

# Public Health in Simcoe Muskoka

Charles Gardner, Medical Officer of Health



**simcoe  
muskoka**  
DISTRICT HEALTH UNIT



# 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

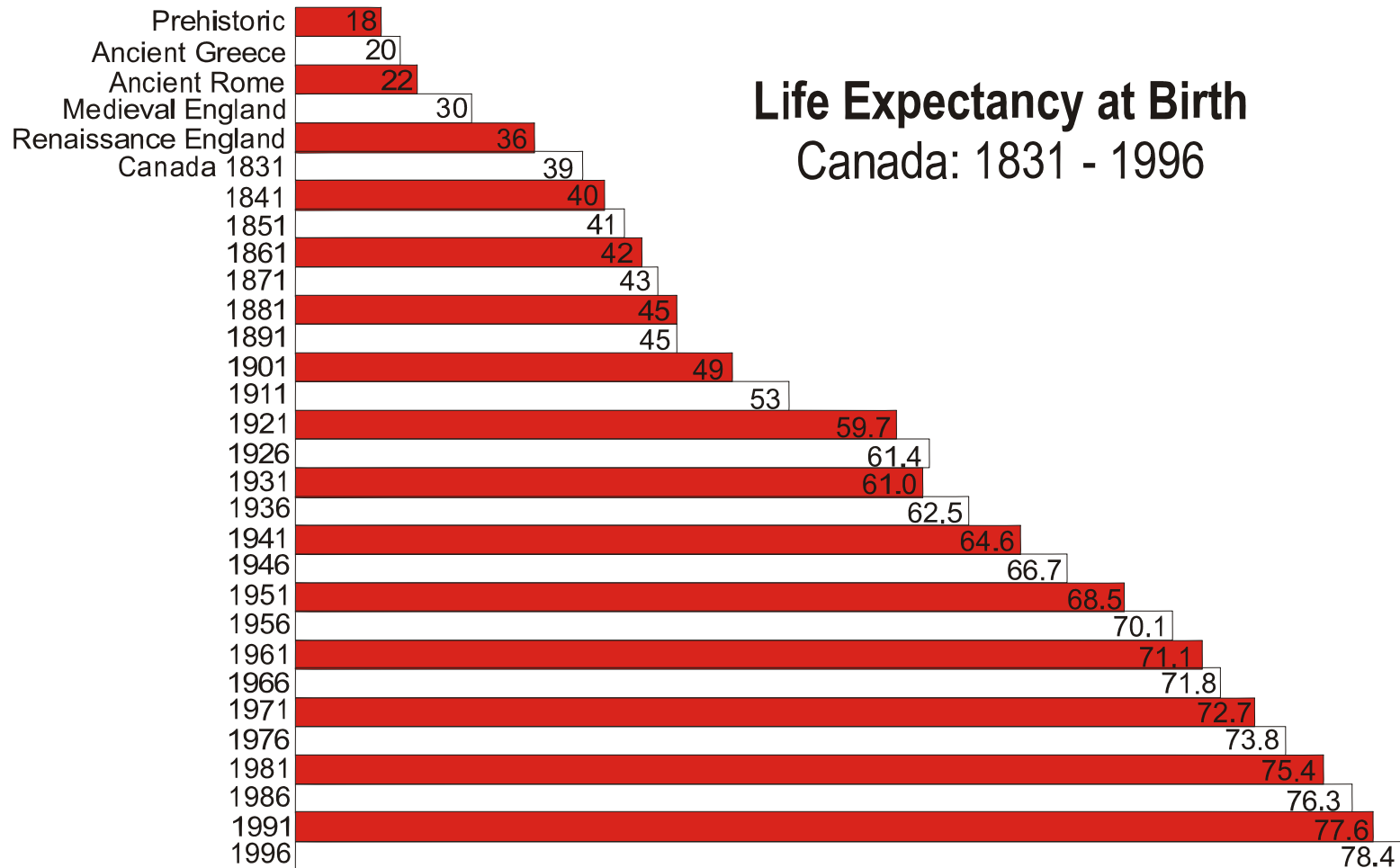
- age, gender, family history

## 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 19<sup>th</sup> 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

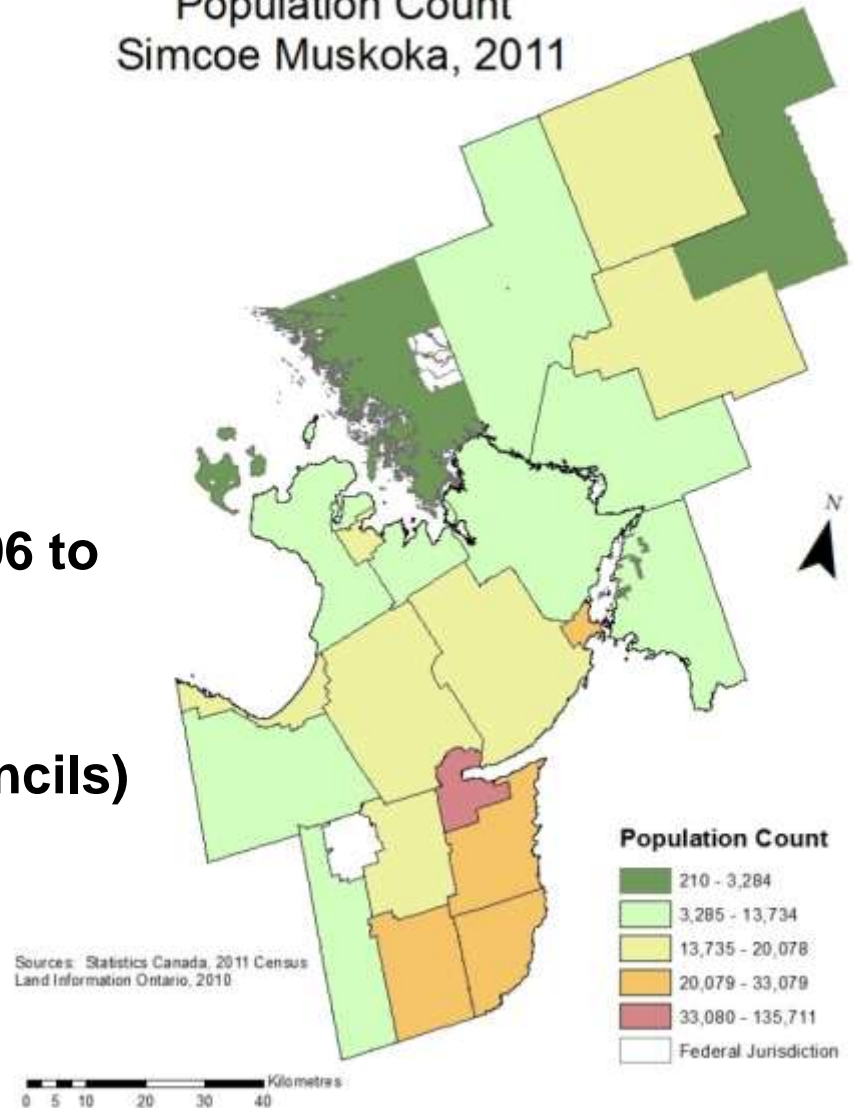
**Servicing 504,110 people (2011 Census)**

**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

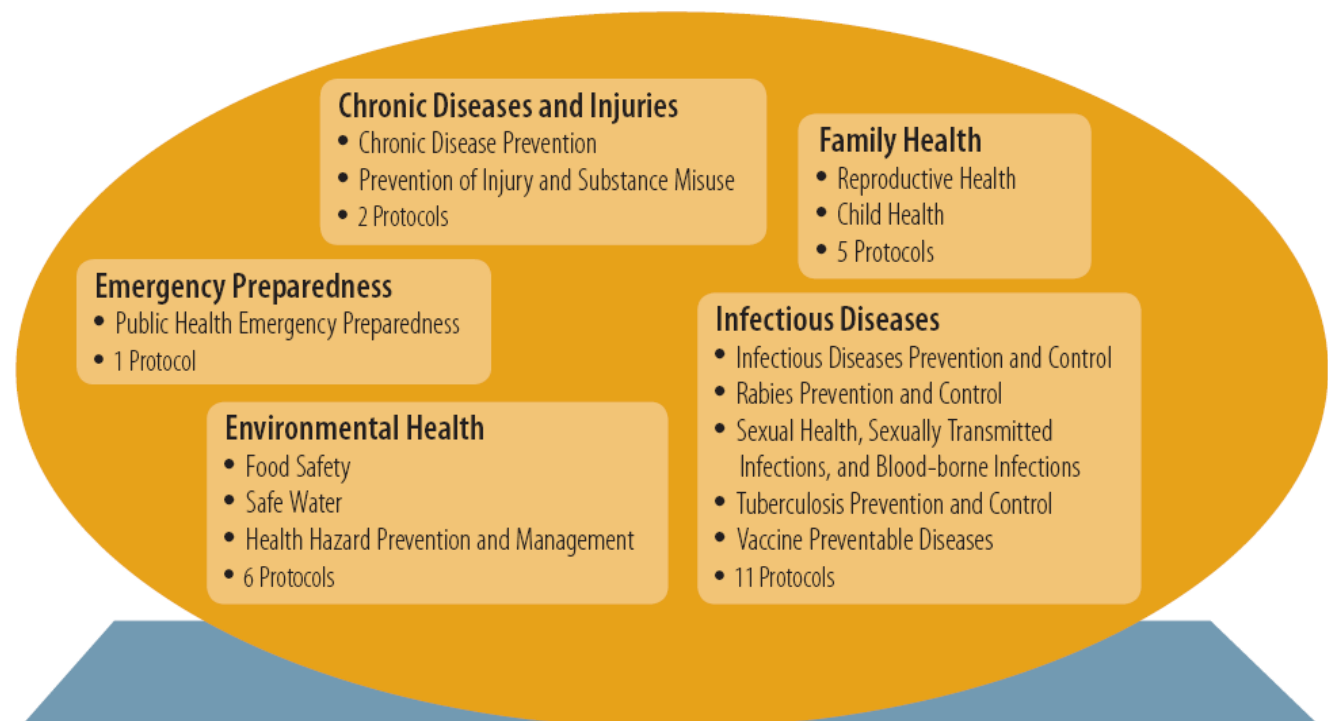


## Members:

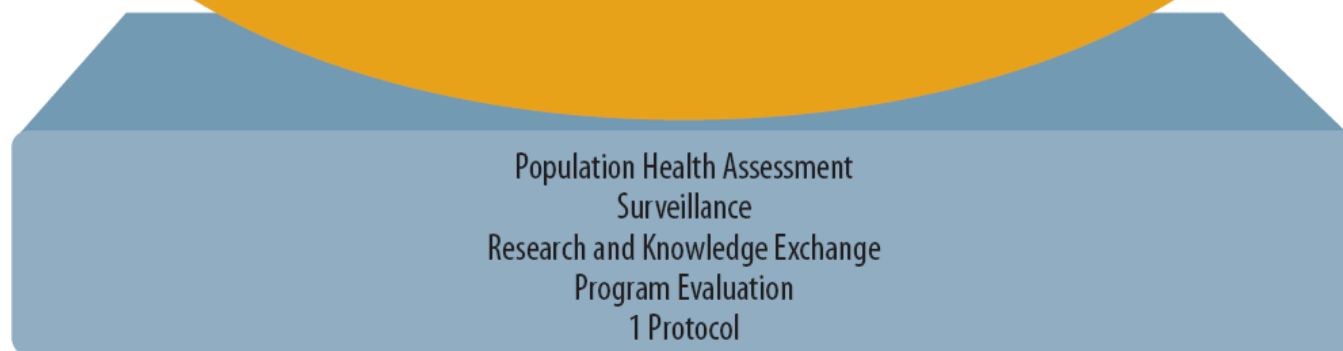
- **John Brassard**, City of Barrie
- **Sandy Cairns**, District of Muskoka
- **Fred Hamelink**, Provincial Appointee
- **Mike Kennedy**, District of Muskoka
- **Gord McKay**, County of Simcoe
- **Gail Mullen**, Provincial Appointee
- **Linda Murray**, City of Orillia
- **Margaretta Papp-Belayneh**, 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





# 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.





QUICK REFERENCE



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.<sup>1</sup>*

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.<sup>2</sup> The majority of these deaths were 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.<sup>3</sup> 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—bepatitis B, influenza, human papillomavirus (HPV) and streptococcus pneumoniae.<sup>4</sup>

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

| Disease                     | Peak Number of Cases/Year Before Vaccine | Current Number of Cases/Year After Vaccine |
|-----------------------------|--|--|
| Diphtheria                  | 1  | 0  |
| Measles                     | 160                                      | 0  |
| Mumps                       | 200                                      | 0  |
| Polio (Guinea-Sussex)       | 25                                       | 0  |
| Polio (Vaccine-preventable) | 4,751                                    | 0  |
| Scarlet fever               | 1,000                                    | 0  |
| Typhoid                     | 11                                       | 0  |

Data Source: Canadian Immunization Society, 2011.<sup>1</sup>

**simcoe muskoka**  
DISTRICT HEALTH UNIT

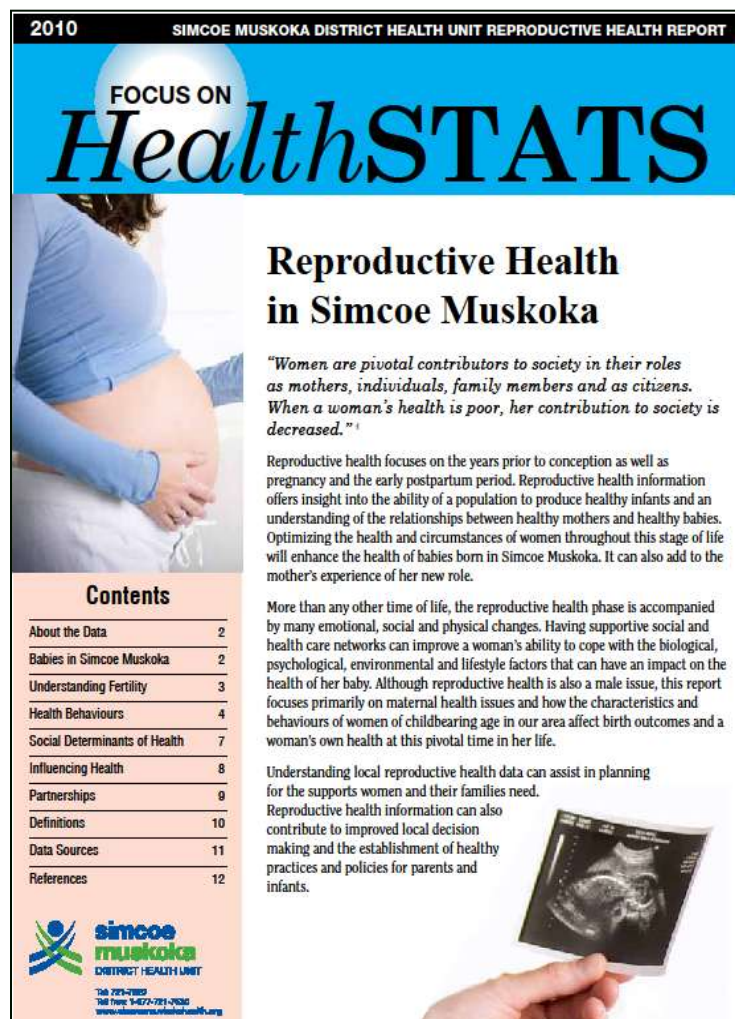
100 Queen Street West  
Toronto, Ontario M5H 2P2  
416-925-0800  
www.simcoehealthunit.org

# 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



## Preconception Health

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

## Healthy Pregnancies and Birth Outcomes

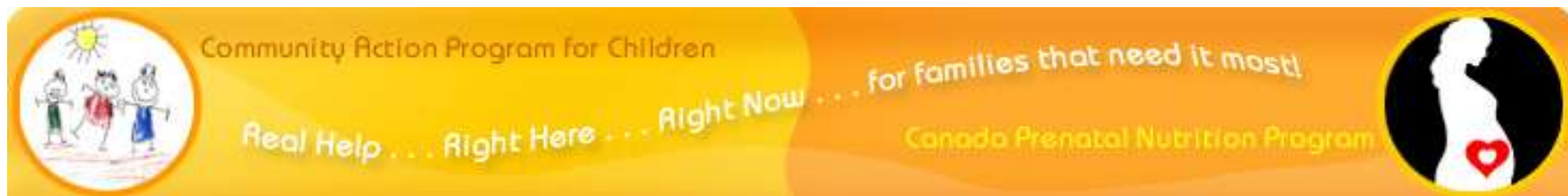
- An increased proportion of pregnant women and their families adopt practices to support a healthy pregnancy

## 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

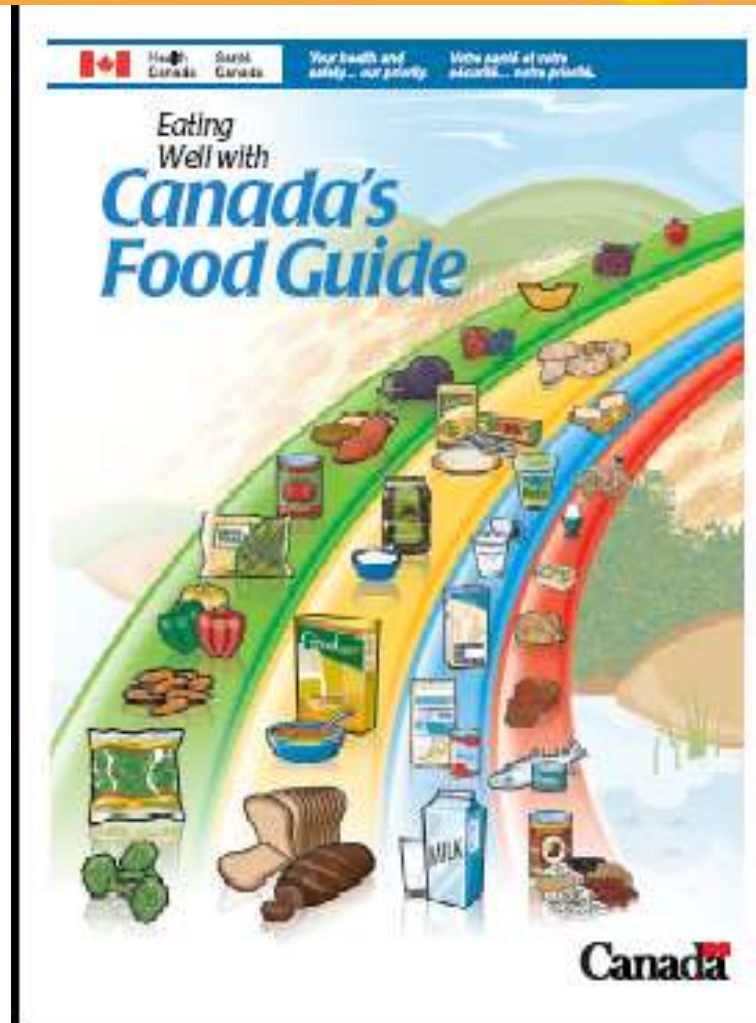
PHN focus on healthy pregnancy, breastfeeding, smoking cessation, preparation for parenthood

➤ **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





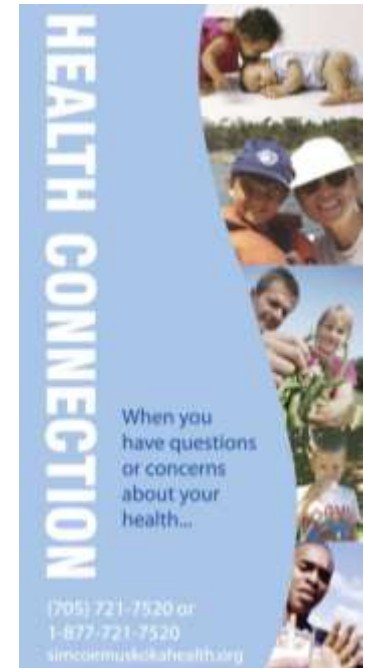
# Two Agency-wide Programs/Services

## 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



# 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

### **P**ARTNERSHIPS

**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



### **P**ROGRAMS

**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



### **P**EOPLE

**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



**simcoe  
muskoka**  
DISTRICT HEALTH UNIT

## 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

# Strategic Plan 2012-2016

## 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.**

