



PETERBOROUGH  
COUNTY-CITY HEALTH UNIT  
ANNUAL REPORT

2010

Peterborough County-City  
**HEALTH UNIT**  
...because health matters!

## Message from the Board Chair, JIM EMBREY



It is my pleasure to present our annual report, highlighting the programs, services and successes achieved by the Peterborough County-City Health Unit in 2010 that supported the Board of Health's strategic goals.

Public health programs and services are only effective when they take into account the diverse and complex geographic, physical, cultural, social and economic environments in which we live. In accordance with the Board's strategic directions and the mandate set out by Ontario's Public Health Standards, the Health Unit created a new Foundational Standards team in 2010 to lead a comprehensive planning process to identify priority population groups for the Peterborough region. Community needs were also assessed through various data collection and analysis processes, including surveillance, research and program evaluation. Collectively these activities enable the Health Unit to ensure our programs and services focus on those groups who will benefit the most.

It was a year of many firsts as the Health Unit initiated planning for both a new downtown and mobile dental clinic, facilitated new smoke-free policies in several subsidized housing units and produced Peterborough's first comprehensive Community Assessment Report. Consistent with its objective to build on its leadership role, the Board also advocated strongly for system-wide improvements to public health. This included key areas such as continued fluoridation of water supplies, maintaining the long-form census, reducing Canadians' sodium intake, and calling on all levels of government to stop the trade of contraband tobacco.

My appreciation goes to the hardworking staff at the Health Unit, my fellow board members and our many partners for another successful year promoting and protecting the public health of our community.

# Public Health

## It's Everybody's Business

It was inspiring to see communities throughout Peterborough City and County working together on such a broad range of important public health priorities in 2010. When you're striving to improve the health of more than 139,000 people over 3,800 square kilometres, it requires the teamwork of many individuals, community agencies and governments to effect positive change. Much of this work focused on the social determinants of health because strategies like reducing poverty, improving housing and supporting youth to succeed at school will reap the best improvements in overall health in our community. In addition, the health unit also targets many programs and services to those places or people where the need is greatest. I am proud of the Health Unit's hardworking staff for their many successes in 2010 in key areas, such as expanded dental health services through Healthy Smiles Ontario, progressive policy development, collaborative research to guide planning for better public health in the future, and at partnering with our local youth leaders. We are all very fortunate to live and work in such a great community. I'd like to thank our many community partners for the many ways that they help turn great ideas into reality!



**Dr. Rosana Pellizzari**

MSc, CCFP, FRPC

Medical Officer of Health



# Year in Review

## Community Action Plan Pushes for Active Public Spaces

The Health Unit and its Health For Life partners released a Community Action Plan in April to advocate for improved walking and cycling trails across the region. Recommendations included introducing car-free Sundays, improving snow removal for sidewalks and bike lanes, and building more trails in the City and County that are better integrated into transportation plans. The report now serves as a tool for residents to guide the development of public spaces that foster health and sustainable communities.

## Medicine Cleanout Campaign Cleans Up!

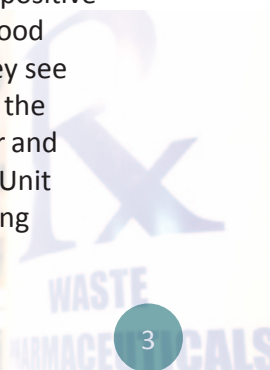
The Medicine Cleanout Campaign successfully diverted 250% more leftover and expired medications than usual when compared to a typical two-week period. Most pharmacies reported that the amount of returned prescriptions doubled or tripled during the campaign. Of the 27 participating pharmacies, 12 reported that 198 kg in old prescriptions were returned during the campaign, compared to the 78 kg normally received for the

same timeframe. Community involvement is key to reducing the availability of prescription narcotics because their misuse is a growing health and safety concern in the area.

## Barbie Jamming to Buck Beauty Stereotypes

Hundreds of youth and their families reinvented Barbie's image at Lansdowne Place mall in February to challenge commonly-held stereotypes of women's and men's bodies.

Organized by Health Unit youth staff, the event encouraged participants to make Barbie and Ken dolls look "real" using a variety of materials such as clay, fabric and paint. The activity promoted positive body images to help youth accept and feel good about their natural sizes, no matter what they see in the media or hear from others. Interest in the event reached far and wide; the *Toronto Star* and CBC Radio covered the story and the Health Unit produced a how-to manual on Barbie Jamming events for other agencies.



## 2010 AT A GLANCE

### Keeping the Smoke Out of Subsidized Housing Units

Thanks to the leadership of local social housing boards and their residents, seven new smoke-free policies took effect in 2010 in Millbrook, Keene and Peterborough. A variety of seniors' residences, shelters, and subsidized housing providers each created policies to ensure their buildings are completely smoke-free. In addition to protecting residents' right to clean air, smoke-free policies lead to long-term public health benefits such as lower hospitalization rates.

### No Tan is Worth Dying For!

Dozens of Holy Cross Secondary School students presented MPP Jeff Leal with hundreds of postcards advocating for the Ontario Government to pass legislation banning the use of tanning beds for youth 18 years and under. The Health Unit developed postcards, displays and Facebook ads as part of a province-wide skin cancer prevention campaign to raise awareness about the numerous health risks of tanning beds and the need to protect youth from ultraviolet radiation exposure.

### Workplace Culture Key to Better Health

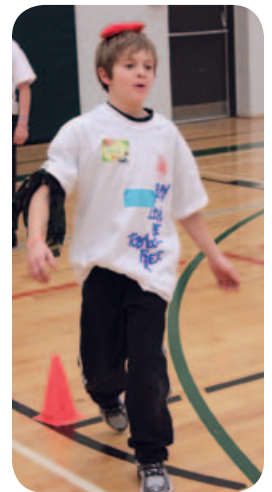
More than 100 local managers, business owners and HR professionals attended a symposium entitled "Tuning into Workplace Culture: Healthy Employees, Healthy Profits" organized by the Peterborough Health at Work Committee in partnership with the Health Unit. Featuring renowned workplace



consulting expert Dr. Graham Lowe, the event explored the practical side and health benefits of workplace culture. Participants learned that creating healthier workplaces makes economic sense too, as research has shown that workplace health programs provide a return on investment of \$1.82 to \$6.85 for every dollar spent.

### Building Healthier Schools through Intramural Activities

Dozens of students from eight elementary schools across Peterborough County and City came together to take part in a full-day workshop for intramural peer leaders led by the Health Unit and YMCA. Students learned how to plan and deliver a range of exciting intramural activities to take back to their schools as a way to benefit all students physically, mentally and emotionally.



### Let's Talk Bed Bugs!

As in other parts of the province, Peterborough has seen an increase in bed bugs so the Health Unit organized a free community forum in October to share the latest information. Local housing providers and members of the hospitality industry learned the ABCs of detecting and eradicating bed bugs and how important it is not to stigmatize people dealing with infestations. Health Unit staff encouraged participants to use a pro-active, community approach early on to help local residents effectively prevent and respond to these pests.





## Health Unit Releases Community Assessment Report

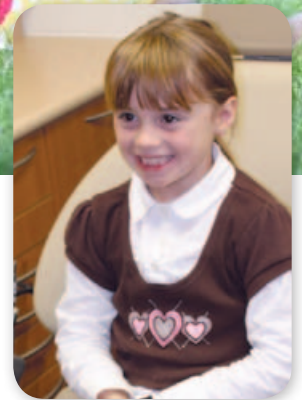
Following extensive consultations with over 60 health and social service agencies, the Health Unit released the 161-page Community Assessment Report in the fall. The report gives a comprehensive overview of the health status of Peterborough City and County with a focus on six risk factors: physical activity, sport and recreation; healthy eating; injury prevention; tobacco use and exposure; substance and alcohol use; and mental health promotion. The information will be used to create a Healthy Communities plan for the Peterborough area to guide provincial investments in local initiatives targeting the social determinants of health.

## Local Women Help Design Quit Smoking Program

Eighteen local women who smoke or recently quit answered the call to provide input and guidance into the Health Unit's newest quit smoking program. Participants discussed strategies that help women quit or reduce smoking, particularly during and after pregnancy. The ideas generated were used to design a smoking cessation program for pregnant women to be delivered in 2011.

## Giving Peterborough Kids Something to Smile About

Thanks to more than \$1 million in new funding from Healthy Smiles Ontario (HSO), the Health Unit announced plans for the largest dental program expansion in its history. Plans include building a new dental clinic in downtown Peterborough and a new mobile dental clinic bus to serve County residents. HSO funding is geared to provide both choice and better access to preventive and treatment services for children and youth from low-income families.



## Breast Friends Forever!

The Health Unit teamed up with local stylists and salon owners to promote the importance of mammograms in breast cancer prevention as part of the "Be a Breast Friend" campaign. Staff from more than 35 local salons learned how to discuss breast screening with their clients as a way to detect breast cancer early on when it's easier to treat.



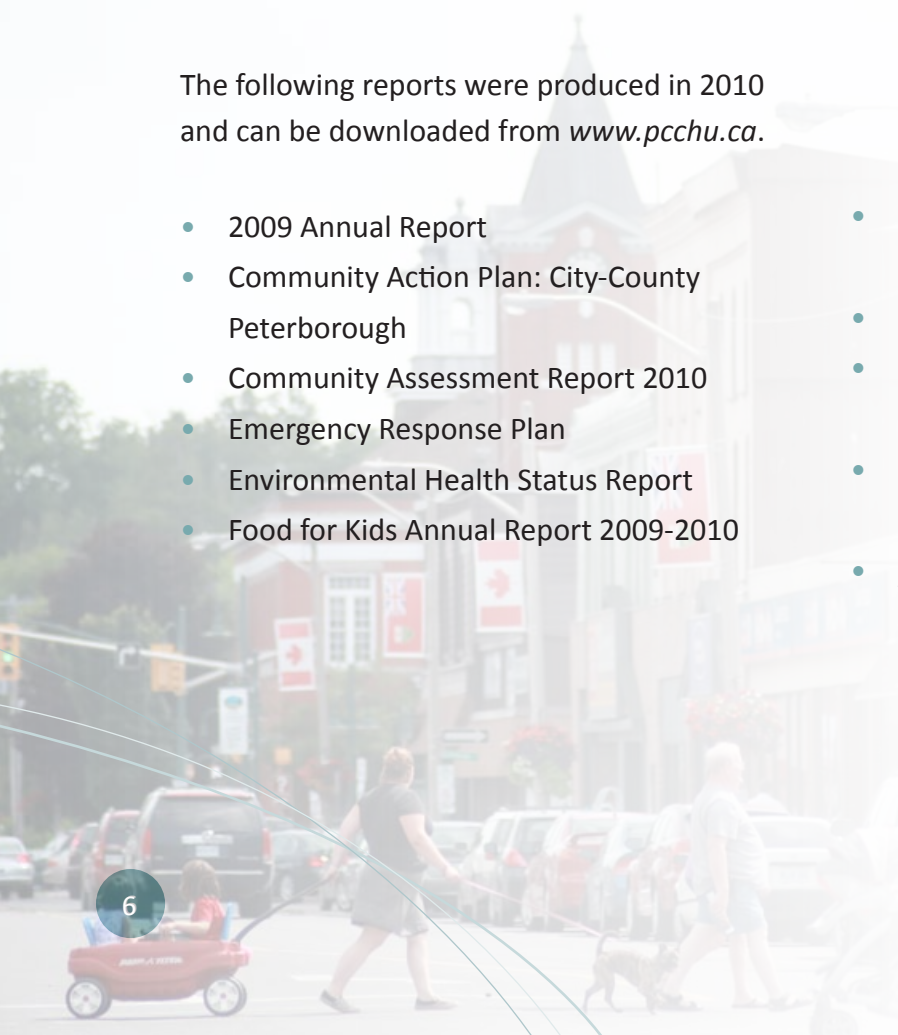
# Reports and Plans

Produced in 2010



The following reports were produced in 2010 and can be downloaded from [www.pcchu.ca](http://www.pcchu.ca).

- 2009 Annual Report
- Community Action Plan: City-County Peterborough
- Community Assessment Report 2010
- Emergency Response Plan
- Environmental Health Status Report
- Food for Kids Annual Report 2009-2010
- Nutritious Food Basket Report: Limited Incomes – A Recipe for Hunger
- Pandemic Influenza Plan (updated)
- Peterborough Perinatal Support Services Update
- Reportable Diseases in Peterborough City-County
- *plus* Bi-weekly Syndromal Surveillance Reports



# 2010 STATISTICS

## WEBSITE

85,833 Website visits to [www.pcchu.ca](http://www.pcchu.ca)

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## MEDIA RELEASES

108 Media releases issued

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## ORAL HEALTH

4,227 Students who received oral health screenings in schools

54 Teens received urgent dental care through expanded Children In Need of Treatment (CINOT) program

\$1,089,554 Amount of one-time funding announced for Healthy Smiles Ontario

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## SEXUAL HEALTH

806 Sexual Health Clinic counselling/drop-in appointments to people under 20 years of age

2,679 Assessments in the Sexual Health Clinic

585 Presentations on sexual health delivered to teens

22,320 Condoms distributed

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## TOBACCO USE PREVENTION

362 Tobacco vendor inspections

181 Tobacco inspections of workplaces

11 New smoke-free housing policies introduced with Health Unit support

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## SUBSTANCE MISUSE PREVENTION

24 Youth involved in peer-to-peer substance misuse prevention program

over 70 Participants in community meetings that addressed the escalation of local opioid use

27 Pharmacies participating in Medicine Cleanout Campaign



## 2010 STATS



### NUTRITION PROMOTION

- 46 Schools operated Food for Kids nutrition programs
- 1,271,275 Breakfasts served through Food for Kids program
- 12,900 Students receiving Food for Kids meals
- \$171.27 Nutritious Food Basket Survey estimate of weekly cost of healthy foods for family of four
- 474 Participants in Come Cook With Us classes in City and County
- 5,850 Food Boxes provided
- 12 Supermarket tours
- 78 Community members who met monthly to cook meals at a Collective Kitchen



### HEALTHY COMMUNITIES

- 517 Healthy community surveys completed by residents
- 78 Local agencies involved in Healthy Communities Ontario consultations

# 2010 STATS

## SCHOOL HEALTH

47 Schools participating in Healthy Schools program at year-end 2010

## WORKPLACE HEALTH

300 Workplaces receiving Tuning into Workplace Culture resource  
37 Workplaces participating in Workplace Culture Symposium  
420 Workplace representatives receiving quarterly Workplace Wellness Newsletter



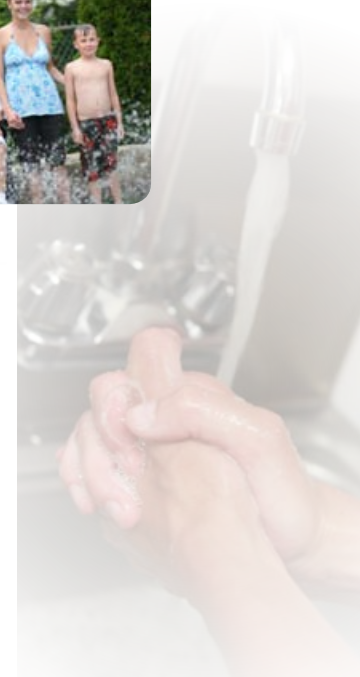
## INFECTIOUS AND VACCINE PREVENTABLE DISEASES

362 Reportable disease cases investigated  
251 Reportable diseases confirmed after investigations  
38 Outbreaks investigated  
251 Confirmed reportable disease cases  
198 Sexually transmitted infections contacts followed up  
27 Seasonal flu clinics  
4,998 Seasonal flu vaccine doses administered by Health Unit  
34,160 Seasonal flu vaccine doses distributed to other health care providers  
2,354 Vaccinations provided through Travel Clinic  
2,072 Doses of Meningococcal C, Hepatitis B and HPV vaccines administered in schools and clinics



## INSPECTION SERVICES

130 Inspections at day nurseries (infection control and food safety)  
256 Inspections of personal service settings (Infection Control)  
1,007 Food handler training course certificates issued  
1,767 Food premise inspections  
17 Area beaches routinely sampled from June to September  
175 Public facility inspections (seasonal pools, year-round pools, public wading pools, whirlpools/spas)  
566 Inspections of new and existing sewage/septic systems  
566 Sewage system permits issued  
1,678 Pets vaccinated at low-cost rabies vaccination clinics  
260 Animal bite investigations





## 2010 STATS

### HEALTHY BABIES, HEALTHY CHILDREN

- 1,063 Families received a postpartum phone contact after hospital discharge
- 332 Families with newborn babies were visited at home by a public health nurse



### INFANT & TODDLER DEVELOPMENT PROGRAM

- 900 Home/agency visits through Infant and Toddler Development Program
- 114 New families in home visiting program



### CHILD HEALTH / PARENTING SUPPORT

- 121 People attended Nobody's Perfect parent education and support groups
- 52 People attended Triple P parenting seminars
- 591 Calls to Family HEALTHline phone line

### REPRODUCTIVE HEALTH

- 312 People attended prenatal health fairs
- 497 People attended prenatal classes
- 62 Teens registered for teen prenatal classes



### ENVIRONMENTAL HEALTH

- 31 Arena air quality inspections
- 1,409 Adult mosquitoes collected in West Nile Virus surveillance
- 0 Mosquito pools tested positive for West Nile Virus
- 35 Housing provider reps attending October Bed Bugs Forum



### EMERGENCY PREPAREDNESS

- 2 Exercises testing Health Unit response to public health emergencies

# 2010

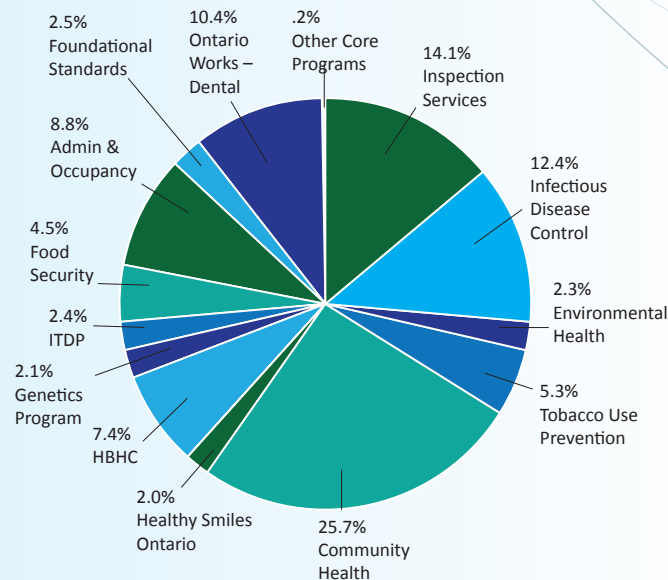
## FINANCIAL STATEMENTS

### PROGRAM EXPENDITURES

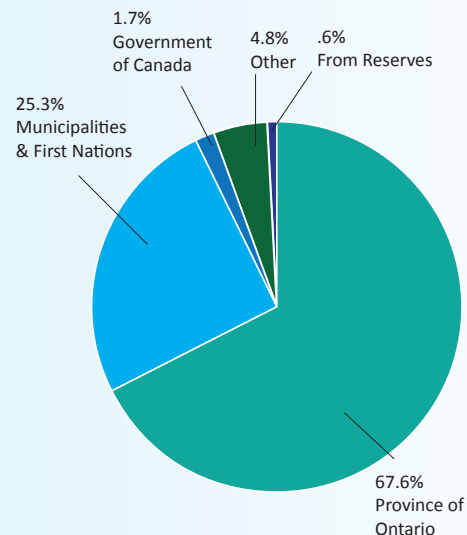
Inspection services (food safety, safe water, rabies, sewage)	\$1,628,451
Infectious disease control (vaccines, TB, infection prevention and control nurse program, sexual health clinics)	\$1,434,128
Tobacco use prevention	\$608,118
Environmental health programs (vector borne diseases, emergency preparedness, health hazards, built environment)	\$262,708
Community health (physical activity, injury prevention, workplace health, Health For Life/Healthy Communities, dental, school health, reproductive health, sexual health, substance misuse prevention, child health)	\$2,970,402
Genetics	\$241,560
Healthy Babies, Healthy Children (HBHC)	\$853,752
Infant Toddler Development Program (ITDP)	\$273,443
Food security and nutrition (collective kitchen, Food for Kids, nutrition promotion, food boxes)	\$519,461
Administration and occupancy	\$1,017,415
Healthy Smiles Ontario	\$225,819
Ontario Works – Dental	\$1,200,872
Other mandatory core programs	\$20,726
<b>TOTAL</b>	<b>\$11,540,966</b>

### REVENUE SOURCES

Province of Ontario	\$7,802,521
Member municipalities and First Nations (City of Peterborough, County of Peterborough, Curve Lake First Nation and Hiawatha First Nation)	\$2,921,423
Government of Canada	\$193,794
Other, including fees for service	\$557,991
From Reserves to balance	\$65,237
<b>TOTAL</b>	<b>\$11,540,966</b>



PROGRAM EXPENDITURES



REVENUE SOURCES



**Peterborough County-City  
HEALTH UNIT**  
...because health matters!

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Peterborough Regional  
Health Centre)



[www.pcchu.ca](http://www.pcchu.ca)

