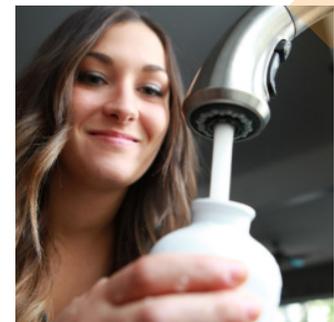




Peterborough  
Public Health  
**2016**  
Annual  
REPORT



**185**  
KING ST WEST

**JACKSON SQUARE**  
**185 KING STREET**



# Peterborough Public Health

Serving the residents of **Curve Lake** and **Hiawatha First Nations**, and the **County** and **City of Peterborough**

*We acknowledge that where we meet is the land and territory of the Anishnaabeg people, and that we gather with gratitude to our Mississauga neighbours.*

*We say “meegwetch” to thank them and other Aboriginal peoples for taking care of this land from time immemorial and for sharing this land with those of us who are newcomers. Out of that gratitude, we are called to treat the land, its plants, animals, stories, and its Peoples with honour and respect.*

*We are all Treaty people.*

# GREETINGS from the Board of Health Chair

## Scott McDonald



Last year was one of tremendous change and new beginnings for Peterborough Public Health (PPH), where we reached a new milestone in our history. In June 2016, the agency officially changed its name from Peterborough County-City Health Unit to Peterborough Public Health. We unveiled our new name and our dynamic new branding during a community open house event that also celebrated our new home at Jackson Square on 185 King Street. We are thrilled to join the downtown community and bring staff, clinics, programs, and services together under one roof and closer to our downtown dental clinic. Our new location is making it easier for residents to access public health services and information, as well as other health and community services.

With this phase of restructuring and renewal, PPH continues to be regarded as your best source for credible public health information. From health risk prevention to promoting healthy lifestyles, over 135,000 of us will continue to receive a wide range of programs and services that create better health opportunities for all. Our talented staff at PPH work around the clock to keep our community safe and strong, led by our Medical Officer of Health, and supported by the Board of Health, volunteers and many community partners.

As Chair of the Board of Health, I am especially proud to see PPH's influence extend locally, regionally, and even globally. We unveiled a new harmonized heat warning system providing a consistent approach for processing and issuing heat warnings in Ontario. PPH also led the community through a mock pandemic response exercise in the event of a large-scale influenza outbreak. Also in 2016, we saw two of our nurses present their study—which was selected from 650 applications from around the world—on improving cancer screening rates for local women at the prestigious International Agency for Research on Cancer in Lyons, France. These initiatives are earning us a distinguished reputation that, through hard work, commitment, and innovation, is pushing and expanding the limits of healthy living and health protection services.

My appreciation goes to the hardworking staff at PPH, my fellow board members, and our many partners for another successful year promoting and protecting the public health of Curve Lake and Hiawatha First Nations, and the County and City of Peterborough residents.

I hope you enjoy reading our 2016 Annual Report showcasing some of PPH's important work.

## 2016 Board of Health Members

### Chair

Scott McDonald, Provincial Appointee

### Vice Chair

Mayor Mary Smith, County of Peterborough

### Members at Large

Gary Baldwin, Councillor - City of Peterborough

Henry Clarke, Councillor - City of Peterborough

Gregory Connolley, Provincial Appointee

Deputy Mayor John Fallis, County of Peterborough

Councillor Lesley Parnell, City of Peterborough

Andy Sharpe, Provincial Appointee

Councillor Art Vowles, Hiawatha First Nation

Chief Phyllis Williams, Curve Lake First Nation

Mayor Rick Woodcock, County of Peterborough



**THE BOARD OF HEALTH FOR THE PETERBOROUGH COUNTY-CITY HEALTH UNIT (2016):**

Back Row (L-R): Mr. Andy Sharpe, Deputy Mayor John Fallis, Councillor Lesley Parnell, Councillor Henry Clarke, Chief Phyllis Williams, Councillor Gary Baldwin, Councillor Art Vowles, Dr. Rosana Salvaterra (Medical Officer of Health). Front Row (L-R): Mr. Gregory Connolley, Mayor Mary Smith (Vice Chair), Mr. Scott McDonald (Chair), Ms. Kerri Davies. Absent: Mayor Rick Woodcock.

# GREETINGS from the **Medical Officer of Health**

Rosana Salvaterra, MD, CCFP, MSC, FRCPC



Public health and the strategies needed to create positive change at the population level are constantly evolving. In our increasingly interconnected world, national and global issues such as economic policies, food systems, climate change, the opioid crisis, and the spread of disease can have real consequences at the local level. At the same time, local public health policies and partnerships reflect the unique needs of our diverse community and have a transformative impact on our most vulnerable populations. In 2016, our efforts to position our agency as a vital contributor to our community's future success culminated in our new branding and new name, befitting our new downtown location.

Changing the name of Peterborough County-City Health Unit to Peterborough Public Health (PPH) involved much study, conversation, and input from more than 600 people who understood the need was clear: to make public health services and information more accessible to residents in a safe and welcoming environment, and to capture the large scope of work by PPH staff. The new branding beautifully reflects the idea of how environments shape our health, and the diversity of the work we do. As we move forward strategically as a public health agency, we will continue to generate momentum for positive change and our ability to address the health needs of the community.

2016 marked the first full year of operations in our Jackson Square location, making Peterborough's downtown a "one stop shop" for public health services and programs. Our space also features a new community teaching kitchen; clinic space for sexual health, immunization, and travel health consultations; meeting rooms with modern technology; a large multipurpose room for group education; and a breastfeeding room for any mother needing a quiet space to feed her child.

This year also saw many "homegrown" solutions and responses to larger public health issues. This included improving physical activity levels with the city's new cycling infrastructure, and food security programs for individuals and families who have difficulty accessing sufficient nutritious food on a consistent basis. PPH was also proud to display the large exquisite quilt created by the Kawartha Truth and Reconciliation Support Group to acknowledge the suffering inflicted on Indigenous peoples by the residential school system and to promote the Truth and Reconciliation Commission's Calls to Action. These events represent a very small sampling of the activities, and achievements presented in this 2016 Annual Report. I hope you find this report to be both informative and insightful, that it gives you a glimpse into our work, and that it encourages you to learn more about public health.

For many of the PPH team members, it was a year of change as they adjusted to new workspaces, a new identity, and developed new partnerships. Yet even amidst those changes, one thing has remained constant: the dedication, passion, and commitment of our staff to the health and well-being of our community.

*R Salvaterra*

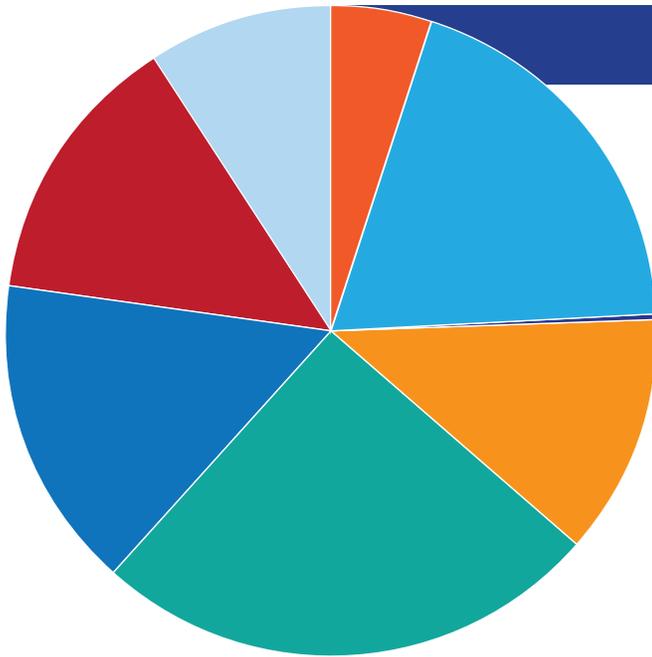
## **Art Vowles: In Memoriam**

The public health community was saddened to learn of the passing of former Board of Health member Art Vowles on March 18, 2017. PPH is grateful for his wonderful service on behalf of Hiawatha First Nation. His expertise and experience supported a range of issues including public works, public health, housing and land. He will be dearly missed.





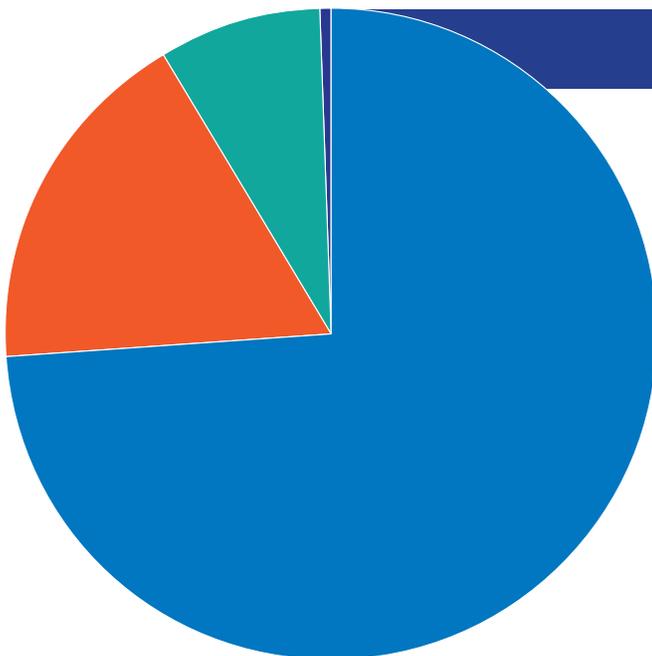
## Program Expenditures



Capital and Program Reserves	\$1,238,763
Administration & Occupancy	\$1,840,284
Infectious Diseases	\$2,107,457
Family Health	\$3,441,845
Environmental Health	\$1,616,327
Emergency Preparedness	\$35,894
Chronic Disease & Injury Prevention	\$2,582,391
Foundational Standards	\$704,718

**TOTAL EXPENDITURES \$13,567,679**

## Revenue Sources



Province of Ontario	\$10,052,371
Municipalities & First Nations	\$2,356,739
Fee for Service & Other Revenues	\$1,120,822
Interest	\$37,747

**TOTAL REVENUES \$13,567,679**

This financial information is based on PPH's 2016 audited consolidated financial statements. The full financial statements are available on [www.peterboroughpublichealth.ca](http://www.peterboroughpublichealth.ca).

## A New Name and a New Look for Peterborough Public Health

In June 2016, Peterborough Public Health unveiled its dynamic new logo to more than 150 guests and dignitaries as part of a community open house event at its new location at Jackson Square. The new brand celebrates the diversity of the Peterborough community and public health's long-standing relationship with both the Curve Lake and Hiawatha First Nations.

Reflecting how environments shape our health, the logo is inspired by the organic shape of a medicine wheel, with the colourful layers representing the many aspects of public health. It's furthermore designed to be intentionally open to interpretation: the two silhouettes could be two adults, an adult and child, individuals of any gender, two community partners, or any other reading. The people, and the layers within the circle, symbolize the entire community, and holistically express the idea of population health.

The logo shares the spotlight with a new name for the agency – *Peterborough Public Health* – a name that Dr. Rosana Salvaterra, Medical Officer of Health says, "allows us to more effectively promote and deliver public health services and programs so more residents can access them."

The new name was finalized following an extensive stakeholder engagement process that involved an online survey, focus groups and one-on-one interviews. The process served to shed light on the need to invest more in engaging First Nations and rural residents so they can benefit from public health programs and services.

Both the new logo and new name are part of a broader renewal of PPH's role in the community after its move and consolidation to its new downtown location at Jackson Square on 185 King Street in Peterborough.



## Peterborough Public Health

Serving the residents of **Curve Lake** and **Hiawatha First Nations**, and the **County** and **City of Peterborough**



## FYI Newsletter: Supporting Healthcare Providers for 20 Years

In February 2016, the FYI Newsletter celebrated its 20th anniversary as the leading source of public health information for local healthcare providers in the Peterborough area. This monthly publication has delivered quality and credible public health updates and resources to the primary healthcare sector since its first issue in 1996. Written from a clinical perspective, the FYI covers a range of topics from infectious diseases, environmental health, family and child health, and other health promotion initiatives. The FYI Newsletter was originally created by Edwina Dusome, Manager of Infectious Diseases at PPH, and she continues to serve as an editor.



## Vaccine Coverage Rates: Students in PPH Compared to Ontario Average

VACCINE	COVERAGE RATE FOR STUDENTS 2015-16 SCHOOL YEAR	ONTARIO AVERAGE
Measles	<b>95.2%</b> of 7 year olds <b>96.2%</b> of 17 year olds	91.8% 94.6%
Mumps	<b>95.1%</b> of 7 year olds <b>96.3%</b> of 17 year olds	91.6% 94.0%
Rubella	<b>97.6%</b> of 7 year olds <b>97.8%</b> of 17 year olds	95.9% 96.9%
Diphtheria	<b>91.8%</b> of 7 year olds <b>79.2%</b> of 17 year olds	84.3% 71.5%
Tetanus	<b>91.8%</b> of 7 year olds <b>79.3%</b> of 17 year olds	84.3% 71.5%
Pertussis	<b>91.8%</b> of 7 year olds <b>75.3%</b> of 17 year olds	84.1% 65.0%
Polio	<b>92.1%</b> of 7 year olds <b>95.9%</b> of 17 year olds	84.5% 93.9%
Haemophilus Influenza type B	<b>88%</b> of 7 year olds	81.3%
Pneumococcal	<b>77.6%</b> of 7 year olds**	79.0%
Meningococcal C conjugate	<b>95.3%</b> of 7 year olds	92.1%
Varicella 2-dose	<b>52.7%</b> of 7 year olds	46.4%
Hepatitis B	<b>69.7%</b> of 12 year olds**	69.9%
Meningococcal quadrivalent conjugate	<b>81%</b> of 12 year olds	80.6%
Human papillomavirus	<b>59.9%</b> of 13 year old females**	61.0%
**indicates coverage rate below provincial rate		

## Indicators

**609** confirmed cases of sexually-transmitted and blood-borne infections managed by PPH

**28,886** condoms distributed

**629** clinical assessments related to contraception and pregnancy

**86%** of elementary and secondary students were adequately immunized for their age

**2,018** immunizations in Routine Immunization Clinic

**1,643** immunizations in Travel Clinic

**100%** of personal service settings were inspected for infection control

**31** outbreaks investigated

**53,849** vaccine doses distributed to primary care providers to immunize their patients



## Wearing Silver on International Overdose Awareness Day Honours Lives and Reduces Stigma

August 31 is known around the globe as International Overdose Awareness Day—a day to remember loved ones lost due to an overdose and to raise awareness of the issue. The public was asked to wear silver to acknowledge and support the mourning process of friends and family directly affected by the tragedy.

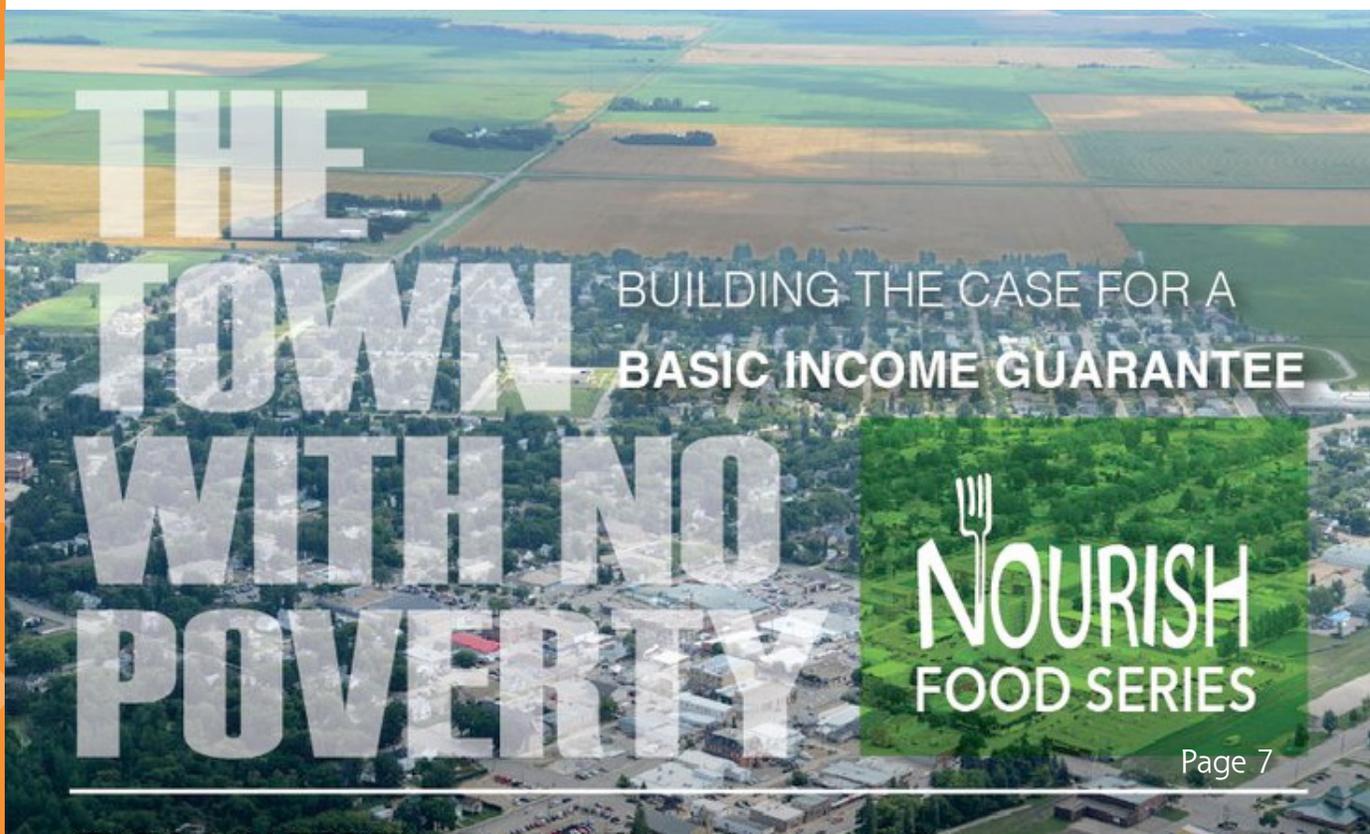
Accidental overdose is a leading cause of unintentional deaths in Ontario, comparable to traffic fatalities. Each year in this area, an average of 16 people die due to overdoses from alcohol and other drugs, mainly prescription opiates like fentanyl and oxycodone.



Over the last few years, a group of partner organizations involved with the Peterborough Drug Strategy have been working together to deliver an overdose prevention program in Peterborough that involves providing information and training on how to recognize an overdose and call 911, basic CPR, and the rescue position and how to administer naloxone, the antidote drug that temporarily reverses the effects of an opioid overdose to keep patients breathing until an ambulance can arrive. Such efforts to provide overdose prevention training and naloxone have been shown to save lives.

## Town Without Poverty Event

On February 9, 2016, more than 100 local residents gathered at PPH to hear a powerful presentation by Dr. Evelyn Forget from the University of Manitoba. Dr. Forget shared her painstaking research into the federal government's experiment with a basic guaranteed income that took place in Dauphin, Manitoba in the 1970s. The evidence she presented showed how a guaranteed income in this community helped level the playing field for low-income families and improved public health outcomes. Families benefited with higher education attainment levels, lower injury and accident rates, and breastfed their babies for longer durations. Other important outcomes of the study included empowering marginalized families, compensating parents for caregiving activities, and helping families plan ahead. Dr. Forget emphasized how all these results offered an effective means to break the cycle of poverty.



## Myrtle's Kitchen Offers Food Literacy and Hope

After surpassing its fundraising goal by close to \$20,000, Myrtle's Kitchen opened its doors at PPH in June 2016, offering both skills and hope to those struggling with food insecurity or lacking access to healthy meals. On final tally, the Board of Health together with other community partners were successful in raising \$222,886, with a \$61,100 capital grant from the Ontario Trillium Foundation.

Named in honour of Myrtle Smith, the matriarch of AON's Smith family who contributed the lead gift of the campaign, the kitchen features state-of-the-art appliances, a separate food storage pantry, and is fully stocked with all the necessary cooking equipment. The space is used to teach cooking skills, healthy eating, and safe food handling, and will help to connect participants with local food producers.

Food security is a major challenge facing many individuals and families throughout the county and city of Peterborough as poverty rates continue to climb. Every day, more than 11.5 per cent of local residents experience food insecurity, which means they can't access the nutritious foods they need to meet the basic requirements of a healthy diet.

Opening Myrtle's Kitchen was a major community achievement that created a warm and welcoming place where everyone can learn how to cook nutritious, affordable meals while building a closer sense of community in the process.

A joint initiative of PPH, the Nourish Project and the YWCA Peterborough Haliburton, Myrtle's Kitchen is located on the second floor of PPH. To find out more about Myrtle's Kitchen and upcoming programs, please visit [www.peterboroughpublichealth.ca](http://www.peterboroughpublichealth.ca).



## Centenarian Shows It's Never Too Late to Learn New Recipes

Grace Thoms, a 100-year-old Millbrook resident, showed everyone that it's never too late to pick up some new skills. Thoms joined others at St. Thomas Anglican Church in Millbrook for a Come Cook With Us class in May 2016, just weeks after her 100th birthday, to learn to chop, sauté, steam, and simmer her food, noting that she was tired of eating the same old thing and looking to expand her culinary repertoire.

The multi-week classes are run in the county at various community venues as well as in Myrtle's Kitchen. Participants are taught how to make nutritious meals, maintain a sanitary cooking environment, and build new community connections along the way.

Community Worker Kay Roberts taught the classes and said they are aimed at anyone who wants to learn to cook or if they're short on food. The classes are free and child care and transportation can be provided as well. Anyone who wants to register for the program can call PPH at 705-743-1000, ext. 316.



Photo Credit: Taylor Clysdale, Peterborough This Week

## Fresh from the Farm Program and Local Schools Raise Funds and Awareness

A fresh new approach to local fundraising boosted both school profits and students' health and nutritional awareness. In 2016, local schools joined Fresh from the Farm for the first time, a unique provincial initiative in which students sell Ontario-grown fruits and vegetables instead of the traditional chocolate, cookie dough, or other less-healthy food options.

The program reinforces the healthy eating messages students learn in schools, aligns with school board nutrition policies, and proved to be a great way for kids and their families to get involved with the promotion of healthy eating.

Schools in Peterborough City and County sold hundreds of bushels of apples, sweet potatoes, carrots, and onions, all from Ontario farms. Since its launch four years ago, Ontario families and communities have taken home 744,000 pounds of fresh produce, and raised \$625,000 for schools, and has earned Ontario farmers \$880,000. With families having access to fresh, local ingredients, the initiative reinforces healthy choices, making fruits and vegetables part of everyday eating.

## Seeds of Healthy Lifestyle Sown at Peterborough's Physical Literacy Summit

Physical literacy took centre stage at the first Physical Literacy for Lifelong Participation Summit that took place on April 16, 2016, hosted in Peterborough by the Central East Physical Literacy Project.

Over 100 participants from the sport, recreation, education, early child care and health sectors came together to learn, network and strategize to raise awareness about the importance of getting local residents participating in physical activity across the lifespan. Featured keynote speakers were Dr. Dean Kriellaars, Canada's renowned physical literacy researcher and advocate from the University of Manitoba, and Brandy Tanenbaum, co-lead of the Play Safe Initiative from Sunnybrook Health Sciences Centre.



The summit was born out of a collaboration of agencies including PPH, the YMCA of Central East Ontario, the City of Peterborough and several others. The project aimed to engage leaders in sport, recreation, health, education, and municipal government to provide education and training that will build communities where residents can be active for life.

## Medical Officer of Health Tours City Cycling Infrastructure

As the fall colours started making their show, Medical Officer of Health Dr. Rosana Salvaterra joined Susan Sauve, Transportation Demand Management Planner for the City of Peterborough, on a cycling tour of the latest "bike-friendly" developments on city streets. Sauve's tour showcased the city's new cycling infrastructure, including buffered bike lanes, green pavement markings, and two-stage left turns for cyclists.



Dr. Salvaterra was particularly interested to experience some of the new installations given that research has strongly connected improved cycling infrastructure with higher physical activity rates and lower incidence of injuries.

According to the 2014 Peterborough City and County Active Transportation and Health Indicators Report, there were 3,283 emergency department visits and 137 hospitalizations as a result of cyclist collisions between 2003 and 2012. Dr. Salvaterra noted that every effort should be made to decrease these numbers and that improved safety and injury prevention should be prioritized when the City is planning the expansion of our cycling network.

## Indicators

**5,486** Just Food Boxes Delivered in partnership with the YWCA

**39** Come Cook With Us sessions comprised of **174** classes

**35** Collective Kitchens in City and County

**23** naloxone kits distributed to community partners

**23** people trained in administering naloxone in collaboration with other community partners

**93%** of tobacco vendors in compliance with youth access legislation

**141** vendors inspected for Smoke-Free Ontario Act display/promotion compliance

**9** workplaces and public places inspected for compliance with the Smoke-Free Ontario Act



## Cancer Prevention Study by Peterborough Nurses Takes Global Stage

A study by Peterborough Public Health Nurses Mary Pat Cannon and Catherine Therrien in collaboration with the Peterborough Family Health Team was selected from 650 applications from around the world for presentation at the International Agency for Research on Cancer in Lyons, France on June 8, 2016. They shared with a global audience that developing local partnerships to promote regular cancer screening is key to detecting it early when prognosis is better, and this can reduce deaths.

The research project, entitled Innovative Integrated Cancer Screening Day: A Wellness Day for Women...By Women, identified barriers to reach under or never-screened women in the City and County of Peterborough. It examined the unique approach of holding a one-day event for this target population that integrates pap tests, mammograms and fecal occult blood tests for cervical, breast and colon-cancer screening.

The collaborative research project was the result of the successful Triple Integrated Cancer Screening Days in 2012, 2014 and 2015 organized by Peterborough Public Health, Peterborough Regional Health Centre, the Peterborough Family Health Team and the Peterborough Clinic.



## PPH Hosts Indigenous Truth and Reconciliation Quilt

A quilt created by the Kawartha Truth and Reconciliation Support Group (KTRSG) was shared for public display in September 2016 at Peterborough Public Health. At 8' wide by 6' tall, the quilt is comprised of 24 squares, each representing an individual KTRSG member's response to the legacy of residential schools in Canada.

The hand-crafted quilt was created to circulate throughout the wider community, both to acknowledge the pain and suffering inflicted on Indigenous peoples by this brutal system and to promote the Truth and Reconciliation Commission's 94 calls to action.

The stories that the quilt holds are intended to support healing and good health by honouring this difficult part of our national heritage so we can move forward as a country that respects all First Nations.

For two weeks, members of the public were invited to view the quilt hung on the second floor outside the elevators at Peterborough Public Health's office.



## New Harmonized Heat Warning System

In the summer of 2016, Peterborough Public Health announced that it will use a new harmonized heat warning system to make it easier for residents to take precautions to protect themselves from extreme heat wherever they are in Ontario.

Prior to 2015, there was no consistent approach among Ontario public health agencies for issuing and responding to heat warnings to reduce health-related deaths and illness. Having a simplified and easier to understand heat warning system is great news for local residents, especially those who are most vulnerable to extreme heat exposure.

The harmonized heat warning system has two warning levels:

### Level 1: Heat Warning

Issued when two consecutive days are forecasted to have a daytime high temperature greater or equal to 31°C and a nighttime temperature greater or equal to 20°C or a humidex greater than 40°.

### Level 2: Extended Heat Warning

This warning is issued for the same heat event above lasting three or more days, and provides additional messaging on how to stay cool, reminders to assist vulnerable groups, suspension of strenuous outdoor activities and to watch for further information.

## Indicators

**99%** of high risk food premises inspected every 4 months

**1,958** participants earned their safe foodhandler certificates

**67** food complaints investigated

**1,883** inspections of food premises throughout City and County

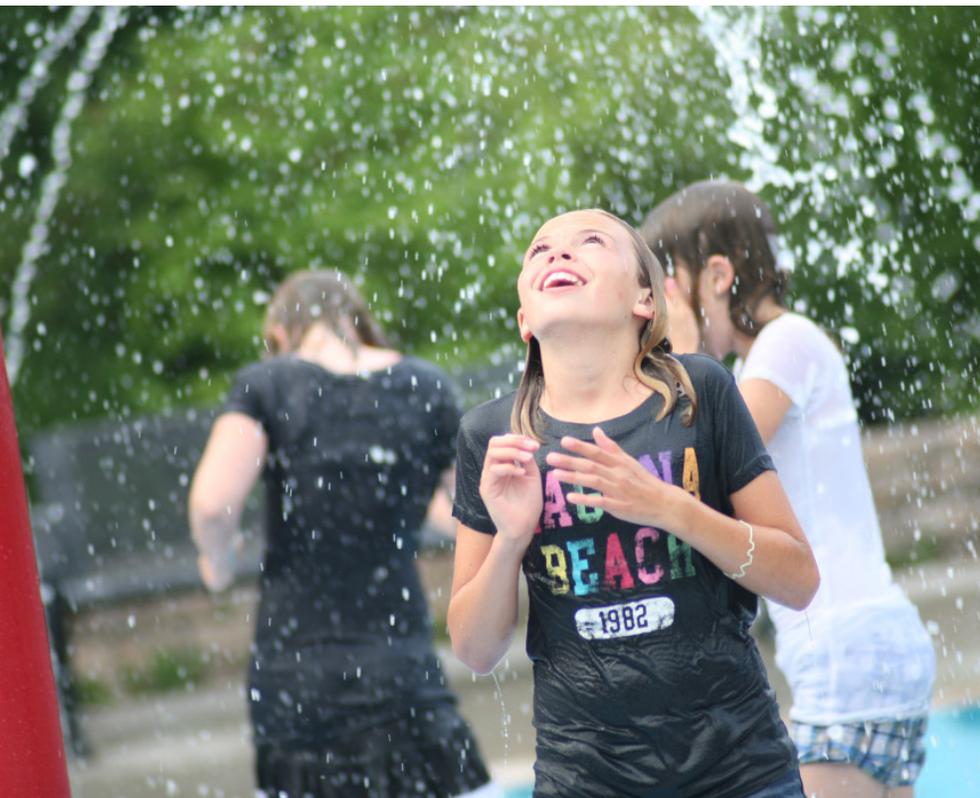
**3** frostbite alerts issued

**2** heat warning issued

**220** public facility inspections (seasonal and year round pools, wading pools, spas)

**21** beaches tested during the summer of 2016

**20** boil water advisories issued



## Planning for a Pandemic

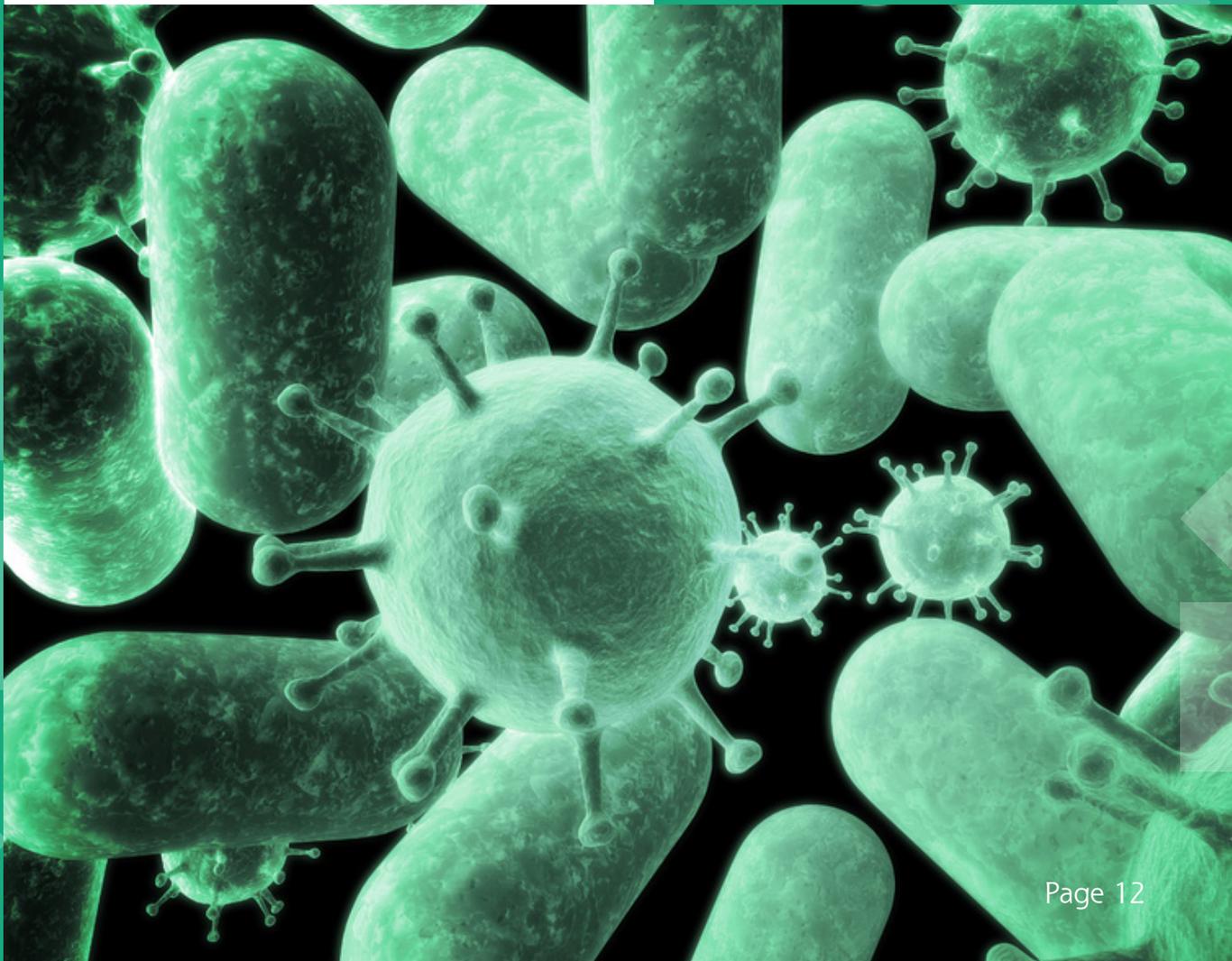
In April 2016, 230 representatives from several community organizations including the City and County of Peterborough, Curve Lake and Hiawatha First Nations, came together at the Evinrude Centre to test their response to a mock influenza pandemic.

Dr. Rosana Salvaterra, kicked off the session with an overview of what public health agencies learned the last time there was a pandemic when the novel H1N1 influenza virus started spreading globally in 2009. She noted that there were significant logistical and communications challenges back then regarding delivery of the vaccine and priority groups. Fortunately, these issues have improved over time thanks to pandemic planning events like this one.

The Peterborough area was heralded for its strong partnerships that allowed it to set up community- and school-based H1N1 vaccine clinics quickly. Participants valued how the exercise helped them learn ways of improving their systems to best protect the community during a large-scale influenza outbreak.

## Indicators

2 exercises using new notification system testing PPH staff readiness to respond to a public health emergency



## Report on Child Health

In 2016, PPH published a report that explores how families in Peterborough and surrounding communities are doing. The health and well-being of children is inextricably linked to the support they receive from the family, and to the health, well-being, and success of the family. The report compiles information on the demographic profile and socio-economic circumstances of families; family functioning and dynamics; and parenting practices. Overall, the data shows that most parents of children up to five years of age are doing quite well in aspects of their lives relevant to child health and development. Some parents however, face multiple challenges. Young children living in these vulnerable families are at increased risk of poor health, growth, and developmental outcomes. The report includes key findings and recommendations, and will prove useful in planning and evaluation, situational assessments, funding applications, community engagement and mobilization, and advocacy and policy-change efforts. The full report, a Summary Series, and Infographics can be found at [www.peterboroughpublichealth.ca](http://www.peterboroughpublichealth.ca).



### FAMILY TYPE

Most of the 5,440 Peterborough\* families with children 0-5 years of age are couples (80%), however in the City, 25% are lone parents. (2010)

#### Singles or Couples

with children 0-5  
Children in lone parent families are at increased risk for poorer: vocabulary, school achievement, behaviour, and mental health.



### PARENTAL AGE

While only 8% of parents are under the age of 25, twice the proportion of young parents live in the City compared to the County. (2010)

#### Age Groups

parents with children 0-5  
Children with parents 15-19 are at increased risk for poorer: development, language skills, school readiness, and school achievement.



### HOUSING

Affordable housing costs less than 30% of before-tax income, and is a big challenge for lone parent and low income families with children. (2005)

#### Unaffordable Housing

Children living in inadequate housing are at increased risk for poorer: growth, development, school achievement, and health.



### FOOD SECURITY

Female lone parent families living in poverty likely suffer the most food insecurity. (2011/2012)

#### Food Insecure Households

with children 0-17  
Children experiencing food insecurity are at increased risk for poorer: development, behaviour, health, and mental health.



## Weekend Prenatal Classes Launched

In response to high demand and to better accommodate families' work schedules and busy lives, PPH introduced weekend prenatal classes in 2016 as a convenient alternative to our longstanding evening weekday series. Families spend two consecutive Saturdays with other expecting parents learning in a fun and interactive way about how to prepare for birth and care for their new bundle of joy. All of our classes are taught by Registered Nurses experienced in family centered maternity and newborn care. They ensure families receive current, evidence based information so they can make decisions that are right for them. Having a baby is definitely life changing. Feeling knowledgeable, confident and empowered go a long way to making the experience a positive one for all.



## 2016 Breastfeeding Campaign

PPH staff, in partnership with other community agencies, conducted a campaign to support and promote breastfeeding mothers on a low income. Research shows that women experiencing poverty tend to have lower breastfeeding rates than the general population of new mothers.

Mothers living on low incomes expressed that strategies should focus on breastfeeding in public and should challenge negative perceptions of public breastfeeding as well as help mothers feel more welcome. These mothers developed a communication concept, including wording and design ideas for artwork. Using the tagline "When You See Me Breastfeeding..." materials were developed identifying how the general public should and shouldn't behave when they see mothers nursing their babies. A set of four templates were created and featured five breastfeeding mothers who were students at the School for Young Moms, and who were also instrumental in development of the posters.

Throughout 2016, 35 City of Peterborough buses carried these posters as interior bus ads.

**When you see me BREASTFEEDING...**  
#justaboobptbo #isnormalptbo #auckitupptbo

- Give strange looks
- Make negative comments
- Smile

**Did you Know**

- Breastfeeding is normal and recommended for up to two years and beyond. (World Health Organization and Health Canada)
- Breastfeeding mothers are working hard to achieve global recommendations for infant feeding.

For more information call 705-743-1000

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**When you see me BREASTFEEDING...**  
#justaboobptbo #isnormalptbo #auckitupptbo

- Ask me to move to the bathroom
- Freak out
- Tell me I'm awesome

**Did you Know**

- Breastfeeding is normal and recommended for up to two years and beyond. (World Health Organization and Health Canada)
- Breastfeeding mothers are working hard to achieve global recommendations for infant feeding.

For more information call 705-743-1000

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**When you see me BREASTFEEDING...**  
#justaboobptbo #isnormalptbo #auckitupptbo

- Make negative comments
- Freak out
- Act normal

**Did you Know**

- Breastfeeding is normal and recommended for up to two years and beyond. (World Health Organization and Health Canada)
- Breastfeeding mothers are working hard to achieve global recommendations for infant feeding.

For more information call 705-743-1000

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**When you see me BREASTFEEDING...**  
#justaboobptbo #isnormalptbo #auckitupptbo

- Tell me to cover up
- Give strange looks
- Get with it... it's cool

**Did you Know**

- Breastfeeding is normal and recommended for up to two years and beyond. (World Health Organization and Health Canada)
- Breastfeeding mothers are working hard to achieve global recommendations for infant feeding.

For more information call 705-743-1000

## Showcasing Public Health at Peterborough Pulse

The Child Health program and the Tobacco Use Prevention (TUP) program partnered at the Peterborough Pulse event in July 2016 to offer joint messages to parents. The TUP program promoted the provincial Smoke-Free Movies campaign in an effort to increase awareness about the role modeling effect that smoking in movies has on our children. The Child Health program promoted reading and reducing screen time. By partnering, we offered parents an alternative to movies, reducing their screen time, reading instead of movies and the importance of role modeling positive behaviours such as reading. A cozy book nook was created at Peterborough Pulse and free books were given out to children of all ages, while PPH Peer Leaders discussed the campaign with parents.



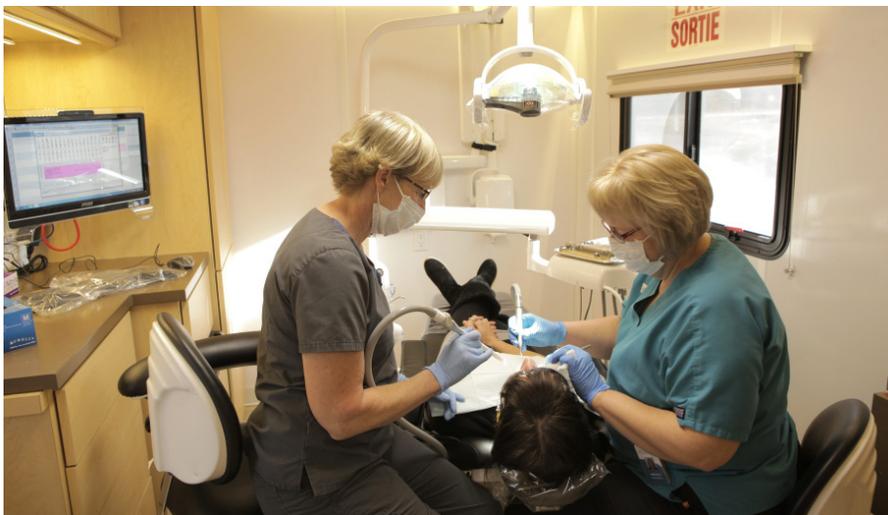
## Indicators

- 22** prenatal education series comprised of **101** classes
- 375** women and partners attended prenatal education
- 1,153** Healthy Babies Healthy Children Screens completed
- 1,354** home visits to families by Healthy Babies Healthy Children program
- 101** children referred to Infant and Toddler Development home visiting program
- 848** home/agency visits completed by Infant and Toddler Development Program
- 192** of clients assisted through Dental Treatment Assistance Fund
- 3,346** appointments attended in the CDHC (**1,041** clients in 2016)
- 4,156** students screened by our Oral Health team (2015-2016 academic year)

## Fighting Tooth Decay with Fluoride Program

PPH's Mobile Dental Health Centre hit the road last summer to deliver a fluoride treatment program to children living in rural areas. In August, the fully-equipped, fully-accessible bus travelled to Selwyn Township and Norwood where there are no municipally-fluoridated water systems so families could easily take advantage of the program at no cost. The "dental clinic on wheels" features two treatment rooms, and the equipment to provide diagnostic x-rays, cleaning, fillings and other preventive and treatment services.

Parents just signed a consent form, and fluoride varnish was brushed onto the children's teeth by PPH dental staff. The varnish adds a protective coating that helps prevent cavities from forming and makes the tooth enamel harder.





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and follow us

