



Featuring Linda Pannozzo

Linda Pannozzo has a background in environmental science, teaching and journalism. She has been a freelance journalist for nearly 10 years and between 1998 and 2001 was executive director of the student-run organization Nova Scotia Public Interest Research Group (NSPIRG) at Dalhousie University. During that time she also helped with research on a book by Maude Barlow and Elizabeth May about the Sydney Tar Ponds titled "*Frederick Street: Life and Death on Canada's Love Canal*".

In 2002 Linda won an award for a cover story she wrote for *The Coast* about radiation exposure at the Phalen Mine in Cape Breton. The piece placed first in the Atlantic Community Newspapers Association competition and ran in the *The Ottawa Citizen*.

Linda began working for GPI Atlantic in 2001. She co-authored the *Forest Accounts*, Volume II and helped with Volume I, which were both released in November 2001. She then went on to transform the 400 page report into a 4-page tabloid geared for the general public. She is currently working on GPI's *Work Hours* component and is hoping to have a first draft by the end of May. She says the work of GPI Atlantic is already influencing policy and hopes that one day it will become conventional wisdom.

Linda lives in Fox Point on the craggy coast of St. Margaret's Bay with her husband Michael and six pets - two dogs, two cats and two goats.



Report For The AGM

The following highlights are from GPI Atlantic's annual report, which was presented to the Annual General Meeting and Board of Directors, Halifax, March 27. At the AGM, the current 14-person Board was re-elected. GPI Atlantic staff is deeply

grateful for the ongoing wisdom, guidance, and dedication of our expert Board of Directors.

On December 19 of last year the Nova Scotia government created the Office of Health Promotion. Distinct from the Department of Health, it is responsible for all matters relating to health promotion, wellness and addiction services - including problem gaming services, tobacco control and the Nova Scotia Sport and Recreation Commission.

We have been told that a report we published in October, *The Cost of Chronic Disease in Nova Scotia*, played a direct role in creating the office. The report pegged the cost of chronic disease in the province at \$3 billion and pointed out that 40 per cent of these ailments are preventable. By simply stating the facts, the report cried out for action. In fact, the government cited our numbers in its recent budget speech.

The significance of this cannot be understated: GPI Atlantic is having an impact on public policy. And the *Cost of Chronic Disease in Nova Scotia* was just one report published in 2002.

Here are the other 2002 reports:

- *Soil Quality And Productivity*
- *The Value of Agricultural Biodiversity* (both authored by Jennifer Scott)
- *The Nova Scotia GPI Fisheries and Marine Environment Accounts* (authored by Dr. Tony Charles et al.)
- *The Cost of Physical Inactivity in Nova Scotia*
- *The Economic Impact of Smoke-Free Workplaces: An Assessment for New Brunswick*
- *Impact of CAP Sites on Volunteerism*
- *Economic Value of CAP Sites as Investments in Social Capital.*
- *Income and Health in Canada*, (Karen Hayward with researchers from York University and the University of Saskatchewan)

So far, in 2003 we have produced:

- *Update of Women's Health in Atlantic Canada (2 volumes)*
- *Update of the Value of Civic and Voluntary Work*
- *An analysis of the cost of workplace illness in N.S.*
- *Cost of Tobacco in Newfoundland and Labrador*

- *Economic Impact of Smoke-Free Workplaces in Newfoundland and Labrador*
- *Cost of Tobacco in New Brunswick*
- *Cost of Physical Inactivity in British Columbia*
- *Cost of Chronic Disease in Canada*
- *A Statistical Profile of Women's Health in Canada*
- *Equity and Disease in Atlantic Canada* (Karen Hayward)
- *A health database for the four Atlantic provinces*
- *Social and Economic Development - Are they Compatible? - a Discussion Paper*
- *Caregiving and Health: Results from the Community GPI* (with Population Health Research Unit, Dalhousie University)

In sum, we are continuing to publish a significant volume of research that is informed by our philosophy of full-cost accounting and measuring the things that matter. We now have evidence that our work is having an effect on public policy. Our reports have recently been cited in the Nova Scotia and New Brunswick legislatures, we have briefed ministers and deputy ministers in all four Atlantic provinces, and presented GPI findings and results to government and opposition party caucuses and senior bureaucrats.

We are having an impact on public discourse as well as public policy. All of Nova Scotia's media regularly carry stories on GPI Atlantic and our report releases continue to receive excellent coverage. In 2002, the daily newspapers in Nova Scotia carried between 40 and 50 stories mentioning GPI Atlantic. Electronic media covered all of our report releases.

The future of GPIAtlantic is bright. We recently received approval from three funding agencies for funding for our four remaining major GPI components - transportation, energy, education, and completion of soils and agriculture accounts, and also to integrate our results into a composite Genuine Progress Index. (The other remaining components of the Index are all smaller projects).

Transportation funding is from Transport Canada's Moving on Sustainable Transportation (MOST) program. Energy, education, and integration funding is from the Social Sciences and Humanities Research Council's Initiatives on the New Economy (INE) program. Funding for completion of the GPI Soils and Agriculture Accounts (social capital component) is from the PEI Agriculture and Forestry Department and from the CARCI program of the Rural Secretariat. This is funding directly for our core mission. Special thanks to John Leon, Jennifer Scott, Bill Turpin, and James

Sullivan for their hard work on these successful funding proposals.

In addition to our current full-time staff researchers (Anne Monette, Jennifer Scott, Linda Panno, and Karen Hayward), we are grateful to Shelene Morrison, Jeff Wilson, Sally Walker, Mike Mirolla, Rob Rainer, and Andrea Hilchie-Pye for their excellent research work, editing, and writing for recently produced GPI reports.



Volunteer Burnout

A decline in the number of people volunteering in Nova Scotia could be driving remaining volunteers to burnout, according to a report released by GPIAtlantic in January 2003. Analysis of Stats Canada information revealed that the number of people volunteering in Nova Scotia has dropped 10.7% from 1997 to 2000 while annual volunteer hours per capita in the province (total hours divided by total population) actually increased to 50.1 from 42.3. "A smaller number of dedicated volunteers is being spread increasingly thin, and the danger of volunteer burnout is real," says Ron Colman.

The decrease in volunteerism also has major economic implications; lost volunteer services cost Canada \$2 billion in 2000 alone. The failure to protect and account for volunteerism, will lead to future declines in our quality of life. To view the [press release](#), click here.

The story was well reported throughout Atlantic Canada, including: Moncton Times-Transcript; New Brunswick Telegraph Journal (Saint John); ATV interview; CBC-TV news - 3 Maritime provinces; French Radio-Canada for Atlantic provinces - feature story, including interviews with volunteers and Volunteer Canada; CBC Information Morning - Halifax, Sydney, St. Johns; CBC-Radio news Newfoundland; CBC Mainstreet Saint John. CBC's [Maritime Noon](#) had a call-in show on the difficulties faced by volunteer organizations in recruiting and keeping volunteers.



Soils & Agriculture Reports featured in RURAL DELIVERY

GPIAtlantic researcher Jennifer Scott and the GPI "Soil Quality and Productivity" and "Value of Agricultural Biodiversity," reports feature in the Jan/Feb 2003 edition of Rural Delivery. Rural Delivery is an Atlantic Canada farm and country journal "dedicated to those who love farming, gardening, nature, preserving food, cooking great meals and who simply enjoy country life." The GPI article discussed the benefits of greater integration of ruminant livestock with row crop farming. The GPI report noted that increasing the number of these grazing animals benefits the soil by depositing more manure to improve fertility and organic matter content and also ups the demand for soil building forage crops. The diversified farm envisioned by Jennifer Scott takes better advantage of the agricultural "services" provided by natural ecosystems; more earthworms and other beneficial species thrive where these practices are used.

Congratulations to Jennifer for an eloquent explanation of the Soils and Agriculture component of the GPI. To view the [Rural Delivery article](#), click here.



GPIAtlantic presents at the ACORN Conference

GPIAtlantic participated in ACORN's 2003 "Atlantic Success and Innovations" conference and Organic Agri-Food Trade Show at the Westin Nova Scotian in Halifax, NS on March 13th - 15th.

Jennifer Scott gave a talk on the GPI in general, and presented results from the GPI Soils and Agriculture Accounts. For more information on ACORN visit the website at

<http://www.acornorganic.org/index.html>.



Community GPI

The GPI Halifax Inner City Project has a new office located at:

2099 Gottingen St., Suite 204.

Halifax, NS. Phone (902) 422-3685.

One of the main attractions of the office is the location in the same building as other NGO's such as Oxfam and the Council of Canadians. We would like to welcome to the GPI staff two members of the North end community who have been hired for the project- Murleta Williams as administrator and David Adekayode as Community Net facilitator.

We would like to give special thanks to Dr. Glyn Bissix (Acadia University), Dr. Peter MacIntyre (University College of Cape Breton) and Stacey Lewis (executive Director, Cape Breton Wellness Centre) For their leadership of the Community GPI in Kings County and Glace Bay.



GPIAtlantic Soils & Agriculture Accounts brought to Atlantic policy makers.

GPI Atlantic presented the Soils and Agriculture Accounts to the Atlantic Agriculture Coordinating Council on January 23rd, 2003. The Council consists of deputy ministers, assistant deputies, senior staff, academics and professionals from the 4 Atlantic Provinces. Click here for PowerPoint presentation, which includes overview of key findings from Jennifer Scott's GPI Soils and Agriculture Accounts."

Cost of Workplace Illness Report Creates a Buzz



The recent GPI Atlantic results on workdays lost due to sickness and disability has been received with great interest. It was featured in a lead article on page 3 of Chronicle-Herald and was picked up by Global TV and CBC French TV.



Report Release Dates

The following GPI reports are due to be completed by Summer 2003:

- *Parts IV and V of the Agriculture Accounts* (Jennifer Scott)
- *Air Quality* (Anne Monette)
- *Work Hours* (Linda Pannozzo)
- *Ecological Footprint for PEI*
- *Solid Waste*



Women's Health

PowerPoint presentations on Women's Health in Atlantic Canada are available on the website, tailored to each of the four Atlantic Provinces. The presentations discuss the importance of including gender in the health equation and present results on women's health in 21 Atlantic Canada health districts. Results are presented on women's socio-economic status, paid and unpaid work, social supports, health behaviours, access to health care, family violence, and other key determinants of women's health. For more information go to the [presentations](#) or to buy the [updated report](#) click here.

Glowing Reviews

It is always nice to toot your own horn... GPIAtlantic has been honored by some very positive comments. Here are a few recent examples:



- ✓ Barry Friesen (NS Department of Environment and Labour) spoke highly of the "credibility" of the GPI Atlantic work, and therefore how important our Solid Waste report will be to them, because of our reputation.
- ✓ Elizabeth Beaton, UCCB faculty, spoke of the widespread "respect" that exists for the GPI work.
- ✓ Mary Beth LeBlanc, Cape Breton Health Care Complex spoke of how the GPI work was regularly used and referenced in her Dalhousie University graduate class.

Media Reports



- ✦ [Ron Colman interviewed on CBC national TV about shorter work time as alternative to lay-offs - CBC TV news and Newsworld.](#)
- ✦ [Full-page article on GPI Atlantic health and cost of physical results in Sport Nova Scotia quarterly newsletter, distributed as insert in Halifax daily newspapers.](#)
- ✦ [GPIAtlantic results cited in Heart and Stroke Foundation opinion editorial published in the Chronicle Herald.](#)
- ✦ [Chronicle Herald cites GPI Forestry Report in editorial on Sustainable Forestry.](#)
- ✦ [Danny Graham quotes from the GPI "Cost of Chronic Disease" report in his Leader's column in Chronicle Herald.](#)
- ✦ [Article on Nova Scotia GPI in the Ottawa Unitarian, December 2002, \(publication of the First Unitarian Congregation of Ottawa\).](#)
- ✦ [Three GPI Atlantic reports listed in the Atlantic Region Online Resources on Tobacco Reduction.](#)
- ✦ [GPIAtlantic cited in Chronicle Herald article on importance of healthy eating.](#)
- ✦ [Interview on "Cost of Chronic Disease" on Antigonish's CJFX.](#)
- ✦ [Reality Check \(Forestry Edition\) featured in the Canadian Centre for Policy Alternatives Monitor](#)
- ✦ [Cost of Chronic Disease & The Economic Impact of Smoke-Free Workplace included on Nova Scotia's Department of Health website.](#)
- ✦ [Herald editorial "What are they smoking?" cites GPIAtlantic numbers on second-hand smoke deaths, economic costs of tobacco, and tobacco deaths.](#)
- ✦ [In the Chronicle-Herald, GPIAtlantic researcher Linda Pannozzo questions validity of APEC's double counting of the indirect jobs from forestry. In response, Forest Products Association of NS admits that APEC indirect job numbers are wrong](#)
- ✦ [Ron Colman interviewed by CBC Radio in London, Ont. regarding smoke-free places report.](#)
- ✦ [Results of Women's Health in Atlantic Canada 2003 update presented on CBC News and CBC Mainstreet in PEI, and on CBC Mainstreet, Fredericton, and in other print, TV and radio media.](#)
- ✦ [A short videotape on GPI Atlantic was recently filmed for use in Ontario.](#)



GPI Presentations

- ✚ Jan. 15-16: GPI Smoke-Free workplaces results presented to Shelburne and Barrington health and community groups.
- ✚ Feb-Mar: GPIAtlantic presents latest Women's Health results in NB, PEI, NF and NS. At Fredericton presentation, Lieutenant Governor and NB Leader of the Opposition were in attendance.
- ✚ GPIAtlantic presents to the directors responsible for Culture in the Atlantic region.
- ✚ March 28: GPI full-day workshop on natural resource accounting, sponsored by the Bay of Fundy Ecosystem Partnership, and public presentation on Measuring Genuine Progress - The Quiet Revolution, both at Mt. Allison University, Sackville, NB
- ✚ March 14: "The Effect of Nova Scotia's Genuine Progress Index on Provincial Politics" presented to the International Sustainability Indicators Network meeting in Toronto.
- ✚ March 15: GPI Atlantic founding member of new Canadian Community of Indicator Practitioners established Toronto March 15, 2003.
- ✚ March 25: Halifax Inner City GPI presented to the Board of Directors of the Halifax Inner City Initiative.
- ✚ March 24: GPI Pay Equity and Health report presented to The New Brunswick Wage Gap Roundtable, and the NB Minister responsible for the Status of Women. Presentation available on GPI web site.
- ✚ March 19: Presentation, "Economic and Social Development - are they Compatible?" to federal economic development committee and associated provincial deputy ministers
- ✚ St. John's April 1-2: Presentation of Newfoundland and Labrador (NL) Cost of Tobacco and Smoke-Free Workplaces reports to NL Health, Safety and Compensation Commission, hospitality industry representatives, NL government Ministers of Health, Labour, and Finance and their staffs, Alliance for Control of Tobacco board of directors, and NL NDP leader. Press conference release of report, interviews on NL radio and TV, CBC, and one-hour call-in show.
- ✚ Feb. 19, Fredericton, GPI meeting with NB health policy planners and researchers.
- ✚ Feb. 20: GPI Atlantic participation in full-day Canadian Population Health Initiative workshop - academics and policy planners from four Atlantic provinces, Fredericton.
- ✚ Feb. 21 Charlottetown, two presentations on Social Exclusion and Social Inclusion in PEI. (presentation on website)
- ✚ Feb. 21: meeting with PEI Deputy Minister of Health and senior policy staff.
- ✚ Feb. 22 Halifax, 10am-12noon: Presentation on Costs of Chronic Disease in Nova Scotia to Board of Directors, Heart and Stroke Foundation.
- ✚ March 31: GPI meeting with Heather Crowe, first Canadian to win workers' compensation claim for lung cancer resulting from second-hand smoke exposure, Neil Collishaw, president of Physicians for Smoke-Free Canada, and Robert Strang, chief medical officer, Capital Health District.
- ✚ April 1: Bill Turpin, GPI Atlantic managing director, presents GPI smoke-free workplaces results to Halifax Regional Municipality public hearing on smoke-free bylaw.
- ✚ Community GPI tobacco results presented to the four King's County Community Health Boards, Wolfville.
- ✚ April 9, Glace Bay: presentation by Deborah Kiceniuk, Population Health Research Unit, Dalhousie University, of Community GPI caregiving results to health professionals, caregiving support groups, and community representatives.
- ✚ April 9, Glace Bay: Transfer of Glace Bay GPI ownership to new community organization in Glace Bay.
- ✚ April 10: Glace Bay: Presentation by Dr. Peter MacIntyre, UCCB, of Community GPI peace and security results to community stakeholders, including Cape Breton Regional Policy, victim services, Elizabeth Fry Society, John Howard Society and more; and press conference for first public release of Glace Bay Community GPI results.
- ✚ April 11: Ottawa: Presentation of results from A Statistical Profile of Women's Health in Canada to full-day consultation on women's health indicators, Women's Health Bureau, Health Canada



Upcoming Events

- **May 7-9:** Ron Colman gives three days of presentations on GPI in Auckland and Wellington, New Zealand; meetings with Marilyn Waring.
- **May 13:** Presentation of Equity and Disease in Atlantic Canada results to Canadian Public Health Association annual conference, Calgary, Alberta
- **May 16:** GPI Presentation on Costs of Obesity, Oklahoma City, Oklahoma, USA
- **May 22:** GPI Atlantic Board of Directors meeting, 4pm, Halifax.
- **May 26:** GPI Atlantic presentation to Nova Scotia deputy ministers.
- **May 29:** Presentation on Costs of Chronic Disease and Costs of Tobacco to Cumberland County health authorities.
- **June 5-6:** Presentation of Community GPI results to Kings County community organizations. Thanks to Leonard Poetschke for his hard work facilitating transfer of ownership of community GPI data and leadership to Kings County community groups.