



Public Health: It's in Your Interest

Sudbury & District
Health Unit

Annual
Report

2014

Championing health for all in our communities



Public health professionals are passionate about protecting and promoting health and preventing disease. In 2014, Sudbury & District Health Unit employees demonstrated this passion across our district in a variety of ways throughout all of our 19 communities.

Through technology and social media, we can and do reach thousands of

people with timely and valuable information about drinking water advisories, beach closures, outbreaks, vaccination clinics, healthy choices and so much more. The Health Unit works hard to improve opportunities for health for all of us. We do this in close partnership with many others including schools, businesses, community agencies, parents and municipalities.

Taken as a whole, this annual report to our communities and stakeholders speaks both to the SDHU's programming excellence and to our commitment to accountability.

However, fundamentally, this report is about the people who deliver public health programs and services to our local communities. For our 254 employees and 80 volunteers, this is much more than a job. Whether it is responding to a measles case, following up on a train derailment, supporting a breastfeeding mom, speaking with the media or presenting at a municipal council meeting, employees of the Sudbury & District Health Unit are our communities' front line in the struggle to create and maintain healthy opportunities for all.

This past year has again been a busy one and we are challenged every day to do more and to do better for our communities. The dedication and support of our staff and our board of directors allow us to meet these challenges successfully. I am very proud of the Sudbury & District Health Unit public health team—an exceptional group of people who are caring, committed, and passionate about championing health for all in our communities.



Dr. Penny Sutcliffe
Sudbury & District Medical Officer of Health and
Chief Executive Officer

Striving to help each citizen

As the new Chairperson for the Sudbury & District Board of Health, I am very pleased to present the 2014 Annual Report.

This report provides a snapshot of some of the day-to-day activities and initiatives public health professionals provide while keeping the 19 communities within our service area healthy.

Our staff, with the very important support and funding from our provincial and municipal governments, strive to help each citizen reach their full opportunity for health through our programs and services that range from teaching about healthy lifestyles to advocating for healthy policy.

I would like to acknowledge the dedication and leadership of the past Board of Health members for the Sudbury & District Health Unit. It is an honour to serve our communities and a duty that Board members take very seriously. I would like to acknowledge Mr. Ron Dupuis in particular who served as a Board member and Chair for 14 years until the end of his term in 2014.

The Sudbury & District Board of Health members set a very high bar, dedicated to creating healthier communities for all. It is with great pleasure that I commend to you our 2014 Annual Report.



René Lapierre
Chair, Sudbury & District Board of Health

2014 Sudbury & District Board of Health

Ron Dupuis, Chair
Madeleine Dennis, Vice-Chair

Claude Belcourt
Claude Berthiaume
Janet Bradley
Evelyn Dutrisac
Brigita Gingras
Terry Kett
Ken Noland
Rita Pilon
Ursula Sauvé
Paul Schoppmann
Brenda Spencer





Public Health: It's in Your Interest

Strategic Plan 2013 Healthy communities for all 2017



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Strategic Plan video

In January of 2014, the Health Unit released its 2013–2017 Strategic Plan video. The high-definition, 90-second piece showcases how the Health Unit is actively pursuing and implementing our five Strategic Priorities.



Professional Practice and Development

Strategic Priorities

Each of the following programs have been linked to their most appropriate Strategic Priority.

1

Champion and lead equitable opportunities for health.

2

Strengthen relationships.

3

Strengthen evidence-informed public health practice.

4

Support community actions promoting health equity.

5

Foster organization-wide excellence in leadership and innovation.



Professional Practice and Development



Safe and sanitary

Tattoo parlours, nail salons, and public pools fall under the umbrella of the Health Unit's inspection portfolio. Preventing institutional outbreaks, keeping the public safe from harm, and ensuring all providers and premises are held to the same high public health standards ensures clean, sanitary, and safe places for serving the public.

1

Health Hazard Investigation

Planning Cycle

The Sudbury & District Health Unit's Ontario Public Health Standards (OPHS) Evidence-Informed Planning Cycle helps guide the assessment, planning, implementation, and evaluation of our work in public health. The cycle encourages the use of evidence—including evidence on community need and evidence from research—to drive public health programming. Consistent planning ensures that the Health Unit delivers high-quality, evidence-informed programs to our community.

3

Population Health Assessment and Surveillance



Breastfeeding Challenge

In October, nearly four dozen new mothers breastfed their babies in the New Sudbury Centre mall as part of this year's Breastfeeding Challenge. Through this challenge, the Family Health Team works to raise awareness and normalize the concept of breastfeeding. It is natural and beneficial to both mother and baby.

4

Family Health



Vector-borne disease surveillance and insect bite prevention

Ticks and mosquitoes play a part in spreading potentially life-threatening vector-borne diseases. Lyme disease, West Nile virus, and Eastern equine encephalitis threats and potential cases are monitored through the Health Unit's surveillance program. This program also offers prevention, awareness, and seasonal media to keep residents safe when enjoying the outdoors.

3

Vector Borne Diseases/West Nile Virus

School Triple P pilot project

The Positive Parenting Program (Triple P) helps parents solve problems in the day-to-day business of raising children.

In 2014, the Family Health Team launched a new pilot project in schools that looks at two critical child developmental periods: transition to primary school and transition from primary to secondary school. The goal of this project is to provide practical tools to equip parents and school staff with strategies to increase positive outcomes and build strong, healthy relationships.

1

Family Health

HBHC evaluation results

The Healthy Babies Healthy Children (HBHC) program is designed to help children have a healthy start in life and provide them with every opportunity to reach their true potential. Health Unit staff contact every consenting mother to provide support and identify families who may require added or ongoing assistance caring for their newborn.

In 2014, the Ministry of Children and Youth Services evaluated the program, revealing unique challenges faced by some young families, such as smoking rates, drug and alcohol use, and access to local health care providers. Thanks to hard-working staff offering support to parents in the community, this program enjoys ongoing success.

4

Healthy Babies Healthy Children and Nurse on Call

Panorama implementation

Compiling, sorting, and incorporating just about every detail of communicable disease investigations, cases, contacts, and outbreak information into one database is an enormous task. In 2014, Panorama provided the tools critical in managing public health cases and outbreaks. Panorama reduces the risk of infection in populations through early detection, notification, rapid verification, and appropriate response to emerging disease threats.

5

Control of Infectious Diseases, Immunization and TB Control

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Children's Water Festival

In 2014, the Sudbury Children's Water Festival celebrated its 10th Anniversary and received a certificate of recognition from the Mayor. The Festival was held in Sudbury and Chapleau.

Almost 900 children attended, 100 high school student volunteers participated, and 16 community partners assisted the Health Unit to disseminate messages about water protection, conservation, science, and safety.

4

Safe Water (Recreational, Small Drinking Water Systems)



Answering the call!

The Environmental Health Team investigated 467 health hazard complaints covering the full spectrum of topics including bedbugs, mould, sewage, and hoarding. There were also 4083 calls and office visits to the duty officer, and the after-hours public health inspector took calls from 763 clients.

1

Health Hazard Investigation

Lacloche Foothills Food Network

Access to affordable and healthy foods is not always easy when you live in a smaller community. Since 2010, the LaCloche Foothills Food Network, a group consisting of more than a dozen community and not-for-profit organizations including the SDHU, has worked to increase interest and activity in community food programming. In just four short years, the network has supported a number of initiatives including community gardening, community kitchens, a local producer pamphlet, and a local Farmers' Market.

4

Nutrition

Measles response efforts

On April 26, 2014, for the first time in 15 years, a case of measles arrived in Sudbury. The SDHU's Infection Control Team, community partners, and Health Sciences North assembled quickly and took on the task of assessing the situation, setting up vaccination clinics, alerting the media, and encouraging people to protect vulnerable populations from the measles by getting vaccinated.

3

Control of Infectious Diseases, Immunization and TB Control



Play Greater Sudbury initiative

The Greater Sudbury Physical Activity and Recreation Roundtable wants everyone to get out and be active. This group of public health, recreation, health care, education, not-for-profit, and social service organizations launched the Play Greater Sudbury video and website campaign in November 2014. The ongoing initiative promotes affordable and accessible recreation throughout Greater Sudbury and encourages individuals to explore their surroundings and discover new ways to play.

2

Physical Activity

CGS Drug Strategy

The Greater Sudbury Police Service and the SDHU, in collaboration with community partners, have developed the Community Drug Strategy for the City of Greater Sudbury. The strategy has five foundational principles: Health Promotion and Prevention of Drug Misuse, Treatment, Harm Reduction, Enforcement and Sustaining Relationships. These foundations emphasize the need to work together as a community to reduce drug use and create a society increasingly free of harms associated with substance misuse.

2

Substance Misuse Prevention



Falls prevention

The Health Unit is working with community partners to encourage older adults to "Stay Active, Stay Independent, and Stay on Your Feet". Supported by the Northeastern Local Health Integration Network (NE LHIN), the Stay On Your Feet Sudbury Manitoulin Falls Prevention Coalition is comprised of over 70 members and provides resources and education on how to reduce the risk of a fall. Falling is not a normal part of aging and most falls are predictable and preventable. This year, the Health Unit joined the other four northeastern health units and regional partners to form a regional falls prevention coalition, led by the NE LHIN.

2

Physical Activity



Post-secondary alcohol survey

In 2014, we partnered with Laurentian University, Collège Boréal, and Cambrian College to develop a survey that looked at trends in alcohol use, awareness about Low-Risk Alcohol Drinking Guidelines, and prevention strategies for post-secondary students.

The survey of 1829 students revealed valuable insight into consumption, awareness, and delivery of messaging to this very important part of the population. The partners are working towards an effective strategy to create campuses where drinking responsibly is a social norm, where policies are in place to reduce alcohol-related risks, and where students engaging in healthy behaviours are supported.

3

Substance Misuse Prevention

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Social Media Challenge

In the ongoing effort to convince parents to vaccinate their kids and keep communities safe, the Health Unit produced a video, and it went viral. The locally produced video spread from Sudbury to as far away as Saudi Arabia. It was also nationally recognized out of 36 entrants from across the country by winning second place in Canada Health Infoway's Public Health Social Media Challenge.

View it at <http://youtu.be/vc02mA3MZ4U>.

5

Communications



Food recalls

Access to food and products originating from halfway around the world creates a coast-to-coast issue when dealing with food recalls. In Sudbury, aside from directly contacting the retailers and the food premises serving high-risk populations, the Health Unit uses social media and the Internet to make sure as many people are informed as possible.

Last year, 1758 contacts to local food premises were made during 18 food recalls.

1

Food Safety



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www.sdhu.com



705.522.9200
1.866.522.9200



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www.sdhu.com/rss

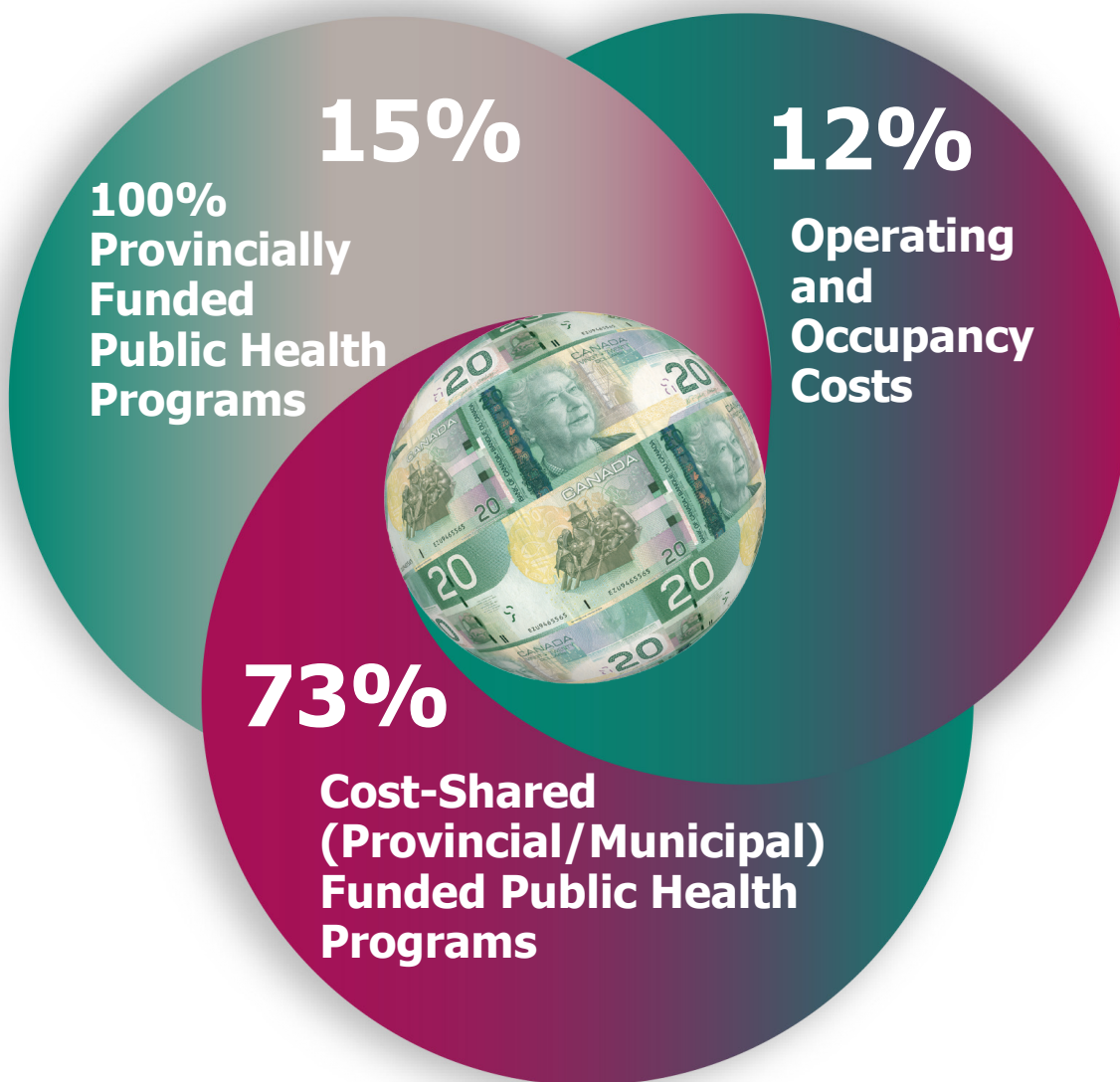


TheHealthUnit



SDHealthUnit

2014 Approved Budget \$26,956,906



Accounting

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Accountability Agreement Performance Indicators



Accountability Agreement Performance Indicators

This page outlines the Health Unit's results on the 2014 Ministry of Health and Long-Term Care's Accountability Agreement Performance Indicators. These indicators are reported annually to the Ministry by all of Ontario's 36 public health units. Collectively, they are a measure of local public health unit performance.



Public Health Accountability 2013–2017

Collection of baseline data

2014 was a year in which we were required to collect baseline data to inform future performance targets on the indicators listed below.

2014 Performance Indicators
Baseline data
Oral Health Assessment and Surveillance: % of schools screened
Oral Health Assessment and Surveillance: % of JK, SK & Grade 2 students screened
% of refrigerators storing publicly funded vaccines that have received a completed routine annual cold chain inspection
% of secondary schools inspected once per year for compliance with section 10 of the Smoke-Free Ontario Act
% of salmonellosis cases where one or more risk factor(s) other than "Unknown" was entered into the integrated Public Health Information System



Public Health Accountability 2013–2017

Fall-related emergency visits in older adults aged 65+

This indicator has a long-term target; therefore, reporting on the indicator will only occur in future years. In 2014, a report on the activities undertaken to meet this target was submitted to the Ministry as requested.

% of youth (ages 12–18) who have never smoked a whole cigarette

The Ministry did not ask public health units to report on this indicator's target in 2014. It has a long-term target, and reporting will take place in future years.



Public Health Accountability 2013–2017

Met or exceeded target

The SDHU met or exceeded all of the Ministry's performance targets for each indicator.

2014 Performance Indicators
Indicators
Implementation Status of NutriSTEP® Preschool Screen
Baby-Friendly Initiative Status
% of confirmed gonorrhea cases where initiation of follow-up occurred within two business days
% of confirmed Invasive Group A Streptococcal disease cases where initiation of follow-up occurred on the same day as receipt of lab confirmation of a positive case
% of the human papillomavirus vaccine wasted that is stored/administered by the public health unit
% of influenza vaccine wasted that is stored/administered by the public health unit
% of tobacco vendors in compliance with youth access legislation at the time of last inspection
% of tobacco retailers inspected twice per year for compliance with Section 3 of the Smoke-Free Ontario Act
% of tobacco retailers inspected once per year for compliance with display, handling and promotion sections of the Smoke-Free Ontario Act
% of high-risk food premises inspected once every four months while in operation
% of moderate-risk food premises inspected once every six months while in operation
% of Class A pools inspected while in operation
% of high-risk small drinking water systems inspections completed for those that are due for re-inspection
% of public spas inspected while in operation
% of known high-risk personal services settings inspected annually
% of suspected rabies exposures reported with investigations initiative within one day of public health unit notification



Public Health Accountability 2013–2017

