



# PUBLIC HEALTH<sup>IN</sup> YOUR COMMUNITY

SUDBURY & DISTRICT  
HEALTH UNIT  
ANNUAL REPORT

# 2011



Sudbury & District

Health Unit

Service de  
santé publique

# Our Strategic Priorities

1

Champion equitable opportunities for health in our communities.

4

Support community voices to speak about issues that impact health equity.

2

Strengthen relationships with priority neighbourhoods and communities, and strategic partners.

5

Maintain excellence in leadership and agency-wide resource management as key elements of an innovative learning organization.

3

Strengthen the generation and use of evidence-informed public health practices.

## Vision Statement

*Healthier communities in which the Sudbury & District Health Unit plays a key role.*

## Mission Statement

*Working with our communities to promote and protect health and to prevent disease.*



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## Questions or comments about this report?

Please email us at [sdhu@sdhu.com](mailto:sdhu@sdhu.com).



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**CHAPLEAU**

**SUDBURY**

**ESPANOLA**

**ST. CHARLES**

**MINDEMOYA**



Dr. Penny Sutcliffe  
*Medical Officer of Health  
and Chief Executive Officer*

“

I alone cannot change the world, but I can cast a stone across the waters to create many ripples.

~Mother Theresa

”

## SUDBURY & DISTRICT Medical Officer of Health and Chief Executive Officer

Mother Theresa once said “I alone cannot change the world, but I can cast a stone across the waters to create many ripples.” Those ripples take time but do eventually spread and can change a community. Changing our lives for the better and making all of us healthier is a goal that will only be reached when we all—citizens and organizations—“cast stones” to make our lives and our communities healthier.

Working in partnership is critical to solving the complex health issues of today. The Neighbourhood Resource Centre (NRC) in Sudbury is a bright example of such a partnership. Though only in its infancy, the NRC links Better Beginnings Better Futures, the Greater Sudbury Police Service, and the Health Unit to serve the needs of area citizens.

Together we provide residents with key programs and services to help them reach optimal health and well-being.

We are also working hard to get our message across to teens. Tackling difficult issues like what is a healthy weight has us working with experts from Sick Kids and school boards to change body image perception and weight preoccupation.

Our video, *Let's Start a Conversation About Health . . . and Not Talk About Health Care at All*, dared to challenge conventional thinking that health and health care are two in the same. Problems start long before we need medical care. Solutions start with our families, neighbourhoods, schools, and jobs.

As we move forward we will continue to adapt our programming to our area's uniqueness; to reach out to priority neighbourhoods, listen to residents, and work with our many partners so that together we are “casting stones” and making our communities stronger as a whole.

Dr. Penny Sutcliffe  
*Medical Officer of Health and  
Chief Executive Officer*



## SUDBURY & DISTRICT Board of Health Chair

As I celebrate four years as Chair of the Sudbury & District Board of Health, I am proud to share with you a snapshot of the hard and amazing work our Health Unit has accomplished in 2011.

It is my role as Chair to ensure that the many high-quality and effective public health programs are delivered successfully across our service area. Thanks to funding provided by our provincial and municipal governments, those services are helping to make our communities more vibrant, healthy, and ultimately better places to live, grow, work, and play.

The accomplishments and success we have seen and enjoyed across our communities are largely due to the dedication, professionalism, and leadership shown at every level by our staff and volunteers at the Health Unit.

Please enjoy this report. Take the time to learn how the Health Unit, working with its many partners, is making our communities safer, stronger, and healthier.



Ron Dupuis  
*Chair, Sudbury & District Board of Health*



Ron Dupuis  
*Sudbury & District  
Board of Health Chair*

## SUDBURY & DISTRICT Board of Health

Top (L-R): Claude Berthiaume,  
Ken Noland, Brigita Gingras,  
Janet Bradley, Rita Pilon,  
Jim Walsh, Fabio Belli

Bottom (L-R): Ursula Sauvé,  
Brenda Spencer, Madeleine Dennis,  
Ron Dupuis, Chair; Dr. Penny Sutcliffe,  
Medical Officer of Health and Chief  
Executive Officer; Claude Belcourt,  
Rachel Quesnel, Secretary



# Healthier Communities

## Good Food Box: Supporting Healthy Eating

According to a Health Unit survey conducted in 2011, it costs over \$800 a month to feed a family of four. What about those who can't afford that much?

Fortunately, there's the Good Food Box, a not-for-profit program supported by community volunteers, local agencies, and a paid coordinator.



The Good Food Box buys fresh fruit and vegetables in wholesale quantities so people can purchase them at more affordable prices. A \$15 box can have as much as \$23 worth of produce and the \$7 box is packed with roughly \$11–\$13 worth. These savings can make the difference between someone being able to afford healthy foods or having to do without. However, anyone can order a box.

Volunteer drivers deliver the boxes to pick-up sites throughout the Sudbury and Manitoulin districts. This makes it convenient for those who don't have access to a vehicle or a nearby grocery store.

## Advocating for Healthier Communities

In 2011, Partners for Community Wellness, known as the Healthy Communities Fund Partnership, worked with key community stakeholders looking for ways to focus advocacy efforts that make it easier for residents in the Sudbury and Manitoulin districts to be healthier. After determining their roles in this process, partnership advisory committees looked into local programs and scanned municipal policies to identify existing supports for a healthy community.

In addition, the Partnership conducted community discussion sessions to hear what residents had to say. These conversations were used as building blocks and local health status data was shared. In each municipality, a Community Picture Report was developed for six priority areas including healthy eating, physical activity, injury prevention, tobacco use, substance and alcohol misuse, and mental health. Partnership advisory committees throughout the Health Unit's service area selected one or more of these priority areas for their initial advocacy efforts. Action plans are being developed to promote initiatives that improve access to healthy foods and physical activity.



## Emphasis on Health: Taking the Focus Off Weight

Healthy weight is a complex issue that involves body type, metabolism, blood pressure, blood sugar, and blood lipid levels. In the past, healthy weight has been promoted by emphasizing the health risks of obesity, but this approach often erodes self-esteem, which reduces the likelihood of engaging in physical activity.

Since these issues tend to affect girls around Grade 7, the Health Unit is preparing to launch a Balanced Approach pilot project. Working with a researcher from the Hospital for Sick Children, the Balanced Approach model focuses on positive body image while highlighting the importance of healthy eating and exercise.

Partnerships with key community stakeholders, including school boards, encourage positive messaging in the classroom around healthy eating and active living. Advocacy at the municipal level involves initiatives to promote healthy weight as opposed to weight preoccupation.

Awareness campaigns, such as *Your Kids Are Listening*, encourage parents to pay attention to the messages they send their children through

words and attitudes about their own weight. The Health Unit is also developing resources to supplement educational materials and fact sheets are already available.

## Healthy Smiles Ontario

Now in its second year, the Healthy Smiles Ontario program offers publicly-funded dental care including regular checkups and cleanings, x-rays, and treatments for families with low income whose children are under the age of 18.

Health Unit team members provide flexible options for families with transportation issues by meeting people in their neighbourhoods to help them fill out the necessary paperwork.

To maximize the effectiveness of this program, the Health Unit has developed educational outreach strategies and community partnerships that meet the needs of preschoolers and at-risk youth in remote communities and First Nations populations.

By the end of 2011, 52 children had benefited from the program. All signs point to double that number next year.



# Healthy Development



## Infant Feeding Study

Between July 2010 and May 2011, the Health Unit conducted an Infant Feeding Study to find out what moms are saying about breastfeeding, formula feeding, and the introduction of solids. Hundreds of new moms were contacted shortly after they gave birth and again at the six month and one year mark. The data provided important information that has been used to modify and strengthen our public health programming.

While the Health Unit promotes the health and developmental benefits of breastfeeding for all newborns

and infants in our service area, the survey indicated that a large percentage of women stop breastfeeding when their infants are two months old. In response, our breastfeeding clinic is exploring ways to meet the needs of new moms and our family health team has started a breastfeeding support group in the community.

Information regarding when and how moms are introducing their babies to solid foods has also influenced the clinical teaching the Health Unit provides to physicians.

## Rainbow Centre Clinic

The Health Unit believes that everyone deserves equal access to health care. Our Rainbow Centre Clinic offers a wide range of services with physician-led clinics, on-site nurse practitioners and public health nurses.

Sexual health services include providing information and risk-reduction counselling, plus low-cost birth control for clients without access to a drug plan. The clinic also provides information, counselling, and follow-up after testing for sexually transmitted infections,

as well as free medication for treatment.

Our Prenatal and Postnatal Nurse Practitioner Program addresses the health care needs of pregnant women and their children up to the age of six. Services include immunization clinics, programs that track growth and development milestones and nurse practitioner appointments or referrals to pediatricians.

To reach members of our community who are at highest risk, the Health Unit maintains strong partnerships with community-based agencies including Réseau Access Network (formerly Access AIDS) and Sudbury Action Centre for Youth's needle exchange program, The Point. This outreach creates opportunities for education aimed at reducing or eliminating risk behaviours.





# There Is No Such Thing as a “Safe” Tan: Replacing Fiction With Facts

While Bill 74, Skin Cancer Prevention Act, waits for second reading in the Ontario Legislature, the Health Unit continues lobbying for restricted use of tanning beds by minors.

Even though skin cancer rates are rising, the tanning industry still claims that use of tanning beds is “safe” because it’s a controlled exposure and that their workers are “trained” in screening skin types. The Sudbury & District Health Unit is not alone, health units from across the northeast, Sudbury’s Dr. Lyne Giroux, and the Northeastern Ontario Regional Cancer Centre have also joined the campaign to increase awareness of the dangers of tanning.

## THE NAKED TRUTH

There is no safe way to tan. Ultraviolet (UV) radiation is present in tanning lamps as well as the sun.

Everyone is at risk for damage from UV radiation.

Exposure to UV radiation during childhood and adolescence increases a person’s risk of getting melanoma, a form of skin cancer.

Check your skin regularly for changes in moles or for sores that do not heal.

Consult your health professional if you have any concerns.

# Parenting Challenges: Asking for Help Makes Sense



## Real Solutions for Real Parents

Parenting isn't always easy but through the Positive Parenting Program (Triple P), getting effective support and strategies for parenting issues is just a phone call away. There are 34 community partnerships and more than 200 trained practitioners in this network of coordinated services. The program is available to families with children from newborn to 17, and the parenting support is offered within neighbourhoods for convenient access.

Whether you're having trouble getting your child potty trained, you and your partner aren't on the same page when it comes to parenting, or you are concerned about your teenager's behaviours and decision-making ability, Triple P offers a wide scope of services that address every level of need. These support services include

community-based parenting seminars, phone support, parenting groups, and consultations.

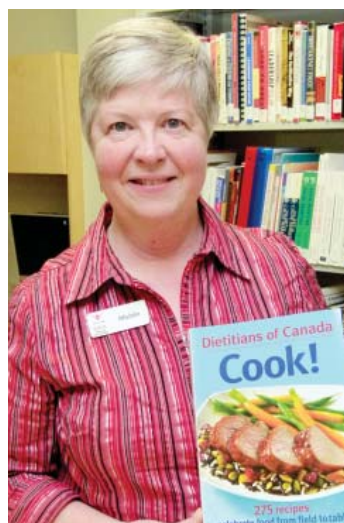
Parents who use Triple P strategies report improvements in family dynamics, and research has shown that consistent use of these strategies leads to a decrease in risky behaviours such as smoking, alcohol, and substance abuse among pre-teens and teens.



**TriplePOntario.ca**  
**705.566.3416**



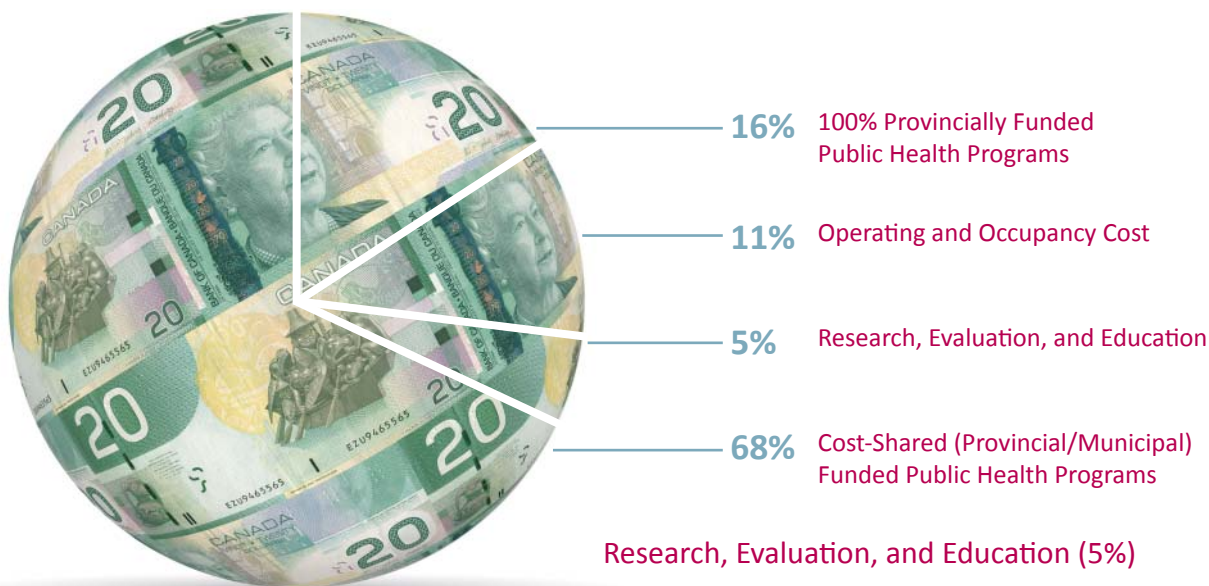
# Our Team at Work





# 2011 Approved Budget

## \$26,492,206



### Operating and Occupancy Cost (11%)

### Cost-Shared (Provincial/Municipal) Funded Public Health Programs (68%)

- Child Health
- Chronic Disease Prevention
- Food Safety
- Foundational Standard
- Health Hazard Prevention and Management
- Infectious Diseases Prevention and Control
- Prevention of Injury and Substance Misuse
- Public Health Emergency Preparedness
- Rabies Prevention and Control
- Reproductive Health
- Safe Water
- Sexual Health, Sexually Transmitted Infections, and Blood-borne Infections (including HIV)
- Tuberculosis Prevention and Control
- Vaccine Preventable Diseases

### 100% Provincially Funded Public Health Programs (16%)

- Aboriginal Diabetes
- Anonymous Testing
- Bedbug Support Fund
- Cancer Care Ontario Program Training Consultation Centre
- Chief Nursing Officer
- Enhanced Safe Water Initiative
- Food Safety
- Healthy Babies Healthy Children
- Healthy Smiles Ontario
- Infection Prevention and Control Nurses Initiative
- Infectious Diseases Control
- Local Health Integration Network Falls Prevention Project
- Needle Exchange Program Initiative
- Panorama
- Prenatal and Postnatal Nurse Practitioner
- Public Health School Asthma Project
- Small Drinking Water Systems
- Smoke-Free Ontario
- Special Nursing Initiative

### 2011 in Review

**9853** clients seen at sexual health clinics  
**4614** calls about immunization, infection control, and reportable diseases  
**3435** inspections of food premises  
**2272** hours of volunteer service  
**404** health hazard complaints investigated  
**178** prenatal and postnatal appointments  
**102** post-secondary students completed educational placements



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