



BOARD REPORT

Friday October 15, 2010

PROGRAM REPORT OCTOBER 2010



101 17th Street East, Owen Sound, ON N4K 0A5 30 Park Street, P.O. Box 248, Walkerton, ON N0G 2V0

OWEN SOUND
519-376-9420

WALKERTON
519-881-1920

WEBSITE: www.publichealthgreybruce.on.ca

We work with the Grey Bruce community to protect and promote health.

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HEALTHY COMMUNITY DEVELOPMENT

New Resource for Area Businesses

A new half-page public health flyer is now available to businesses in the area who offer products or services to the public. This resource encourages business owners to contact public health before they open a new business or begin renovations on an existing business. By talking to us first, businesses can save time and money as well as reduce liability. Public Health Inspectors can provide information, advice and support, go through applicable regulations and safety standards, review plans, schedule inspections and/or make referrals to appropriate governing agencies. Relevant businesses include (but not limited to) food premises, cafeterias, daycares, salons and spas, tattoo and piercing studios and nursing homes. This resource is available at local Municipal, Administration and Planning offices as well as Chambers of Commerce.



“I want to be part of a healthy community...”

As a follow up to the 2010 Healthy Communities Conference, the media strategy “I want to be part of a healthy community...” launched this fall. The campaign is designed to engage Grey Bruce residents to initiate conversations with their neighbours and local community leaders about making positive changes for a healthier community.

The strategy utilizes radio and print media along with a Facebook page *Grey Bruce Gets Healthy*. Venues were selected as a means to engage a broad audience to recognize the important role that they can play in shaping the economic, social and built environments of their community. Information presented demonstrates the connection between health and having healthy choices easily available where one lives, learns, works and plays.



The material prepared for this initiative took into consideration opinions that were received during various consultations. Campaign materials include:

- Media release *Speak Up for a Healthy Community*.
- A fact sheet outlining key questions to start conversations on how together we can create healthy communities.
- A brochure *Preventing Falls Together in Our Community* and a *Fall Safe Checklist* that supports residents and community leaders in assessing their neighbourhood.

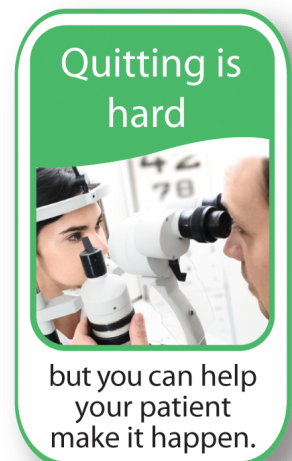
A number of our strategies target community engagement to support the goal of creating a culture of health within Grey Bruce.

CLIENT SERVICES

Tobacco Cessation Update

The provincial government is currently in the process of renewing the Smoke-Free Ontario Strategy, including determining the direction for a provincial cessation plan. This fall across Grey Bruce, a number of initiatives are underway to help people quit smoking.

- *Thinking of Quitting? Ask Me, I Can Help* is an outreach campaign targeted to Health Care Providers to support them in providing cessation interventions to their patients. Dental, Optometry and Family Health Team offices, across South-Western Ontario, have been mailed tools and resources to assist in delivering an effective cessation intervention to clients who smoke. Throughout the month of October, Health Care Providers are also encouraged to wear buttons inviting patients to discuss quitting.



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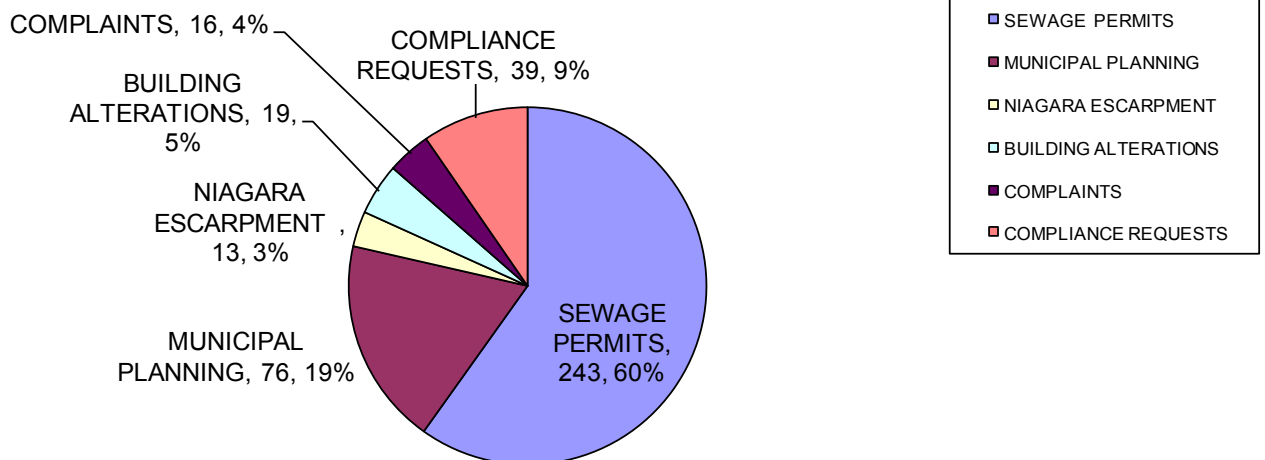
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- On September 27, Public Health, in partnership with the Mental Health Wellness Committee, brought together 35 Health Care Professionals to learn about providing cessation interventions to clients and to hear about the community resources available for additional support. Presentations were given on the Ottawa Hospital Model for Smoking Cessation, Keystone’s Healthy Choices Program, Smokers’ Helpline, nicotine replacement therapies and other stop smoking medications.

Public Health will host the *STOP on the Road Study* starting November 4 in both Owen Sound and Hanover. The study provides eligible adults with five weeks of free nicotine replacement therapy (patch, inhaler, lozenge or combination of patch and gum) along with other helpful stop smoking information. The *STOP Study* is conducted by the Centre for Addiction and Mental Health with funding from the Ontario Ministry of Health Promotion.



Environment Program Statistics 2010



Changes to Environment Program Filing Procedure

Significant changes were implemented this year to the Environment Program's filing process. All the Building Code permit and planning documents are being digitally scanned to create PDF files. These are now stored by Assessment Roll number. The changes make for easier file searches and quicker access to these documents. The digital format allows building permits and planning documents to be exchanged electronically with our municipal partners. This process is also being expanded to include communicating with some septic installers. The result is a more efficient, timely and cost effective means of communicating with clients and partners.

Healthy Babies Healthy Children

The Healthy Babies Healthy Children program has a unique opportunity to support clients within their home environment. This offers a broader scope of assessment; not only are areas such as the physical health of the child or baby addressed, but it is also an opportunity to look at the larger surroundings of where the children live. For example, a Public Health Nurse or Parent Support Worker will discuss with the families issues of living with black mould, second-hand smoke, not immunizing the children or destructive parenting (i.e. inconsistent messages, no routines, yelling/threats). On other occasions Using Motivation Interviewing Techniques and Stages of Change, they may counsel clients to feel more confident in continuing their education or employment which can provide a better life for themselves and their family. Viewing the client in a holistic manner is critical to helping these families work through their challenges and, in turn, benefit their children.

In the second quarter (April to June), 655 home visits were conducted by either a Public Health Nurse or a Parent Support Worker.

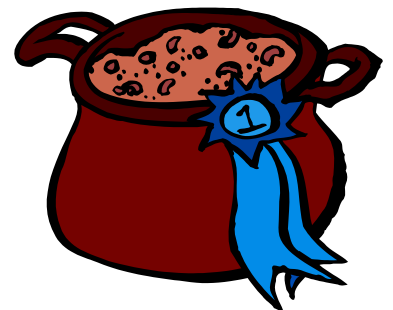


ENFORCEMENT/RESEARCH/SURVEILLANCE

Summer 2010 Food Safety Activities

The new electronic inspection program, Health Space, was first piloted during food premise inspections this past summer. This system allows a Public Health Inspector to work directly with the electronic inspection program on a tablet laptop while at a location. Information is available immediately for the owner/operator to identify areas in compliance or issues that may require further development.

There are many cultural events, fairs and festivals throughout Grey Bruce each summer. Public Health Inspectors work with the event organizers and individual food vendors to make certain proper food handling requirements are in place. When needed, onsite food safety inspections are conducted at the larger events. This communication and partnership helps confirm adequate food safety controls are in place and that legislative requirements are being met to help ensure a successful event.





Medical Officer of Health

REPORT TO THE BOARD

Friday, October 15, 2010

I sincerely thank all of you who have served on the Board of Health over the past four years. Your efforts helped to direct Health Unit programs and services as we move into an expanding role in community development. There has been notable progress in looking upstream with both ongoing and new initiatives to prevent disease for all residents of Grey Bruce. It has been a great experience to work with you on this process. The Grey Bruce Health Unit has undergone significant changes with a new building, new provincial standards, beginning of an accountability system for the standards and major adjustments in the way we organize our work. You have been diligent and committed to the task.

I hope that those of you who desire to contribute to municipal government for another term are successful in the election and I would be delighted should you continue to serve on the Board of Health. Those of you who are retiring to other opportunities, I am sorry that I will not see you regularly but I know I will see you out there encouraging healthy community building. That task takes all of us!

The World Health Organization defines health as, “a state of complete physical, mental and social well-being, and not merely the absence of disease or infirmity... the extent to which an individual or group is able to realize aspirations and satisfy needs, and to change or cope with the environment.” Living organisms must be able to change and adapt to their environment or they will not survive. Similarly, healthy organizations have to be resilient and responsive to the changing surroundings.

Again, I thank the Board of Health for the leadership and vision you have provided to the Grey Bruce Health Unit over the past years.

Hazel Lynn