

# Board of Health Meeting Summary

July 26, 2012

Peterborough County-City  
**HEALTH UNIT**  
...because health matters!

## Health Unit Launches New Website

Brittany Cadence, Communications Supervisor, announced the completion of the new Health Unit website, [www.pcchu.ca](http://www.pcchu.ca). Evaluations of the previous website showed that 25% of visitors were not finding the health information they were looking for. The new website was designed according to best practices in public health communications and refined following months of audience feedback. Health information is organized by audience type (adult, youth, parents and caregivers, and older adult) and can be more easily found using the website's improved search functionality, including keyword search and an A-Z index. To illustrate how it is fully integrated with social media, the new website was officially launched by Board Chair Andy Sharpe who posted the Health Unit's first tweet on Twitter.

## Oral Health Program Status

Larry Stinson, Director of Public Health Programs, presented a mid-year review of the Health Unit's [dental program](#). With capital funding provided by the [Healthy Smiles Ontario](#) (HSO) program in 2010 and 2011, the Health Unit developed both a fixed and mobile dental clinic to provide service to eligible HSO clients as well as clients who have benefits under other publicly funded programs (e.g. Children in Need of Treatment (CINOT), Ontario Works, Ontario Disability Services Program, Non-Insured Health Benefits and the Dental Treatment Assistance Fund). The fixed clinic started operating in June 2011 and the mobile clinic began treating patients in February 2012. Revenue and expenses for the first two quarters of 2012 reveals that the number of clients seen has increased and expenditures are in line with revenues. So far 1,211 clients have been seen in 2012, and the number of new clients is growing. A balanced budget by year-end 2012 is projected. Demand for services continues to be high, with bookings well into October. Although revenues generated by non-HSO funded programs are less than budgeted, expenses have been, and will continue to be managed to fit within the reduced income levels.

## 2012 Budget Update

The Ministry of Health and Long-Term Care (MOHLTC) approved the Health Unit's 2012 budget with an increase of slightly less than 3% more than the 2011 budget. None of the Health Unit's one-time requests were approved; however, it was granted one-time funding for the Panorama vaccine registry project. While the MOHLTC's approved budget varies from what was requested and will impact service levels, at this time the Health Unit will not have to make dramatic changes to staffing or other spending.

**Next Meeting:** Wednesday, September 12, 2012 at 4:45 p.m. in the Council Chambers of the Peterborough County Court House located at [470 Water Street, Peterborough](#).

Respectfully submitted,

Dr. Rosana Pellizzari  
Medical Officer of Health

Deputy Mayor Andy Sharpe  
Chair, Board of Health

Please contact Brittany Cadence, Communications Supervisor, with any questions at [bcadence@pcchu.ca](mailto:bcadence@pcchu.ca) or (705) 743-1000, ext. 391.