

December 10, 2009

Dear Environmental Public Health Professionals

Environmental Public Health Week will be January 18-24, 2010. The theme this year is "*Hygiene: An Approach To Life*". Please take some time to plan activities and events in your region to promote and celebrate your profession. Some suggestions for promoting the field of Environmental Health Officers/Public Health Inspectors are:

- Obtain a proclamation from your local municipality or tribal council.
- Set up a manned display in a shopping mall or other areas with pedestrian traffic; use interactive displays, flashy pictures and multi-media to attract attention. Distribute pamphlets or public health promotion materials.
- Advertise EPHW on electronic bulletin boards
- Use your employer's internal and external websites to promote your profession; include a link to CIPHI Saskatchewan [www.ciphi-sk.ca](http://www.ciphi-sk.ca) and CIPHI National [www.ciphi.ca](http://www.ciphi.ca) websites.
- Contact your employer's human resources office to advertise EPHW on the employee paystubs.
- Produce and distribute promotional items such as t-shirts, mugs, pens, etc.
- Contact local newspapers, radio stations and television stations for media coverage of your event, or to run a story promoting EPHW.
- Use a translator to translate your message to another language to inform non-English speaking populations.

I'm also asking you to take photographs and submit a write-up summarizing your activities for Environmental Public Health Week so that we may share this information through our newsletter and website.

Be proud of your profession and make time to celebrate Environmental Public Health Week with your colleagues. Host a coffee party at the office, or organize an evening or weekend event as an opportunity for fellowship with your coworkers. Plan an evening out, a tobogganing party, a games night, or, dare I say, a potluck meal.

Yours truly,

A handwritten signature in blue ink that reads "Verna".

Verna Law, Councilor  
CIPHI Saskatchewan Branch