

# PROGRAM REPORT

## JANUARY 2011



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

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### HEALTHY COMMUNITY DEVELOPMENT

#### **New Performance Management System**

A new Performance Management System rolls out for staff at the Health Unit in 2011. Performance management is a cycle of managing employee for continuous improvement where goals are created; competencies are incorporated; and constructive feedback is provided. Developed by the Education and Training Systems Committee in conjunction with the Human Resources department, this new system incorporates the *Public Health Core Competencies* developed by the Public Health Agency of Canada and the Ontario Public Health Agency. These eight competencies (Communication; Assessment & Analysis; Policy & Planning; Partnerships, Collaboration & Advocacy; Diversity & Inclusiveness; Technical Skill; Leadership; and Ethics & Professionalism) describe the essential knowledge, skills and attitudes necessary for the broad practice of public health. During 2010, training was provided to the management committee and a pilot project was conducted with a small group of staff and their manager. For 2011, the focus will be on two specific competencies, Communication and Assessment & Analysis. The Education and Training Systems Committee will provide opportunities for staff to become more familiar with these two competencies and will assist staff in developing skills for managing the new system.

## Brockton-South Bruce Healthy Community Team Partnerships

The Brockton-South Bruce Healthy Community Team partnered with the Municipality of South Bruce to establish a fitness centre in Mildmay. Students in grades 6-8 were given free access to the facility and provided instruction on the proper use of the equipment. The program also included sessions on healthy living including healthy eating, physical activity, alcohol and drug use, mental health and injury prevention. To date, a session on healthy eating has been completed in partnership with both local schools and the Brockton Family Health Team. During this session, 85 students learned about menu planning, healthy food and drink choices and proper hand hygiene. Future sessions are planned this winter and spring. Funding was from a Healthy Communities grant from the Ministry of Health Promotion and Sport.



The Brockton-South Bruce Healthy Community Team, Municipality of Brockton and Mary Immaculate School in Chepstow partnered to develop *C.H.E.R.I.S.H.* (Caring, Healthy, Energetic, Responsible, Informed, Safe, Healthy), a program targeting female students in grades 5-8. *C.H.E.R.I.S.H.* provided opportunities to learn or enhance lifestyle skills in a variety of areas including physical activity, healthy meal preparation and eating, self esteem, food safety, art therapy, internet safety and bullying. The program garnered positive comments from the school principal, parents and the participants. The Municipality of Brockton Parks and Recreation received Youth Engagement funding through the Ministry of Health Promotion and Sport.

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## Bridges Out of Poverty

In 2009, the Grey Bruce Health Unit identified poverty as a strategic direction for program planning. With this objective, resources were directed toward staff training. During 2010, 162 staff and community partners participated in the “Bridges Out of Poverty” training based on *A Framework for Understanding Poverty* by Ruby Payne. Sessions included case studies, detailed analysis, charts, video presentations and a variety of exercises.

### “Bridges Out of Poverty” Overview (30 minutes) - 62 staff trained

- Healthy Communities Site Centralized Team (March 12)
- Public Health Nurses meeting (March 26)
- Program Managers-Program Planning and Leadership meeting (May 27)

### “Bridges Out of Poverty” Introductory Training with Public Health Community Teams and Community Partners (90 minutes) - 90 staff and 10 community partners trained

- Chatsworth/Southgate/Grey Highlands held at Participation Lodge (September 22)
- Saugeen Shores/Arran-Elderslie held at Saugeen Shores Community Complex. Participants included the Manager of Recreation and Culture, Town of Saugeen Shores (October 20)
- Hanover/West Grey at Hanover Municipal Office. Partners included Salvation Army (2), Habitat for Humanity (2), Big Brothers/Big Sisters (2), Hanover Mayor, town staff (2), church representative (October 22)

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- Brockton/South Bruce held at Walkerton Office (November 2)
- North and South Bruce Peninsula held at Owen Sound Office (November 22)
- Kincardine/Huron-Kinloss held at Walkerton Office (November 23)
- Owen Sound/Georgian Bluffs held at Owen Sound Office (November 23)
- Meaford/Town of Blue Mountains held at Owen Sound Office (December 8)

During 2011, the Grey Bruce Health Unit's poverty strategy will build on this training to align programs and services with the goal to improve health outcomes for targeted vulnerable populations.

## Healthy Communities Campaign

"I want to be part of a healthy community!" was the theme of a social marketing campaign launched by the Grey Bruce Health Unit in the fall of 2010. Based on a model first developed in Sudbury District, the campaign sought to increase awareness of and to encourage individuals, municipalities, organizations and businesses to work toward building a healthy community.

Direct mail, posters, cards, newspaper, radio, television and social media messaging were employed to support community members to recognize the various facets of what makes a healthy community. The campaign aimed to empower individuals and communities toward positive change. Community members were urged to "speak up" to their community leaders to make healthy communities a priority and to influence healthy public policy.

The campaign laid the foundation for future promotions that will target specific components of a healthy community. Key messaging in 2011 will focus on walkability and active transportation.

## ENFORCEMENT/RESEARCH/SURVEILLANCE

### On-site Sewage System Maintenance Inspection Programs



On-site Sewage System Maintenance Inspection Programs (often referred to as "Re-inspection Programs") are a valuable tool to ensure that systems function properly and to educate householders on the care and maintenance of their systems. Maintenance Inspection Programs are not new to the area. Some local townships/municipalities, such as the Township of Huron-Kinloss, as well as the Grey Bruce Health Unit have or continue to run programs.

Amendments to the *Ontario Building Code*, coming into effect in 2010, reflect the importance of Maintenance Inspection Programs. The amendments require phasing-in of mandatory Maintenance Inspection Programs for the Lake Simcoe watershed and throughout the province *in certain parts of "vulnerable areas" located in source protection areas, as identified through the source protection planning process under the Clean Water Act*. As well, the amendments contain language governing the establishment of discretionary programs in other areas. (Ministry of Municipal Affairs and Housing, *Amendments to the Building Code*, August 31, 2010)

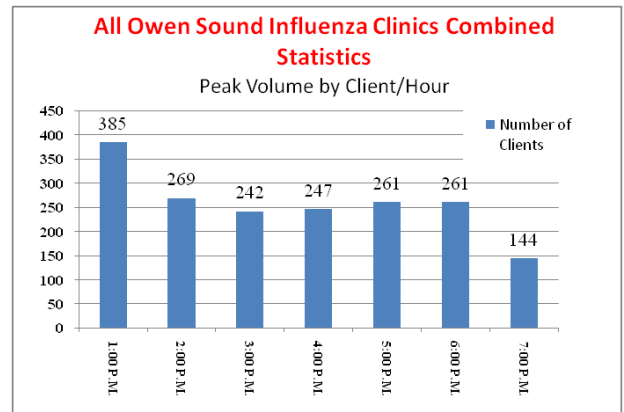
As part of the 2011 Operational Plan, the Grey Bruce Health Unit will explore options to participate with local townships/municipalities to establish new Maintenance Inspection Programs. Preliminary, informal discussions with local building officials suggest there is keen interest in these programs and a desire to adopt a consistent approach across jurisdictional boundaries.

## CLIENT SERVICES

### **Influenza Clinic Tracking Software**

Public Health administered the annual seasonal influenza vaccine to 4,455 people at 14 community clinics held across Grey Bruce in 2010. The total is down significantly from 2008 when 7,444 people were vaccinated at 15 community clinics. This decrease is the result of a greater number of family health teams, pharmacies, workplaces and private nursing agencies now administering the vaccine. The 2010 statistics were not compared to 2009 due to the irregular immunization process required for the H1N1 response.

This past year was the second time community immunization clinics employed the Clinic Events Management System (CEMS) computer software to electronically document vaccination rates. The program was able to track a client's movement through the community clinic. The average time a client spent from the point of registration to receiving the injection from a nurse was 7.2 minutes. The benchmark for health units using CEMS software is 15 minutes from registration to injection. This does not include the amount of time a client spent in line prior to registration nor the 15 minute waiting period after an injection.



The CEMS was also able to capture peak attendance hours at each clinic. For the majority of the 2010 influenza clinics, the first hour was the busiest with attendance leveling off during the middle hours and declining towards the end (see table). By examining peak attendance hours, we will be able to adjust clinic times to better suit client needs and to staff accordingly.

As of November 30, 2010, Public Health distributed 41,540 doses of influenza vaccine to hospitals, long-term care homes, retirement homes and physicians' offices across Grey Bruce. An additional 4,180 doses of vaccine were issued to health care agencies, workplaces, correctional facilities and Community Care Access Centres. In 2008, a total of 49,600 doses were distributed.

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### **Building Healthy Smiles, One Smile at a Time**

There has not been a large uptake since the October 15 launch of the Healthy Smiles Ontario program in Grey Bruce. By November, only 16 applications have been distributed and six children enrolled. It is not always easy for clients to acknowledge financial hardship and to navigate the healthcare system to access the program, but we are working to provide support for clients in need. Broader promotion of the program to area dentists, families, healthcare and social service providers is being implemented.

We want families that are without dental coverage to recognize Public Health offers a variety of dental health programs for children 17 years of age and under. Health Smiles Ontario is for families with an adjusted family net income of \$20,000 or less. The Children In Need Of Treatment provides emergency oral care for children in families who could not otherwise afford the cost of treatment. At preventative clinics, Public Health Dental Hygienists offer scaling, polishing, fluoride or other preventive treatments.

The Oral Health Services team is working to build healthy smiles in Grey Bruce, one smile at a time.