explore a possible role for the EHFC concerning the updating

Moved by Tim Roark and seconded by Marilyn Lee:

"The Groundwater / Sewage Project Update be accepted"

CARRIED

13.0 Next Meeting

Pending confirmation, the next meeting will be held on Feb 10th. This meeting may be held in Toronto in conjunction with a planned CIPHI "Senators" meeting, involving a number of the trustees who will be able to attend in person and others can call in.

14.0 Closure

Moved by Paul Medeiros and seconded by Peter Rogers:

"The meeting be adjourned."

CARRIED