

**From:** [allhealthunits](#) on behalf of [Loretta Ryan](#)  
**To:** "All Health Units"  
**Cc:** [board@lists.alphaweb.org](mailto:board@lists.alphaweb.org)  
**Subject:** [allhealthunits] alPHa Releases Public Health Matters Video  
**Date:** Friday, May 13, 2022 12:33:43 PM  
**Attachments:** [image001.jpg](#)

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**PLEASE ROUTE TO:**

**All Board of Health Members**

**All Members of Regional Health & Social Service Committees**

**All Senior Public Health Managers**

Dear alPHa Members,

**Re. Video: Public Health Matters**

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On behalf of the alPHa Board of Directors, I am pleased to announce and provide you with links to alPHa's new *Public Health Matters* video, for engagement and sharing with candidates and other stakeholders during this year's provincial and municipal elections. The video is available on alPHa's [Home Page](#) and via YouTube in [English](#) and [French](#).

Our emphasis during the provincial election campaign period and post-election period continues to be that local public health has clearly demonstrated its considerable value as the backbone of Ontario's pandemic response, and to remind potential decision makers of its enduring value once such an emergency has abated.

The video helps to remind our audiences that the principal consequence of our extraordinary pandemic response efforts over the past two years has been a near-total redeployment of resources that has resulted in a suspension of a significant proportion of the mandatory Ontario Public Health Standards (OPHS) programs and services.

Resuming these activities will entail clearing a two-year backlog and addressing a variety of direct and indirect population health impacts that were aggravated by the pandemic. We also expect managing COVID-19 to become part of our routine for the foreseeable future. This will require a commitment to sustained and sufficient public health resources and to a stable public health structure that remains embedded in local communities.

Other resources we will draw from include alPHa's [Elections Primer](#), *Public Health Resilience in Ontario Clearing the Backlog, Resuming Routine Programs, and Maintaining an Effective Covid-19 Response Report* and its [Executive Summary](#) (from which much of the Elections Primer and video were derived) as well as alPHa's updated "What is Public Health" [brochure](#). Each of these is interlinked and, taken together, effectively illustrate who we are, what we do, and why public health matters.

We ask all of alPHa's members to share this material broadly now with provincial candidates and other stakeholders. Following the provincial election, we will be asking that you share this material

with municipal councillors at the local and regional levels. Through these efforts it is hoped that political leaders will support a strong, sustainable, resilient, and locally based public health system in Ontario.

Sincerely,

*Dr. Paul Roumeliotis*  
*President*  
*Association of Local Public Health Agencies*

*Sent by*

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