

## MESSAGE FROM THE BOARD CHAIR: ANDY SHARPE

# Helping Now

## **Helps Our Future Health**



**Andy Sharpe**PCCHU Board Chair

The Peterborough County-City Health Unit enjoyed a number of successes in 2011 that are exciting not only because they benefit public health now but for years to come. A proud moment for all came with the opening of the Community Dental Health Centre in downtown Peterborough and

with it an expanded public health dental program for families living on low-incomes. The arrival of the Health Unit's new mobile dental clinic bus was another notable milestone in 2011 that meant eligible county residents who face transportation barriers could now access both preventive and treatment services. The hard working staff at the Health Unit continued to make a difference in the lives of many, through family home visits, vaccination clinics, parenting workshops, safe food handling courses, youth events, counselling sessions for tobaccofree living, and prenatal classes, just to name a few activities. Great progress was also made laying the foundation for a future Community Food Hub to build community connections and reduce isolation from poverty through food sharing opportunities. I am grateful to be part of such a dynamic public health team, and appreciate the excellent work of my fellow board members whose strong governance enabled the Health Unit to be so successful in 2011.

## MESSAGE FROM MEDICAL OFFICER of HEALTH: DR. ROSANA PELLIZZARI

## **Inspiring Change**

## for Everyone's Good Health



**Dr. Rosana Pellizzari** MSc, CCFP, FRPC

It was exciting to see the important work of public health galvanize the attention of our community in so many ways throughout 2011. Our many programs not only make a difference in the lives of thousands of local residents but build a deeper appreciation about

the way the social determinants of health require systemic change to sustain these positive health outcomes. For example, the new dental clinic that opened this year created opportunities to provide more families on low-income with the dental care they deserve while expanding our local public health infrastructure to serve future vulnerable populations once eligibility criteria increases for government assistance programs. It may sound farfetched, but it's not: investing in someone's dental care is also an investment in their employability, their self-esteem, and their capacity to contribute to society. Public health is built on this premise and I am proud of the excellent work of all Health Unit staff who drive the programs and build the relationships needed to make far-reaching changes at the local, provincial and federal levels. In 2011 the Health Unit and our partners achieved impressive results for our community in the denormalization of tobacco, improving food security, ensuring more children and adults were protected from disease thanks to the province's expanded immunization program, and helping families stay strong and healthy. These efforts beautifully complemented the work of the Board of Health who advocated on a number of health issues, from the need to regulate energy drinks to banning smoking in movies. Reflecting on our accomplishments in 2011 inspires us to remember that by working together to build a healthier community we are also building a healthier society for all.



### **Blue Green Algae Blights Local Lakes**

The summer of 2011 saw several blue-green algae blooms in the lakes throughout Peterborough County. Blue-green algae are naturally-occurring phenomena in fresh water that can produce toxins when it is dying or disturbed. This can put the health of people and animals at risk. For example, residents are advised not to use the water for any means as even boiling it releases the toxins into the water as the algae dies. Residents and cottagers were provided with the information to identify potentially toxic forms of blue green algae and how to protect themselves.

## **Building Bonds: Baby Massage Training**

In November, the Infant and Toddler Development Program (ITDP) teamed up with Fleming College to promote parent-child attachment. While learning basic infant massage techniques from Massage Therapy students, parents also learned to follow their infant's verbal and non-verbal cues. Understanding a child's

cues allows parents to respond to their child's needs appropriately. This plays a big part in growing a mentally healthy child through a secure parent-child attachment. This



program was not only a success in enhancing parenting skills through the face-to-face, hands-on interaction of infant massage, it was also free of charge!

### **Medicine Cleanout Campaign**

In April, the Health Unit teamed up with the Peterborough-Lakefield Community Police Service to encourage local residents to clean out their medicine cabinets and safely dispose of expired medications. This campaign helped raise awareness that medications are also the most common cause

of poisoning in young children, and that the misuse of prescription narcotics is a growing health concern in our community, especially for youth. A 2009 study found



that one in five Ontario students in grades 7 to 12 had used prescription opioids non-medically. It also revealed 74% of those students, who had used, found these drugs at home. Another study showed that Peterborough was one of the 10 top counties in Ontario for prescription drug and opioid-related deaths. Thousands of pills and medications were returned to the 24 participating pharmacies, protecting both youth and the environment.



### 2011 AT A GLANCE

### **Butt Out Smoking in Movies**

As part of their effort to denormalize tobacco use, Health Unit Peer Leaders turned the spotlight on the unhealthy influence smoking

movies has on youth. They held a free screening of the movie "The

Nightmare Before Christmas"
in November and invited local
youth to enjoy free popcorn, hot
chocolate, games, and prizes
while watching a movie that
did not portray tobacco usage.
More than one hundred teens
came out to raise awareness
about this deceptive tactic of the
tobacco industry and take in the

snow. Participants also learned about the important recommendations put forward by the Ontario Coalition for Smoke-Free Movies, such as applying the 18A rating to new movies in Ontario that promote smoking, playing antismoking advertisements before each movie, and requiring film producers to stop identifying tobacco brands.

### **Poverty Gets Graded**

Another milestone in 2011 was release of Peterborough's first-ever Poverty Report Card. Developed with partners from the Peterborough Poverty Reduction Network, this important tool profiled local social, economic, educational and health indicators that were carefully chosen to accurately reflect the area's overall poverty status. Each indicator was measured against similar provincial indicators for easy comparison so Peterborough's situation could be understood within Ontario's poverty context. This document was shared with politicians and citizens as a benchmark

to evaluate future performance of efforts and to reduce the level of poverty. The need for a report card grew out of the 2008 goal stated by the Ontario government to reduce the level of poverty by 25% in five years and hold all levels of government accountable.

### More Support for Moms with Perinatal Mood Disorders

The Health Unit partnered with local community agencies providing service to pre and post natal women to produce a Perinatal Mood Disorders (PMD) "Toolkit" for health care providers in the Peterborough community. The toolkit assists healthcare providers to identify and support women at risk for, or who may be experiencing mood disorders such as



depression, the most common complication of childbearing. It includes screening forms, a care pathway, and a guide to local community resources. Members of the PMD collaborative distributed the toolkit at the Maternal-Child Education Day for hospital staff, Medical Grand Rounds, and a workshop for health and social service providers featuring nationally-recognized psychiatrist and PMD expert Dr. Ariel Dalfen.

## Publicly-Funded Vaccines Get a Shot in the Arm

Local children and the adults who care for them gained protection from more diseases thanks to a significant expansion of the province's publicly-funding vaccination program. Starting in August, the Health Unit began offering rotavirus and a combined measles, mumps, rubella and varicella vaccines for the first time. For adults, booster shots for protection

against pertussis (whooping cough) became available at no charge to prevent them from

spreading it to babies. Since 1995, 14 rotavirus outbreaks have occurred in Peterborough County and City.

## **OMG...Health Unit Pilots Texting Service** for Students

The Health Unit launched a new texting line in the fall as a way to increase vaccination rates among youth aged 12 to 16 years. Teens often have many questions related to the free vaccines offered to them in schools, so the texting service was introduced to provide a discrete way to get their questions answered by a public health nurse. The new service was promoted through Facebook ads and in the media. During the 11 weeks it was active, the texting service generated 482 texts from 245 users. In addition to vaccine-related questions, a number of inquiries relating to other health topics were also received, such as sexual health, and general medical questions.

The Health Unit observed a small increase in school-based vaccine coverage rates during the promotional period of the texting service.



## Wi-Fi Expert Addresses Board of Health

In November, Dr. Ray Copes, Director,
Environmental and Occupational Health of the
Public Health Ontario, gave a presentation on the
latest scientific research into any possible health
effects from wireless technologies. He noted
that the recent meeting of the International
Association of Research on Cancer Working Group
found studies were inconclusive in confirming
any association between radio frequencies (RF)
and electromagnetic frequencies and cancer.
Reducing RF exposure can be achieved by limiting
cell phone use or placing laptops on desks.
Other forms of ionizing radiation represent

larger public health issues, such as radon which produces 300 cases of lung cancer in Ontario each year, or

exposure to UV Radiation from the sun. Dr. Copes suggested engaging independent consultants to measure levels to provide objective results where controversy continues regarding wireless technology use in certain settings.

## West Nile Virus Found Close to Peterborough

In 2011, three of the 278 mosquito pools in Ontario that tested positive for West Nile Virus came from the Peterborough area. The Health Unit also began testing in 2011 for another insect-spread disease called Eastern Equine Encephalitis, but found no evidence of it in local mosquitoes.

Throughout the summer, Health Unit staff sampled storm water ponds and trapped thousands of local mosquitoes for lab testing. They also presented to hundreds of area students about the best ways to protect themselves from West Nile Virus.



## Food Handler Courses Offered in Cantonese and Mandarin

In February, the Health Unit provided Food Handler Training and Certification Courses conducted entirely in Cantonese and Mandarin. This marked the first time these courses were presented in a language other than English. The courses were provided by two Peterborough County-City Public Health Inspectors who are fluent in Cantonese and Mandarin to provide even greater access to those in the food industry. The Food Handler Training and Certification Course covered topics such as the role of the health unit, basic microbiology, safe food handling techniques, personal hygiene, and cleaning and sanitizing to prevent food borne illness.



## Youth Leaders Use Social Media To Open Minds

ctions may speak louder than words, but word Atravelled fast in 2011 during the iThink media literacy campaign. Using social media to generate vast awareness, the Health Unit's youth team of Peer Leaders launched the iThink campaign in April 2011. The intent of the campaign was to increase media literacy and engage Ontario youth in health issues using a multifaceted social marketing strategy that included advertising, media relations and social media. The iThink program challenged audiences to examine how marketing affects their personal health choices and directed them to a Facebook page and YouTube channel to explore this topic further in conversation with others. The campaign highlighted the deceptive tactics used by "big industry" to sell their products, and attempted to denormalize the glamorous lifestyles portrayed in the media, especially those that promote unhealthy choices such as tobacco use and substance misuse. A notable example is that of movie stars who use commercial tobacco products in their movies.

The iThink campaign was a collaborative effort of the Health Unit and the seven provincial Tobacco Control Area Networks (TCANs) to implement recommendations from the 2010 Report from the Tobacco Strategy Advisory Group to prevent the

use of tobacco among youth. Based on early regional success of the campaign, two Peterborough Peer Leaders convinced Ministry of Health Promotion staff to fund this program across the province. A commercial supporting the iThink campaign was produced for broadcast on MuchMusic and MTV Canada, taking the message nationally.

By the end of 2011, the iThink Facebook page received 7,004 clicks, 2,652 "likes" and 97,133 post views (posts that were viewed in users' news feeds). More than 350 comments and post likes were also generated as part of the conversations youth participated in on the Facebook page. The online conversation continues to be a source of thoughtful dialogue, and meaningful discussion about "big industry".

In addition to the high participation levels, the quality of comments and opinions revealed many youth taking a more critical approach to the media messages being fed to them in advertising and the unhealthy choices they promote, making this a highly successful youth engagement initiative. A manual for teachers and educators was also developed, enabling the iThink message to be easily brought to classrooms and organizations across the province. In fact, we've heard about iThink being used as far away as BC and Nova Scotia!

# Bigger, Brighter Smiles

as Health Unit Opens New Downtown Dental Clinic

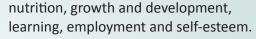


istory was made on May 19, 2011 when the Peterborough County-City Health Unit opened the city's first-ever public health dental clinic, located in Peterborough Square under the town clock.

The Health Unit invested approximately \$567,000 to develop the new clinic which features two treatment rooms (with an optional third treatment room), a reception area, client waiting room, fully accessible washroom and private consultation office. The clinic was strategically located downtown to

make it easy for people to reach by public transit and as well as nearby community health and social services.

The new clinic is fully accessible and serves as a gateway to clients' better health as families can also get information related to nutrition, food access, tobacco-free living, parenting, and a host of other public health resources. Improving one's dental health is one of the most effective ways to improve overall quality of life. It is well documented in scientific research that oral health affects speech,



The Community Dental Health
Centre welcomed its first client on May
27, and treated 373 people before the
end of the year, with many visiting more
than once. Eligible families without
health insurance receive preventive
and treatment services like check-ups,
cleaning, fillings, x-rays, scaling and
more. Priority is given to clients eligible
for dental benefits under the Healthy
Smiles Ontario program, Children In
Need of Treatment (CINOT) program,
Ontario Works, and Ontario Disability
Support programs and the federal Non-

Insured Health Benefits for First Nations program. In addition, the Dental Treatment Assistance Fund, when available, provides financial assistance up to the amount of \$200 for individuals who have no dental benefits and require emergency treatment.

The opening of the new clinic was touted as a significant milestone for the public health of Peterborough City and County. This investment provides everyone, especially low-income families, with more options and more access to quality dental care.



#### **REPORTS AND PLANS**

The following reports were produced in 2011 and can be downloaded from www.pcchu.ca.

- Report on Alcohol Use in Peterborough City and County: Recommendations for a Healthier and Safer Community
- 2010 Annual Report of the Peterborough County-City Health Unit
- 2011 Reportable Diseases in Peterborough County City
- 2011 Nutritious Food Basket Report: Limited Incomes A Recipe for Hunger
- 2011 Peterborough Poverty Reduction Strategy Report Card
- Extreme Heat Response Plan

## 2011 STATISTICS

#### **CHRONIC DISEASES & INJURIES PREVENTION**

#### **TOBACCO USE PREVENTION**

- 374 Tobacco vendor inspections
- 136 Tobacco inspections of workplaces
  - 3 New smoke-free housing policies introduced with Health Unit support
- 2,652 Facebook "likes" to iThink Campaign

#### **SUBSTANCE MISUSE PREVENTION**

- 20 Youth involved in peer-to-peer substance misuse prevention program
- 24 Pharmacies participating in Medicine Cleanout Campaign

#### **HEALTHY COMMUNITIES**

79 Community partners

#### **SCHOOL HEALTH**

18 Schools participating in Healthy Schools program at year-end 2011

#### **WORKPLACE HEALTH**

400 Workplace representatives receiving quarterly *Workplace Wellness Newsletter* 

#### **NUTRITION PROMOTION & FOOD SECURITY**

- 46 Schools operating Food for Kids nutrition programs (academic year ending June 2011)
- 1,671,967 Breakfasts served through Food for Kids program (academic year)
  - 16,941 Students receiving Food for Kids meals (academic year)
  - \$179.34 Nutritious Food Basket Survey estimate of weekly cost of healthy foods for family of four
    - 492 Participants in Come Cook With Us classes in city and county
    - 5,703 Food boxes provided
      - 10 Number of supermarket tours
      - 101 Community members who met monthly to cook meals at a Collective Kitchen









## 2011 STATS

#### **EMERGENCY PREPAREDNESS**

- 3 Exercises testing HU response to public health emergencies
- 3 Extreme cold/heat alerts issued

#### **ENVIRONMENTAL HEALTH**

#### **INSPECTION SERVICES**

- 148 Inspections at day nurseries (infection control and food safety)
- 205 Inspections of personal service settings (Infection Control)
- 1,738 Food handler training course certificates issued
- 2,260 Food premise inspections
  - 16 Area beaches routinely sampled from June to September
  - Public facility inspections (seasonal pools, year-round pools, public wading pools, whirlpools/spas)
  - 491 Inspections of new and existing sewage/septic systems
  - 375 Sewage system permits issued
- 1,538 Pets vaccinated at low-cost rabies vaccination clinics
  - 252 Animal bite investigations

#### **HEALTH HAZARD PREVENTION**

- 29 Arena air quality inspections
- 665 Mosquito specimens tested for West Nile Virus (WNV)
  - 3 Mosquito pools testing positive for WNV

#### **FAMILY HEALTH**

#### **ORAL HEALTH**

- 358 Clients seen in downtown dental clinic
- 2,701 Students screened in schools through oral health program
  - 46 Teens receiving urgent dental care through expanded CINOT program

#### **CHILD HEALTH**

- 10 Staff and volunteers attended Nobody's Perfect facilitator training
- 137 Parents attended Nobody's Perfect sessions
- 69 Parents attended Triple P seminars
- 50 Health care providers attended the Perinatal Mood Disorders Workshop
- 200 Perinatal Mood Disorder Resource Packages distributed

496 Calls to Family HEALTHline phone line





#### **HEALTHY BABIES, HEALTHY CHILDREN**

- 1,046 Phone calls to families with new babies
- 1,194 Home visits to families

#### **INFANT & TODDLER DEVELOPMENT PROGRAM**

- 825 Home/agency visits
- 102 New families in home visiting program

#### REPRODUCTIVE HEALTH

- 283 People attending prenatal health fairs
- 868 First Prenatal visit packages distributed
- 474 People attending prenatal classes
- 53 Teens registered for teen prenatal classes

#### INFECTIOUS DISEASE CONTROL

#### **INFECTIOUS & VACCINE PREVENTABLE DISEASES**

- 447 Reportable disease cases investigated
- 279 Reportable diseases confirmed after investigations
- 49 Outbreaks investigated
- 135 Sexually transmitted infections contacts followed up
- 1,794 Vaccinations provided through Travel Clinic
- 3,055 Other vaccines administered in schools and clinics
  - 21 Seasonal flu clinics
- 3,934 Seasonal flu vaccine administered by Health Unit
- 33,690 Seasonal flu vaccine distributed by healthcare providers

#### **SEXUAL HEALTH**

- 810 Appointments for teens under 20 at Sexual Health Clinic
- 1,033 Health concerns assessed in the Sexual Health Clinic
  - 265 Presentations on sexual health delivered to teens
- 25,000 Condoms distributed

## 86 Media releases issued







# 2011 FINANCIAL STATEMENTS

### **PROGRAM EXPENDITURES**

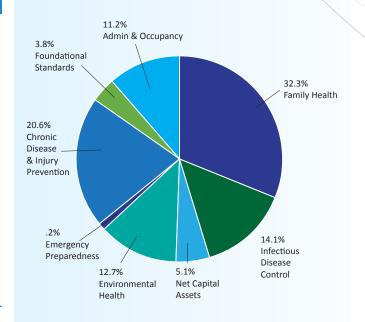
| Foundational Standards                 | \$501,933 |
|--|-----------|
| Chronic Diseases & Injuries Prevention | 2,698,993 |
| Emergency Preparedness                 | 22,882    |
| Environmental Health                   | 1,667,831 |
| Family Health                          | 4,230,130 |
| Infectious Disease Control             | 1,843,027 |
| Administration & Occupancy             | 1,468,324 |
| Net Capital Assets                     | 653,391   |
|  |           |

TOTAL EXPENDITURES \$13,086,511

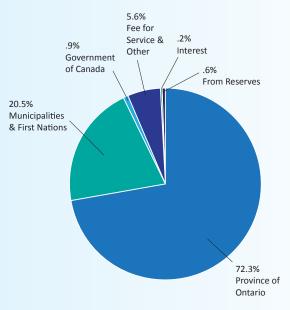
## **REVENUE SOURCES**

| Province                          | \$9,462,176 |
|-----------------------------------|-------------|
| Municipalities & First Nations    | 2,685,136   |
| Government Canada                 | 116,483     |
| Other, including fees for service | 737,211     |
| Interest                          | 25,095      |
| From reserves to balance          | 60,410      |

TOTAL REVENUES \$13,086,511



#### **PROGRAM EXPENDITURES**









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