



On April 19th, 1913 the Canadian Institute of Public Health Inspectors was born

The health of Canadians has improved steadily ever since

Take some time to reflect on your contributions to a healthier Canada and the impact of our members over the past 100 years "Our membership represents a significant portion of the front line public health interventions that have lead to an increase in life expectancy and enjoyment for all Canadians over the past two centuries. This is a challenge that we have risen to meet in the past and will continue to do so into the future."

Phi Phan, National President, Canadian Institute of Public Health Inspectors

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Message From The Editor

The BC Page is put together each quarter by the Editorial Team. We spend the time between editions with our eyes and ears opening, always looking for a new story. We compile the events and happenings of

Left to <u>Tim Roark</u> Right:

Sarah MacDougall Isher Deol

Alex Kwan

on your Master's

thesis. So much

work goes into

these and the

Environmental

(EPHPs) so why

not provide this information to

other EPHPs in

the province?

Public Health Professionals

topics are

other

relatable to

Click on a name for their contact e-mail address.

the Branch and profession as well as look to industry for more technical articles, or current events for emerging trends in the field of Environmental Public Health. We are also constantly looking for contributors to write articles, submit photos, or give us feedback on the Page.

That's where you come in.

As a reader of the BC Page have you ever thought - I have a great idea for the next edition, or - I would love to have a project I am working on highlighted in the Page, or even - I think the Page should consider something for the next Edition. These are all possible; in fact we welcome your input.

As readers of the Page, we want each Edition to be relevant and of interest to you. For that, we need to hear from you.

If you're a student and are working on your big research project for BCIT or perhaps you're working



Submit your abstract for review by the Editorial Team and you might get published in an upcoming edition!
Or perhaps you've always enjoyed putting pen to paper and you'd like to write an article for the Page. It could be on a project you are working on for your job, an emerging trend you are seeing or a topic that is of great interest to you.

Maybe your talent is photography. Pictures are always needed to brighten up the Page, whether it be a picture of a group of EPHPs at work or an event, or perhaps it is something witty and relevant to our profession.

Or maybe you just have an idea for an article or the Page in general, or a comment about a previous edition - we want to hear it all!

I personally got involved with the Page after submitting several articles I had written for my Health Authority. I always enjoyed writing and so when there was a call for someone to begin working with the Editorial Team with the intention of taking on the Editorial role, I volunteered. It has been a most informative role, very interesting and it constantly pushes me to grow.

If you want to get involved, to send comments or submissions, contact one of the Editorial Team members. We can outline submission requirements, help you to polish an idea or give information and guidance around how to put your ideas into action. You can be involved through a one time submission, become a regular contributor or perhaps you'd like to be the newest member of the Editorial Team. The possibilities are out there, you just need to step into action!

Respectfully, Sarah MacDougall, Editor

Editorial contacts found on the final page of each edition.

B.C. BRANCH C.I.P.H.I.

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BRANCHUPDATE

Living up North has always had it challenges when it comes to the weather. Last week started with temperatures of -14°C and ended with 27°C. As I sit here writing this article the sun is shining, the trees are budding and the grass is finally green again. Spring is finally herel



Over the winter months the BC Branch executive carried on business like usual. Below are a few of things that we have been working on.

· BC Branch Continuing Education Webinar Series 2013. With the rising costs associated with continuing education, the BC Branch has been exploring other cost effective ways to offer education to our members. Starting in April there will be a series of 6 one hour webinars providing competency specific training for Environmental Professionals. The topics for the webinars have been chosen from the latest survey results. If there is a topic of interest to you or you have an idea for one of the webinar, feel free to contact one of our councilors and/or fill out the evaluation for the webinars at the end of the series.

For more information on presenters, topics, PDF credits, how to reserve your spot or even to access archived webinars make sure check out the BC Branch website or go directly to

http://www.ciphi.bc.ca/webinar/index.html

 The BC Branch Centennial Website. which will celebrate our history by highlighting both organizational achievements and practitioner's from the past is now up and running. Make sure to check it out at

http://www.ciphi.bc.ca/centennial/

Members that have interesting historical information, photos or stories that they wish to share are encouraged to send it to either Past President Keir Cordner or Historian Tim Roark.

BC Branch BBQ and Tree Planting. A very successful commemorative tree planting to pay tribute to BCIT's Environmental Health Program and its educational contributions to Environmental Public Health in BC and Canada was held at the BCIT Burnaby Campus on Aprill 22, 2013. A short YouTube vide of the event, compliments of BCIT journalism student Tine Lovgreen and her fellow broadcasting students can be seen at

http://www.youtube.com/watch?v=kfLnc8eAN1Q

• BC Centennial Award. The deadline to nominate a fellow coworker for the BC Centennial Award is July 31, 2013. This 100th anniversary award is designed to recognize notable Environmental Public Health Professionals, who has contributed significantly to the public health of BC. The Award(s) will be jointly presented by CIPHI - BC Branch and BC Ministry of Health at the CIPHI BC Branch AGM 2013. For more information on the

> selection or nomination process go to

h t t p ; / / www.ciphi.bc.ca/ Centenary Award,pdf



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Branch Update continued

- Drinking Water Week May 20-27th, 2013. Once again the BC Branch has partnered with the BC Water and Waste Association (BCWWA) in a cross promotion of this drinking water awareness week. The BC Water & Waste Association and the Province of BC have proclaimed Drinking Water Week from May 20-27th, 2013. Celebrate this exciting week by bringing awareness to your community about where their water comes from and what they can do to protect it. All EHOs are encouraged to share their stories with us on our Facebook Page regarding the work they do in their communities.
- National CIPHI Annual Educational Conference will be held in Winnipeg from June 23-26, 2013 at the Hotel Fort Garry Spa and Conference Center. The hotel as well as CIPHI will be celebrating 100 years in existence and the planning committee thought the majestic and beautiful hotel was the perfect backdrop to celebrate 100 years of public health distinction. Information regarding the conference will can be found on the CIPHI 100 website



http://www.ciphi100.ca/

Branch President Gary Tam and I will be at this conference. If you are attending make a point to come visit us and say hi at one of the CIPHI booths.

Don't forget that The BC Branch is always looking for volunteers to help assist with projects. This is a great way to get involved and is perfect for those members who are interested in certain topics or projects without worrying about a large time commitment. For those of you that are interested, please contact one of the councilors listed at the end of the BC Page.

Crystal Brown President-Elect, BC Branch



Don't miss the 79th CIPHI Annual Education Conference taking place in beautiful Winnipeg, Manitoba, the birthplace of CIPHI.

This is a once in a career opportunity to participate in the 100 year celebration of our great profession.

In Memorian - Ron Craig



Ron Craig, pictured in a photo for the BCWWA; he was a member of the BCWWA Small Water System committee and a certified instructor.

Public Health lost one of its most passionate champions in April. Since 1974, Ron Craig mentored and supported generations of teams across the Province. His knowledge and kindness helped launch successful careers for many of those reading this. From his early days as an EHO in Fernie, then Program Manager in the NW, to his later work as a teacher, consultant, and Policy Analyst, he was always a shining star of shared knowledge and genuine compassion.

Few had his capacity to build relationships and collaboration across sectors. He had a rare skill in defusing complex or hostile audiences, then converting them into public health promoters in their communities. But more than that, he was always the first person at your door with a hammer and a smile.

We know you will join us in commemorating his career and celebrating having had him in our lives.

If you are ever up in Terrace, come join us in the "Ron Craig Memorial Think Tank" meeting room, where Ron held court for close to 40 years.

NW Public Health (Ron's Team)

I recall Ron mentioning he spent some time working in Fernie before heading north to Skeena Health Unit. He was a wonderful mentor not only in work but in all aspects of life. He loved photography, cooking, camping, boating and sailing, exploring, carpentry, and was always willing to give a helping hand to anybody who

R. Craig

1974 Graduationg from BCIT

asked. Even after Ron retired, it was like he never left....EHO's still continued to seek his advice and guidance, and as a generous soul he always gave his best. He will be missed a lot.

Words from a friend/colleague



Ron pictured several years ago with a colleague while conducting joint inspections with the Coast Guard up and down the north coast.

A special thanks to Doug Quibell and Northern Health's northwest team, Tim Roark, Neil Nabata and especially Ron's dear wife Rosemary for all the wonderful memories of Ron.

CIPHI BC Centenary Celebration - BCIT Tree Planting Event April 22, 2013

A speech given by BC Branch President, Gary Tam

Good morning BCIT program staff, instructors, students, Life Members of CIPHI BC Branch and branch executives.

I am very honoured to participate in this tree planting ceremony to celebrate the 100th birthday of Canadian Institute of Public Health Inspectors. On April 19, 1913, several notable inspectors located in Winnipeg started building an institute of health inspectors in Canada. In the past 100 years, we've united environmental public health professionals across the nation and made our voices heard locally, provincially, nationally and internationally.

Thanks to the BCIT Environmental Health
Program for donating the tree and offering to
cultivate the tree in the next ten years! It
echoes with a Chinese Idiom, "It takes ten
years to cultivate a tree, a century to nurture a
human being. "BCIT has been a breeding
ground to cultivate many environmental public

health professionals across Canada since 1967, and the Canadian Institute of Public Health Inspectors has been a strong supporter and collaborator with BCIT to build a high quality education program. As CIPHI, the seed was planted a hundred years ago and has now grown into a mature professional organization. We have built a solid certification system that certifies environmental public health professionals. We have established a continuing competencies program that improve skills of these professionals, and have helped building well-rounded environmental health programs in various educational institutions across Canada. Inevitably, the commitments of the past and present staff in BCIT have continued improving a well-established environmental health program.

This tree will symbolize the strong relationships amongst CIPHI National, CIPHI BC Branch and the BCIT Environmental Health Program. It reminds many BCIT alumni in this program that

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CIPHI BC Centenary Celebration Speech continued

the success of Canadian public health is rooted from this ground. Most importantly, students who graduate from this school will blossom and lead CIPHI into the centuries to come.

On behalf of CIPHI National President, Mr. Phi Phan, and all executives of CIPHI BC Branch, I thank BCIT and your faculty staff for your continuous support of CIPHI. I want to acknowledge all the volunteers in CIPHI BC Branch for your dedication and hard work to make this event possible. I invite you all to join us for the BBQ lunch after this tree planting event. All the profits in this BBQ event will be donated to the WaterCan project endorsed by our CIPHI charity arm, Environmental Health Foundation of Canada, which will benefit the improvement of the water systems of the health clinics in Tanzania & Uganda.



BCIT students and some BC Branch members took part in a tree planting ceremony Monday, April 21, 2013 to commemorate 100 years of the Canadian Institute of Public Health Inspectors. After the ceremony attendees enjoyed themselves in the sunshine with a delicious barbeque.





Click the above picture to view a YouTube video, as reported by *BCIT NEWS* of the tree planting ceremony to commemorate 100 years of the Candian Institue of Public Health Inspectors. The ceremony was preforms by the BC Branch and BCIT Environmental Health program held April 22, 2013 at BCIT.

Lyme disease: Tiny tick, big problem What is Lyme disease, how is it diagnosed and treated?

As posted on CBC News May 17, 2013

So the weather's ideal and you're raring to enjoy the great outdoors — but you're feeling fatigued, and you're suffering from chills, fever, headache, muscle and joint pain. Maybe swollen lymph nodes, too.

Can't figure out why you're coming down with conditions you'd expect to feel in the winter?

Could be you're in the early stages of Lyme disease — a condition first identified in the mid-1970s. The disease

was named after the town where the first cases were

diagnosed — Lyme, Conn. The illness is caused by the bite of two species of ticks — blacklegged ticks (sometimes called deer ticks) and western blacklegged ticks.

Lyme disease was unknown in Canada up until the 1980s. Initially, it was identified only at Long Point and Point Pelee, Ont. — which is the farthest south you can get in Canada.

Since then, Lyme disease has become established from Nova Scotia to B.C., except for Alberta and Saskatchewan.

In January 2011, the National Microbiology Laboratory in Winnipeg discovered 24 people were wrongly told they didn't have Lyme disease when they in fact have the illness. The mistake was found during a quality control review at the lab.

If Lyme disease is not treated with antibiotics soon after infection, patients can suffer arthritis and neurologic problems.

In August 2008, the Canadian Lyme Disease Foundation, a patient advocacy group, said levels of Lyme disease are being underreported across the country — an assertion rejected by medical authorities including the Association of Medical



Areas where Lyme disease is established, according to the Public Health Agency of Canada and public health officials in B.C. and Manitoba. (CBC)

Microbiology and Infectious Disease Canada. CanLyme called for improved diagnostic testing, saying annual infection rates ranged from 2,000 to 20,000.

Lyme disease has become the most common vector-borne illness in the United States. The U.S. Centers for Disease Control and Prevention says it receives reports of about 20,000 cases a year. But the agency estimates that that represents only about 10 per cent of the total.

Lyme disease became a nationally reportable disease in Canada in 2010. Doctors are now required to report all cases to the Public Health Agency of Canada through their provincial public health system.

Recent studies suggest that the incidence of Lyme disease in Canada is increasing, the federal agency said.

How do ticks pass on the disease?

They have three feeding stages: larvae, nymph and adult. When a young tick feeds on an infected animal, it picks up a bacterium called *Borrelia burgdorferi*. It's normally carried by mice, squirrels, birds and other small animals.

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Lyme disease...continued

The bacterium then lives in the gut of the tick. If you are the tick's next meal after it's ingested infected blood, you could show symptoms in three to 30 days.

Most cases are reported in late spring and summer, when the young ticks are most active and people are outdoors more often. Ticks often feed on deer but don't infect them very often. Deer are important to the tick population because they provide them with a lot of food — and a mode of transportation over long distances, which is important in maintaining the tick population.

Health Canada estimates that about 10 per cent of blacklegged ticks in any infected area carry the bacterium that causes Lyme disease.

What are the symptoms of Lyme disease?

The first sign that you may be infected is a circular rash surrounding the spot where the tick bit you. It'll show up between three and 30 days after the tick helped itself to your blood. The rash may be followed by symptoms like fatigue, chills, fever, headache, muscle and joint pain and swollen lymph nodes.

If left untreated, the disease can progress to a second phase, which can last several months. Symptoms in the second phase include migraines, weakness, multiple skin rashes, painful or stiff joints, abnormal heartbeat and extreme fatigue.

Still not seeking treatment? Well, it's highly unlikely that you will die, but you may suffer symptoms such as chronic arthritis and neurological symptoms, including headaches, dizziness, numbness and paralysis. Is there a cure?

Lyme disease is generally easy to treat with antibiotics in its early stages. But if left too long, treatment may involve several rounds of antibiotics.

How do I protect myself?

Make yourself a difficult meal for a tick. Nova Scotia zoologist Andrew Hebda notes that ticks aren't very active. They can't leap at you as you walk by. But if you brush up against them, they can latch on to you. Hebda recommends that you stay on trails and avoid deep bush.

Health Canada offers several tips, including:

- If infected ticks are in your area, wear longsleeved shirts that fit tightly around the wrist, and long-legged pants tucked into socks or boots. Light-coloured clothing makes it easier to see if there are any ticks on your clothes.
- Wear shoes that cover your entire foot avoid sandals in areas where ticks might be.
- Use insect repellents that contain DEET to repel ticks. Repellents can be applied to clothing as well as exposed skin.

How easy is it spot a tick?

Adult ticks are about two- to five-millimetres long and are not too difficult to spot. But in their nymph form, they are the size of a poppy seed. At this stage, the nymph requires a blood meal to reach adulthood.

"Basically look for freckles that move," Hebda said.

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National Collaborating Centre for Environmental Health

Centre de collaboration nationale en santé environnementale

Lyme disease...continued

What should I do if I find a tick?

If the tick is embedded in your skin, Hebda says, using tweezers, carefully remove it without detaching its mouth. It's virtually impossible to identify species of ticks without the mouth part. Health Canada labs will not analyze ticks if they are missing the mouth.

"If you can't remove it," Hebda says, "see your family physician."

Do ticks tend to seek out specific areas of the body?

Blacklegged ticks need about 48 hours for a proper feeding. Hebda says they tend to seek out more secluded parts of your body, like "behind the knees and points further north."

Hebda adds, despite the risk, there's absolutely no reason you should avoid the woods or stay away from trails.

"When you come in, just wipe yourself off and take a gander, see if there's anything moving."

What other steps can I take to minimize the risk?

There are several steps you can take to make sure your yard does not become a haven for ticks that might be able to infect you with Lyme disease.

- Keep grass on your property well cut to reduce the amount of habitat suitable for ticks.
- Remove leaves and brush around your house and at the edges of lawns.
- Create a barrier of wood chips between lawns and wooded areas to restrict the

migration of ticks. Ticks love cool, damp areas. They hate hot, dry places.

- · Check your pets regularly for ticks.
- · Keep the ground around bird feeders clean.
- · Stack wood neatly and in dry areas.
- Keep playground equipment, decks and patios away from the edge of your yard and away from trees.
- Discourage deer: if they come on your property, don't feed them. Construct barriers to prevent them from coming on to your property.

Are there other illnesses that can be passed on by ticks?

Yes. Ticks can pass on more than just Lyme disease. These include:

- Human granulocytic anaplasmosis a
 disease that is often difficult to diagnose
 because symptoms can be non-specific. Most
 people experience headaches, fever, chills,
 myalgia and an overall sensation of not
 feeling well.
- Human babesiosis a malaria-like infection first identified in the U.S. on Nantucket Island in Massachusettes.
- Powassan encephalitis virus a potentially deadly disease named for the Ontario town where it was first diagnosed. There have been as many as 27 cases across North America since 1958.

Tick-borne illnesses normally present themselves between June and September.









Canadian Institute of Public Health Inspectors L'Institut canadien des inspecteurs en santé publique

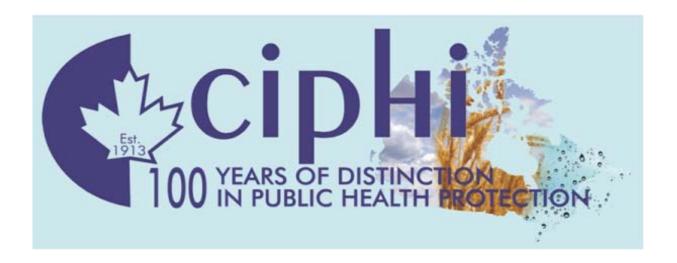
Protecting the Health of Canadians One Inspection at a Time

2013 marks the 100th Anniversary of the Canadian Institute of Public Health Inspectors

WINNIPEG, MB, April 19, 2013 /CNW/ - One hundred years after Canada's leading governing body for certified public health inspectors was formed, the Canadian Institute of Public Health Inspectors (CIPHI) continues to serve the community by ensuring the food we eat, the water we drink, and the air we breathe, are safe.

In the 100 years since its founding, certified public health inspectors have played a major role in protecting Canadians and promoting public health by inspecting public facilities and educating the community. Certified public health inspectors are employed by federal, provincial and local governments, First Nation Tribal Councils, and the private sector, and are involved in the inspection of food premises, recreational water, healthcare and childcare facilities, personal service settings, drinking water systems, and implementing disease and health hazard control.

CIPHI is planning numerous celebrations throughout 2013, including the feature event, the 2013 Annual Educational Conference in Winnipeg, Manitoba on June 23rd to 26th, 2013. CIPHI looks forward to engaging communities across Canada throughout the year to celebrate this laudable and important milestone. For more information, visit www.ciphi.ca or follow us on Facebook at www.facebook.com/ciphi100 and Twitter at https://twitter.com/CIPHI100.



Health Protection: Cornerstone of Public Health
Promotion et Protection de la Santé: Fondement de la Santé Publique

Victoria Christmas Luncheon

A delicious meal, good conversation and fun prizes summarize another great Christmas luncheon on the Island. December 12, 2012 Environmental Public Health Professionals from around VIHA came together to celebrate the season and the profession.









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Centenary Award for CIPHI BC Branch Nominations being accepted until July 31, 2013

This 100th anniversary award is designed to recognize notable Environmental Public Health Professionals, who has contributed significantly to the public health of BC.

Centenary Award -BC Branch Criteria include:

- · Person(s) is an active, living CIPHI member(s) (or had been active, if now retired) i.e. involves and participates in BC Branch activities/business.
- Promotes the professional standards of the Canadian Institute of Public Health Inspectors
- · A leader and/or innovator in environmental public health (not necessary in a management position)
- · A steadfast supporter of CIPHI and its mission
- · Made significant contribution(s) to the advancement of the professional association, the field of Environmental Public health and/or the betterment of public health in general;
- Dedication to the profession over an extended period of time e.g. e" 20 years, and any other public health related community involvement.

For a nomination form and more information visit out website www.ciphi.bc.ca



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MembershipPeriod January 1 to December 31, 2013

I hereby make application for Membership (see list below) in the Canadian Institute of Public Health Inspectors. This application implies that membership is to continue until resignation is tendered, or until membership is discontinued under the conditions contained in the By-Laws of the Institute. CPHI(C) Certificate #: ______Year Issued: _____ How many years have you been a member of CIPHI? __ ☐ No Changes From Last Year ☐ Yes, Changes—See Below (Complete section below nly if personal information has changed * Date of Birth: * Name:_ Middle First (For identification purposes) Dav Home Address: Street Address Home Phone #: ___/__ _____ Home Email Address: ___ _____ Work Phone #: ____/____ Ext. _____ Present Employer: _ Work Email Address: Employer Address: Street Address City / Town By checking the following boxes, the application / undersigned does not give permission for CIPHI to provide his / her name and contact information to CIPHI stakeholders and corporate / affiliate members for the purposes of:

CIPHI fundraising Information from Corporate / Affiliate members Code of Ethics As a Member of the Canadian Institute of Public Health Inspectors, I acknowledge: That I have moral obligations relating to my professional practice in return for the trust given to me by society. I am obliged to uphold the law and to act to protect the public's health, follow the Constitution, the Bylaws, the Standards of Practice of CIPHI, and conduct myself in a manner worthy of the environmental public health profession and practice in accordance with these fundamental principles and ethics including: Promoting Justice · Promoting Evidence-Informed Decision Making Being Accountable · Promoting Health, Well-Being & Collaboration · Maintaining Privacy & Confidentiality · Competent Practice My signature hereon constitutes a realization of my personal commitment to the Code of Ethics of CIPHI. * Signature: * Date: ☐ Student Please check the type of membership you require:

Regular □ Retired □ Fraternal On the table below, please *circle the dues amount* hat corresponds with the branch and membership type you wish to apply for. NOTE: The branch is the province in which you reside unless you live in Northwest Territories, Nunavut, or Yukon. For the NWT and Nunavut, please select Alberta branch, for the Yukon, please select British Columbia branch. NOTE: As of October 15, 2012, membership prices now include taxes based on Branch registration. If you reside outside Canada and do not hold a CPHI(C) certificate, please select International membership. **Branch** Membership British Nova Scotia / NFLD / Type Alberta** Saskatchewan Manitoba Ontario Quebec **New Brunswick** Columbia** PEI** Labrador Tax Rate 13% 5% 13% 12% 5% 5% 5% 15% 13% \$200.00 plus tax \$190.00 plus tax Regular Dues (by branch) \$200.00 plus tax \$195.00 plus tax Total Dues With Taxes \$224.00 \$210.00 \$210.00 \$210.00 \$226.00 \$210.00 \$226.00 \$224.25 \$214.70 \$52.50 \$52.50 \$52.50 \$52.50 \$56.50 \$57.50 \$56.50 Retired Dues \$50.00 \$56 00 \$56.50 Student Dues \$50.00 \$52.50 \$52.50 \$52.50 \$56.50 \$52.50 \$56.50 \$57.50 \$56.50 \$56 00 Fraternal Dues \$120.00 \$134.40 \$126.00 \$126.00 \$126.00 \$135.60 \$126.00 \$135.60 \$138.00 \$135.60 International Dues \$105.00 (taxes not applicable) Non-CPHI(C) Holder ** CIPHI is required to collect the higher tax rate of the participating provinces / territories. * Payment is made by: Credit Card Type:

Visa ■ MasterCard ■ American Express ■ Personal Cheque Number on Card: _ _ _ / _ _ _ / _ _ _ / _ _ _ _ / _ _ _ _ / Credit Card Money Order Expiry Date: _ _ / _ _ ■ Employer (cheque or credit card info attached) Name on Card: Payroll Deduction (contact your HR dept for payment set up) Signature:

Please forward application & payment to: CIPHI, #720– 999 West Broadway, Vancouver, BC V5Z 1K5 Canada Phone: 604-739-8180 (Toll free: 1-888-245-8180) • Fax: 604-738-4080 • Email: office@ciphi.ca



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www.ciphi.bc.ca

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Editorial Policy

The objective of this newsletter is to keep the members of the BC Branch and other colleagues informed of local and national events that are of interest and importance to them.

The views, comments, or positions within the contents of the BC Page are those of the Editorial Team or the author and do not necessarily reflect those of either the BC Branch or the Canadian Institute of Public Health Inspectors.

The Editorial Team reserves the right to edit material submitted, solicited or unsolicited, for brevity, clarity and grammatical accuracy.

Advertising Policy

The BC Branch will accept advertising relating to health & environmental issues, products, and services. Advertisements, which the Editorial team concludes are contrary to good public health practice, environmental protection goals, are offensive or not in good taste will not be accepted.

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QUARTER PAGE....\$30 per issue
BUSINESS CARD....\$20 per issue

There is a 25% discount for a commitment of at least six consecutive issues. Changes can be made in the ad format or content during this period. Ads should be camera-ready; any extra costs necessary to prepare the ad material may be charged to the advertiser.