

Public Health in Simcoe Muskoka

Charles Gardner, Medical Officer of Health — April, 2012



Presentation Overview

What is Public Health?

The SMDHU Board of Health

Overview of programs and services

Moving from our previous to our present Strategic Plan



Public Health Is...

A 160 year old movement

Strategies focused on
populations

To prevent disease and
injury, and protect and
promote health



Taking Action On The Things That Make Us Healthy

Environment

- physical, social, political, economic

Behaviour

- smoking, diet, physical activity, injuries, sexual health

Human Biology

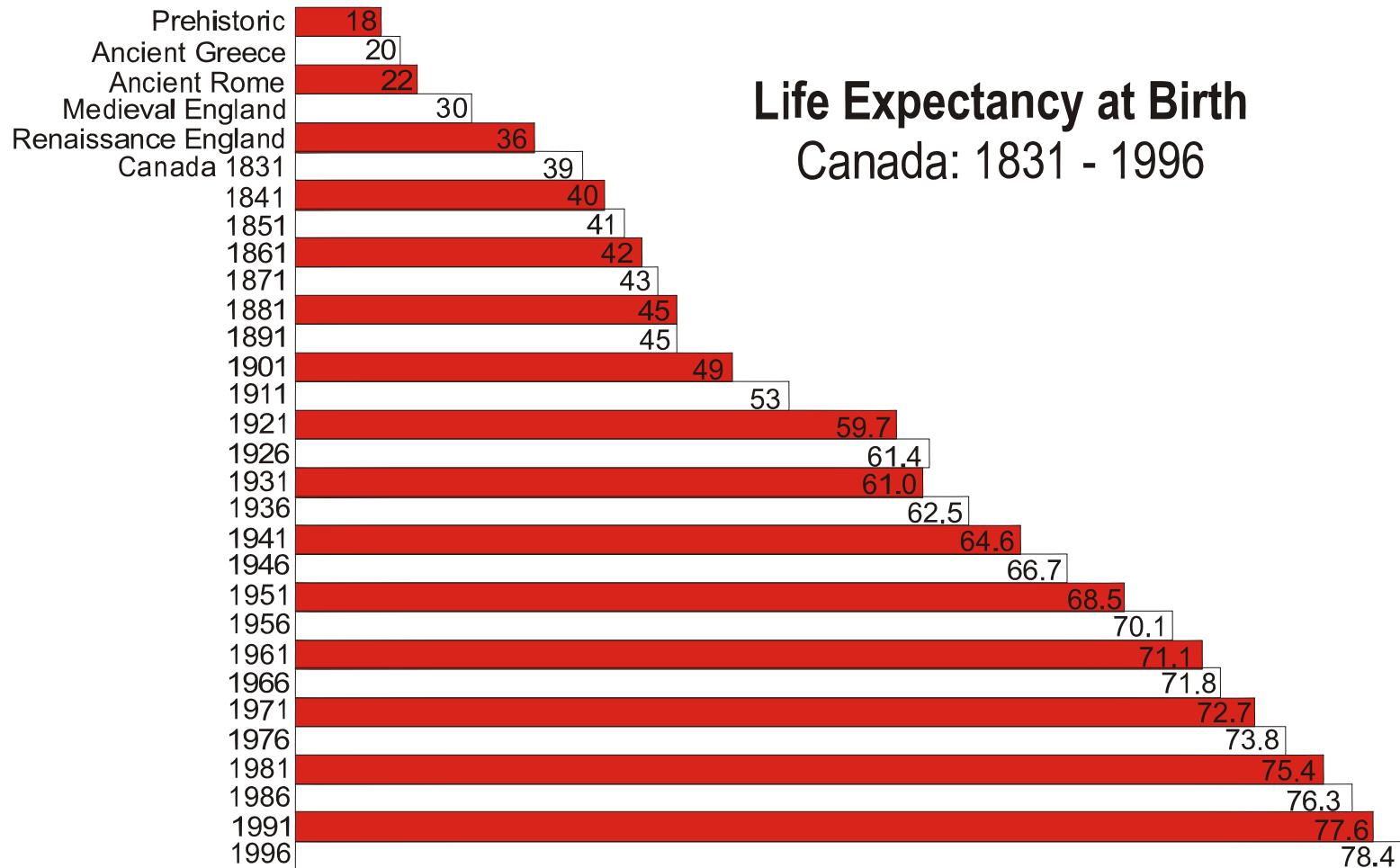
- age, gender, family history

Health Care

- prevention, treatment, rehabilitation



The Impact of Public Health: Life Expectancy Trends



The Urban Futures Institute

Research on Population, Community Change and Land Use in British Columbia

The Impact of the Public Health Movement

Beginnings of public sanitation movement in the 19th century

- Municipal water sanitation and sewage systems
- Child universal education
- Improving incomes, housing, nutrition,
- Working conditions
- Infection control practices:
 - Water and food safety
 - Health care
- Vaccination (smallpox)



Dr. John Snow, cholera and the Broad St. pump



There Is Still Room To Improve Health

Social determinants of health account for 60% of variation in health status

Tobacco – 16% of all deaths

Diet/Inactivity – 14% of all deaths, 1/3 of all cancers avoidable with optimal diet

Alcohol – 5% of all deaths

Infections – 5% of all deaths

Injuries – the leading cause of death for people aged 1 to 44 years; \$14.7 billion annually in direct and indirect costs

Others – Sexual behaviour, illicit drugs

Simcoe Muskoka

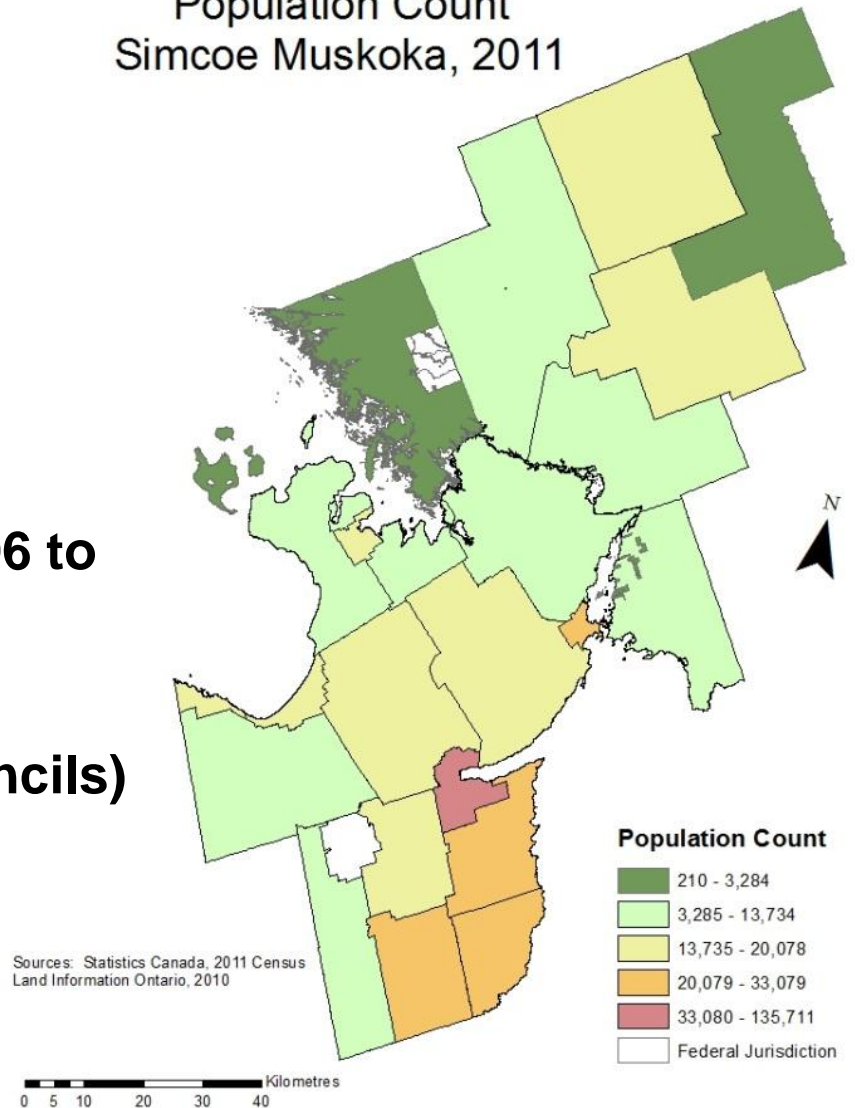
Servicing 504,110 people (2011 Census)

8,797 square kilometers

Population increase 5% from 2006 to 2011

Four upper tier / single tier municipalities (26 municipal councils)

Population Count
Simcoe Muskoka, 2011

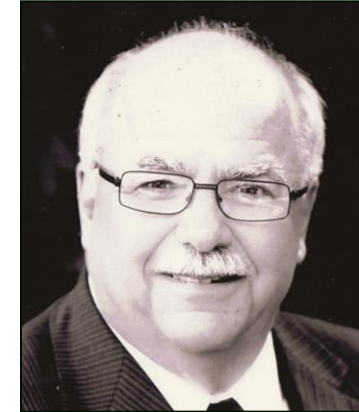


Our Board of Health since 2011

Barry Ward,
City of Barrie
Chair



Scott Warnock
County of Simcoe
Vice Chair

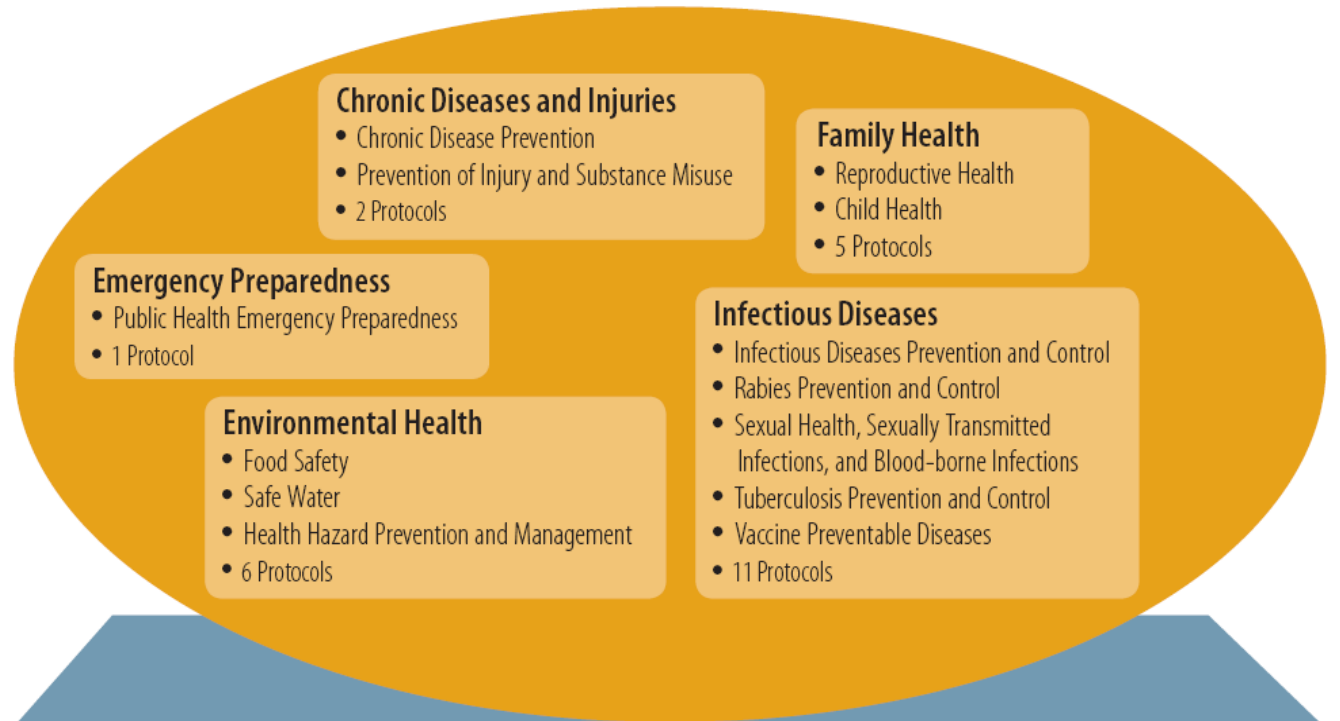


Members:

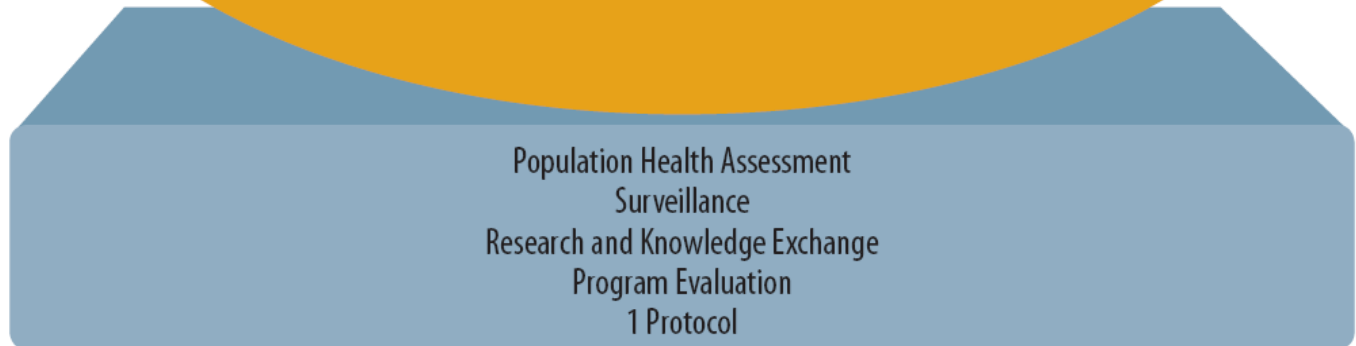
- **John Brassard**, City of Barrie
- **Sandy Cairns**, District of Muskoka
- **Fred Hamelink**, Provincial Appointee
- **Mike Kennedy**, District of Muskoka
- **Gord McKay**, County of Simcoe
- **Gail Mullen**, Provincial Appointee
- **Linda Murray**, City of Orillia
- **Margaretta Papp-Belayneh**, Provincial Appointee
- **Cal Patterson**, County of Simcoe
- **Ben Rattelade**, Provincial Appointee
- **Alicia Savage**, County of Simcoe
- **Doug Skeaff**, Provincial Appointee

The Ontario Public Health Standards & Protocols

Program Standards and Protocols



Foundational Standard and Protocol



Principles



Need



Impact



Capacity



Partnership and
Collaboration



Drinking Water

To ensure the drinking water the public has access to is potable by:

- assessing risk in reports of adverse results
- responding to identified risks and hazards
- informing and educating the public
- Inspection of drinking water systems



Recreational Waters

To reduce incidence of water-related illness, injuries and fatalities by:

- ensuring users are informed about risk
- ensuring facilities are operated in a safe and sanitary manner
- responding to identified risks and hazards
- monitoring of public bathing beaches
- Inspection of public facilities



Food Safety Program

2011 Highlights

- Over **6000** inspections of high, medium and low-risk premises
- Responded to **398** consumer complaints
- **21** charges laid under Food Premises Regulation
- **1200** food handlers pass food safety certification course
- Food safety calendar printed for distribution to over **1900** high and medium-risk premises in Simcoe Muskoka
- Issued over **700** Special Event Permits



Food Safety 2011

FOR FOOD SERVICE PROVIDERS

Emergency Management

External emergency planning with partnerships/committees:

- municipalities, health sector coordination, other health units, Red Cross & Social Service Agencies

Response experiences:

- H1N1 influenza pandemic, G8 Summit, train derailment, tornadoes/storm events, power outage, chemical fires.





Immunization
Communication Tool

For Immunizers



In the last 50 years immunization has saved more lives than any other health intervention.

Immunization Provision and Promotion

- 7,629 vaccinations delivered in 7 health unit office clinics (i.e. multiple clinics offered in each of our offices)
- 11,517 influenza vaccinations delivered in 53 public clinics
- 20,252 HBV, HPV and Meningococcal vaccinations delivered in school clinics
- **Thus 39,398 total vaccinations delivered by SMDHU staff in 2011**

2011 SIMCOE MUSKOKA DISTRICT HEALTH UNIT IMMUNIZATION REPORT

FOCUS ON HealthSTATS



Reaping The Benefits Of Vaccine Programs

Immunization against childhood diseases is one of the greatest public health success stories in history.¹

Most people in Canada today have never seen a child with a life threatening case of a vaccine preventable disease such as tetanus, polio or measles because most children get immunized against these diseases. This has not always been the case.

One of every parent's greatest fears is the loss or injury of a child. It is hard to imagine that less than 100 years ago in Canada, one in every 10 children died within the first year of life.² The majority of these deaths was caused by infectious diseases. Immunization has been a key part of changing that situation. Today, this rate has fallen to about one infant death per 200 live births, most of which are caused by non-infectious diseases.³ This progress cannot be taken for granted.

Table 1 highlights the drastic reduction in cases of childhood diseases in Canada thanks to vaccine programs. Although reduced, many of these diseases still exist in Canada so it is important to get vaccinated. Vaccines trigger our bodies to make specific antibodies (or army of immune cells) to fight these diseases. Without the right antibodies, people who are otherwise healthy are vulnerable to infection.

Vaccine preventable diseases still cause a significant health and economic burden. A study in 2010 showed that four of the top 10 infectious diseases that cause the most death and disability in Ontario are preventable by vaccination—hepatitis B, influenza, human papillomavirus (HPV) and streptococcus pneumoniae.⁴

Table 1: Number of Cases in Canada Before and After Vaccine Programs

Peak Number of Cases/Year Before Vaccine	DISEASES	Peak Number of Cases/Year Between 2000-2004
9,910	Diphtheria	1
61,370	Measles	199
43,671	Mumps	202
7,917	Rubella (German measles)	29
19,878	Pertussis (Whooping cough)	4,751
1,584	Polio	0
526	Haemophilus influenzae b (Hib) (<5 years old)	17

Data Source: Canadian Immunization Guide 2006¹³

- Protecting Individuals & Groups 2
- Just a Plane Ride Away 3
- The Risks of Not Immunizing 4
- Putting Risk in Perspective 5
- Monitoring Side Effects & Safety 6
- Seeking Information on Vaccines 7
- Clinics and Services Offered 8
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Dental services provided in Simcoe Muskoka




- ✓ Healthy Smiles Ontario clinics provide full dental services to low-income families and others on government-funded dental benefits.
- ✓ Full treatment services at the health unit's Barrie clinic location.
- ✓ Healthy Smiles Ontario bus visits communities throughout Simcoe Muskoka
- ✓ Oral health surveillance in schools, and community reporting

Reproductive Health Program

2010 SIMCOE MUSKOKA DISTRICT HEALTH UNIT REPRODUCTIVE HEALTH REPORT

FOCUS ON
HealthSTATS




Reproductive Health in Simcoe Muskoka

"Women are pivotal contributors to society in their roles as mothers, individuals, family members and as citizens. When a woman's health is poor, her contribution to society is decreased."


Reproductive health focuses on the years prior to conception as well as pregnancy and the early postpartum period. Reproductive health information offers insight into the ability of a population to produce healthy infants and an understanding of the relationships between healthy mothers and healthy babies. Optimizing the health and circumstances of women throughout this stage of life will enhance the health of babies born in Simcoe Muskoka. It can also add to the mother's experience of her new role.

More than any other time of life, the reproductive health phase is accompanied by many emotional, social and physical changes. Having supportive social and health care networks can improve a woman's ability to cope with the biological, psychological, environmental and lifestyle factors that can have an impact on the health of her baby. Although reproductive health is also a male issue, this report focuses primarily on maternal health issues and how the characteristics and behaviours of women of childbearing age in our area affect birth outcomes and a woman's own health at this pivotal time in her life.

Understanding local reproductive health data can assist in planning for the supports women and their families need. Reproductive health information can also contribute to improved local decision making and the establishment of healthy practices and policies for parents and infants.



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Preconception Health

- An increased proportion of individuals in their reproductive years are physically, emotionally, and socially prepared for conception

Healthy Pregnancies and Birth Outcomes

- An increased proportion of pregnant women and their families adopt practices to support a healthy pregnancy

Preparation For Parenthood

- An increased proportion of expectant parents are physically, emotionally, and socially prepared to become parents

Canada Prenatal Nutrition Projects



Weekly program for pregnant women and their children up to 6 months come together for education, support and nutritious food

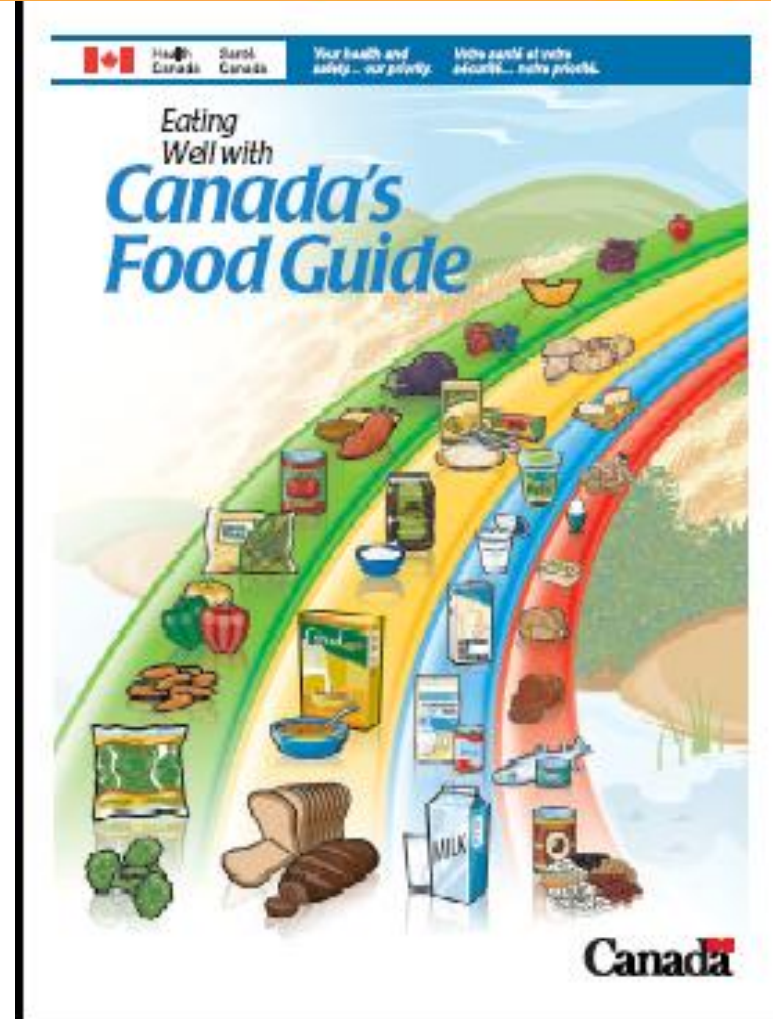
PHN focus on healthy pregnancy, breastfeeding, smoking cessation, preparation for parenthood

➤ **Mothercare-Simcoe**

- Alliston
- Angus
- Barrie
- Bradford
- Collingwood
- Innisfil
- Midland
- Orillia
- Wasaga Beach

➤ **Great Beginnings-Muskoka**

- Bracebridge
- Gravenhurst
- Huntsville



Healthy Babies Healthy Children Program Mandate & Scope

**Province-wide voluntary
prevention/early intervention program**

Goals:

- To promote optimal physical, cognitive, communicative and psychosocial development in children who are at risk prenatal to age 6 years
- To act as a catalyst for a coordinated, effective, integrated system of services and supports for healthy child development and family well being through the development of a network of service providers and participation in community planning activities



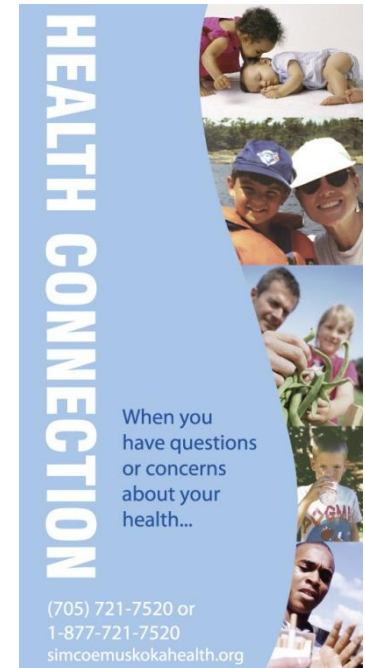
Two Agency-wide Programs/Services

Health Connection

- Provides confidential one-to-one access to a health professional for public health information, services, programs and resources

Healthy Schools Program

- Works with schools/school boards to address identified issues
- Facilitates health unit program/service delivery in schools
- Collaborates with community partners



Injury and Substance Misuse Prevention Program

Injury

- Road and off road safety
- Falls across the lifespan
- Working towards a Regional Falls Prevention Strategy for older adults

Substance Misuse

- Alcohol Focus Report
- Work with all levels of government on alcohol control measures
- Working towards a Drug and Alcohol Strategy

2011 SIMCOE MUSKOKA DISTRICT HEALTH UNIT ALCOHOL REPORT

FOCUS ON
*Health*STATS



Alcohol-Related Harm in Simcoe Muskoka

Alcohol is the most commonly used legal psychoactive drug in Canada, enjoying popularity as well as special social and cultural significance in our country and indeed, worldwide. It is also a toxic substance, capable of affecting nearly every organ and system of the body. No other product sold for consumption, not even tobacco, has such wide-ranging adverse physical effects. Alcohol is also a commodity important to many people's economic livelihood.^{1,2}

Most people can easily identify the common risks associated with alcohol abuse—cirrhosis of the liver and alcohol addiction. However, it is the larger proportion of the population who drink heavily at single events that produce far more common and wider-reaching impacts on the health, safety and well-being of individuals and communities.¹ Impaired driving, alcohol poisoning, mental health issues, unwanted or high-risk sexual encounters, violence and injuries all have direct links to this occasional heavy use of alcohol.⁴

Research is uncovering new evidence that drinking alcohol, even at low to moderate levels, comes with its own risks.

A growing body of scientific evidence irrefutably identifies the link between low to moderate levels of alcohol consumption with numerous medical conditions, including cancer, cardiovascular disease, liver disease, inflammation of the pancreas, alcohol dependence, and mental health problems.⁴



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Toll free: 1-877-221-7300
www.simcoemuskodistricthealth.org

Chronic Disease Prevention Program

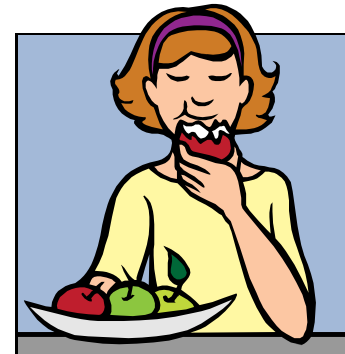
Tobacco Program

- Preventing young people from smoking
- Protecting people from exposure to second-hand smoke
- Supporting people to quit smoking
- Enforcing the Smoke Free Ontario Act



Healthy Lifestyle Program

- Promoting healthy eating and food security
- Promoting physical activity
- Reviewing official and other municipal plans related to health



Strategic Accomplishments 2007 - 2011

SMDHU Strategic Plan 2007-2010

PARTNERSHIPS

GOAL:
Seek new partnerships and nurture existing partnerships to integrate services and enhance public health in Simcoe Muskoka.

We will:

- ▲ provide leadership and work with partners to promote health and prevent disease
- ▲ contribute to public health knowledge and practice through research



PROGRAMS

GOAL:
Deliver evidence-based provincially mandated and locally determined programs and services that protect and promote the health of Simcoe Muskoka's population, and be recognized as a leader, innovator and credible voice of authority on significant public health issues.

We will:

- ▲ establish our role in four emerging areas of public health: the built environment, social and economic determinants of health, environmental health hazards and mental health promotion
- ▲ develop an integrated agency approach to combat childhood obesity and deliver school health services
- ▲ establish a model for program planning and service delivery that is client-centred, accessible and responsive to community needs
- ▲ develop tools for measuring performance to ensure effective and efficient program delivery



PEOPLE

GOAL:
Provide a healthy working environment where skilled and dedicated people choose to work together to promote and protect health, and prevent disease and injury.

We will:

- ▲ provide a supportive and healthy workplace for our staff
- ▲ implement effective strategies for employee recruitment, orientation, retention, succession and recognition
- ▲ apply the principles of a learning organization to our workplace



Strategic Public Health Issues From 2007 to 2011

1.1 Explored options, identified resources and determined a clear role, which is well-communicated in the following emerging areas of public health:



- The Built Environment and Health
- Social Determinants of Health
- Environmental Health Hazards
- Mental Health Promotion

Partnerships

Co-location with partners

- Huntsville High School – sexual health clinic
- Gravenhurst Municipal Office and Cottage Country Family Health Team
- Midland Secondary School
- Orillia Common Roof

Joint planning

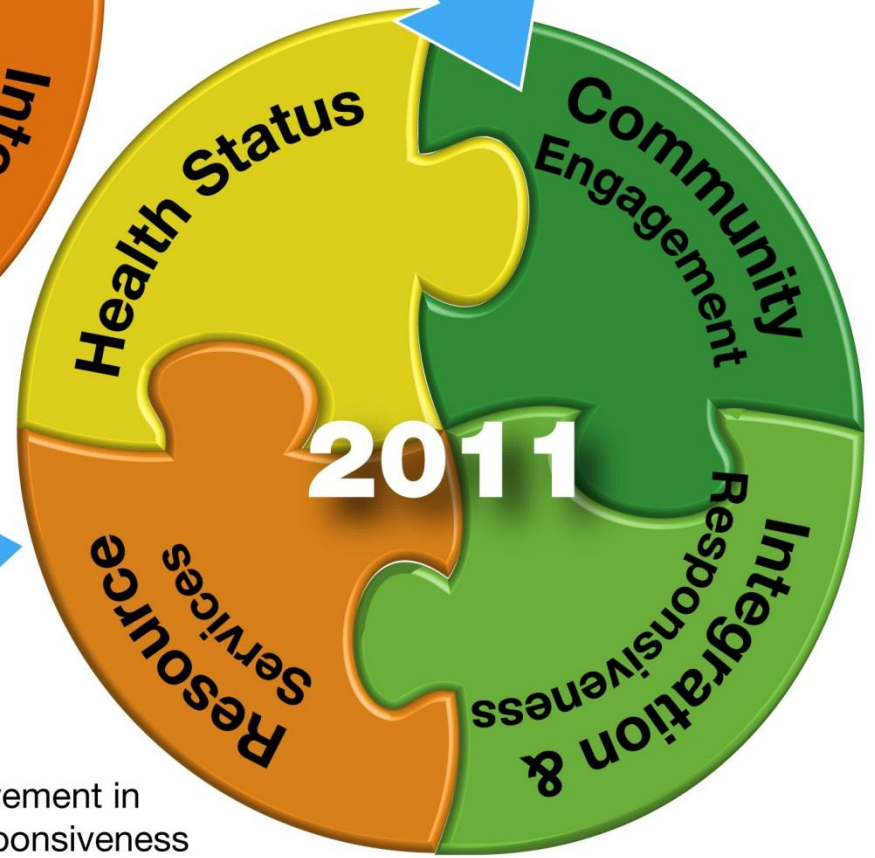
- Emergency planning – municipalities and healthcare agencies
- School boards – Healthy Schools & COMPASS
- Child & family services - Muskoka Planning Council for Children and Youth. Child, Youth & Families Services Coalition of Simcoe County
- NSM LHIN and others – falls prevention, child and maternal health, Healthy Communities Partnership
- Municipal official plans and municipal policies – alcohol, injury prevention, nutritious foods, tobacco, food charter, fluoridation, active transportation
- Family Health Teams



No Change in Health Determinants & Status



Slight Decline in Community Engagement



Improvement in Resources & Services



Significant Improvement in Integration & Responsiveness

Strategic Plan 2012-2016

Vision:

The people who live, work and play in Simcoe Muskoka lead healthy, fulfilling and productive lives.

Mission:

As champions of health for all, the Simcoe Muskoka District Health Unit works with individuals, families, agencies and communities to promote and protect health, and to prevent disease and injury

We Value:

Excellence in promoting and protecting health, and providing quality programs and services.

Accountability for our individual and collective actions and outcomes, and for the responsible and effective use of public funds and resources.

Respect for all people and their right to be treated fairly and with dignity.

Working in Partnership and collaborating with governments, agencies, communities, families and individuals.

A Positive Working Environment where employees are engaged, and encouraged to exchange ideas, communicate openly, be innovative, and practice work life balance.

Equal Opportunity for health.



2012 – 2016

Strategic Directions and Goals

Important Public Health Issues

- Identify and address priority public health issues that require a coordinated and comprehensive agency response.

Accountability and Performance Measurement

- Demonstrate efficiency and effectiveness, and enhance systems that measure and communicate progress on our priorities, programs and services.

Determinants of Health

- Address the factors that create inequities in overall health and improve the quality of life for populations at risk of poor health outcomes.

Organizational Capacity

- Enhance our knowledge, skills and practices to increase our ability to respond to community needs and optimize service delivery.

Final Thoughts

Public health will always be very important to people's health.

The Simcoe Muskoka District Health Unit continues to be committed to excellence in public health.

