



2009 ANNUAL REPORT

Leading the promotion and protection of
public health in our community





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Medical Officer of Health

Message from Medical Officer of Health

Without a doubt, 2009 was a year unlike any other for the Peterborough County-City Health Unit. As H1N1 spread around the world, our mighty team rose to this challenge by launching the largest vaccination campaign in its history to ensure local residents were protected from the pandemic. It was also a year characterized by an organization-wide restructuring plan to align Health Unit programs and staff expertise with the *Ontario Public Health Standards*. New teams were formed, new program areas were defined, new partnerships were created and new goals were set to advance the public health of our community. I am confident that these changes will increase our capacity to meet the health protection and promotion needs of Peterborough City and County.

In the midst of this transformational change, the Health Unit team made a number of important accomplishments in key areas. It was exciting to see our youth team "Speak Up! Speak Out!" successfully advocate for the expansion of smoke-free spaces throughout our region. This was one of many ways the Health Unit engaged local residents to take action for the improvement of public health. I look forward to carrying this momentum forward into the year ahead in order to make Peterborough City and County the healthiest it can be.

Message from Board Chair, Henry Clarke

For many, 2009 will be the year when local residents realized just how important the Peterborough County-City Health Unit is to protecting the health of our community. I was very proud of the way Health Unit staff led the local response to H1N1, springing



into action during the pandemic period to produce one of the strongest immunization rates in the province. We were fortunate that H1N1 proved to be a mild virus. We benefitted greatly from the new levels of inter-organizational cooperation that resulted to ensure our community is well prepared for the next pandemic.

While H1N1 may dominate our memories of 2009, it's important that we not let it overshadow the other significant developments made this year in the public health of our community. The Board of Health welcomed Chief Laurie Carr from Hiawatha First Nation as a new member, strengthening the role of Aboriginal communities in the governance of local public health. The Health Unit led a successful campaign to secure new resources for several local food security programs that provide both nourishment and life skills to those who otherwise cannot afford to eat well. Several milestones in the prevention of tobacco use were achieved in the form of the Health Unit's first-ever tobacco use report and the creation of smoke-free parks both in the City and County of Peterborough. Across every program area, the Health Unit demonstrated innovation and a passion for improving population health in meeting its mandate.

2009: The Year of H1N1

By far the biggest story of 2009 was the public health response to the spread of the pandemic H1N1 virus. In the spring, the Health Unit stepped up local surveillance, promoted better infection control and shared provincial health alerts with local residents advising them of the international spread of the virus. On October 14, the Health Unit declared an emergency and began marshalling resources to execute its pandemic plan, including surveillance, follow-up of influenza cases, infection prevention and control, community planning, vaccine delivery, public education, and other public health measures. Over the course of seven weeks, the Health Unit held 144 community clinics in Peterborough City and County, providing immunizations to more than 40,600 people. When combined with the approximate 11,000 doses of H1N1 vaccine distributed to healthcare professionals, the Health Unit was able to protect more than 51,000 local residents which proved to be one of the strongest immunization rates in the province.

NEWS COVERAGE

from the H1N1 campaign:

“Peterborough is now the poster child of how health and health care work together in terms of H1N1.” – *Examiner*, November 11, 2009

“Here in Peterborough this is a team approach with terrific leadership.” – *Examiner*, November 11, 2009

“The plan here in Peterborough was executed brilliantly. That is a testament to your leadership and that of your team that made it such a smooth process.”

Jeff Leal, MPP, quoted in the *Examiner*, December 7, 2009



H1N1 was in many ways a wake-up call for the province with regard to the importance of effective pandemic planning. For its efforts, the Peterborough County-City Health Unit received numerous accolades both at home and from across the province. In particular, the high level of cooperation and organization between the Health Unit, local physicians, nurse practitioners and primary care services was touted as a model for the rest of the province. The *Toronto Star* also commended the Health Unit for being the first one in the province to immunize school children against H1N1.

2009 AT A GLANCE

Building a Child-Friendly Community

More than 400 parents were surveyed at the beginning of the year to ask their opinion about certain factors that influence child health. This information helped guide the PCCHU's future programming for families.



Putting Food in the Budget

Leading up to Ontario's spring budget announcement, Dr. Pellizzari joined forces with poverty-reduction advocates to launch a public appeal urging the provincial government to add a Healthy Food Supplement to the Basic Needs Allowance for all adult recipients of social assistance. Ensuring low-income Ontarians can afford to make healthy food choices is critical for the prevention and management of diseases and promotion of overall health.



First Tobacco Use Report Released

The Health Unit launched the first ever Tobacco Use Report for our region. Local trends showed that 22.8% of local residents were smokers, a rate that has not declined in recent years. Youth experimentation with tobacco also revealed no decrease, and local smoking rate among pregnant women was twice as high as the provincial average. On the positive side, there was an increase in smokers' intention to quit, and a drop in exposure to second-hand smoke.

Funding Approved to Keep Important Food Security Program Alive

Both City and County Councils approved \$18,500 each to prevent the closure of the Health Unit's much-needed Come Cook With Us program. This vital community program, which helps 350 people annually learn how to prepare nutritious meals economically, was on the verge of shutting down due to provincial funding cutbacks.

Health Unit Says Smog Costs Lives

As the blazing days of summer drew near, the Health Unit advised local residents to curb activities that contribute to air pollution because poor air quality costs lives in our region. One air pollution model developed by the Ontario Medical Association put the cost at an estimated 119 premature smog deaths in the Peterborough region in 2008.



2009 AT A GLANCE

Peterborough Leads the Province in Breastfeeding Rates and Physical Activity Levels

Peterborough City and County ranked as the most active region in the province and has Ontario's highest rate of breastfeeding duration according to the Initial Report on Public Health, released by the Ontario Ministry of Health and Long Term Care. This inaugural report enabled the Health Unit to zero in on certain health risks of target populations, such as high teen pregnancy rates, high teen smoking rates, and above average adult heavy drinking rates.

Getting Started on the Path to Healthy Living

To address the prevalence of high risk factors for chronic disease in our community, the Health Unit released a new resource entitled "Healthy Living: Getting Started" to help those who are ready to improve their lifestyles. This easy-to-read brochure listed local services that support four key health behaviours: eating a healthy diet, being active, limiting alcohol use and living smoke free.

World Breastfeeding Day Challenge

Dozens of area women and their babies participated in the World Breastfeeding Day Challenge. To promote the message that "breast is best" for all babies, 38 nursing mothers joined forces at the Galaxy Theatres to break new world records for the most mothers breastfeeding simultaneously at one location and the most mothers breastfeeding at the same time in a province, territory or state.

Events Heightened Awareness of Addictions to Prescription Drugs

As part of the area's multi-disciplinary drug strategy, Health Unit staff worked with the Peterborough Drug Task Force to organize several events to raise awareness about the increase in addictions to prescription medications. Film screenings of "Prescription for Addiction" and "Cottonland" were shown to local high school students in the fall. In addition, guest speaker Dr. David Wolfe from the Centre for Addiction and Mental Health gave a presentation on teen risk behaviour and healthy relationships to parents.

Walking, Cycling and Public Spaces: Making a Great Peterborough

The Health Unit hosted a community forum featuring international urban planning expert Gil Penalosa. His presentation focused on practical ways of creating communities that encourage walking, biking and active transportation. These changes are proven to improve the environment, advance economic development, and enhance public health.



2009 AT A GLANCE

“Putting Food on the Table” Received \$100,000

MPP Jeff Leal announced \$100,000 in new provincial funding to support local food security programs that provide nourishment and healthy cooking skills to vulnerable populations. Entitled “Putting Local Food on the Table”, this project enabled both organizations to purchase foods grown by local producers for use in the YWCA’s JustFood Box program and the Health Unit’s Come Cook With Us classes.



Eating Well and Low Incomes Do Not Go Hand in Hand

As Thanksgiving drew near, the Health Unit released the Nutritious Food Basket Report to show how economic conditions have an impact on public health, especially for those on government assistance who cannot afford to eat well. The 2009 report revealed that a local family of four living on minimum wage would need to spend 32% of their income on food in order to eat nutritiously, and that for individuals on Ontario Works it was financially impossible for them to afford both nutritious food and basic shelter.

Tainted Cocaine Warning Helps Physician Diagnose Local Case

The Health Unit notified local health care professionals about contaminated cocaine circulating in Ontario that contained Levamisole, a product used to treat worm infestations in animals. A few days later, an emergency room doctor in Peterborough diagnosed a case of agranulocytosis caused by the tainted drug. The spread of contaminated cocaine to Peterborough made national headlines and reminded the community at large of the dangers of illicit substances.

Peterborough Petes Send Tobacco to the Penalty Box

The Peterborough Petes joined forces with the Health Unit to encourage local sports teams to promote a tobacco-free lifestyle with the “Petes Tobacco-Free Initiative”. A number of resources were created to help teams develop anti-tobacco policies so athletes and coaches can commit to a healthy lifestyle and thereby maximize their full potential as team members.

Public Spaces in Smith-Ennismore- Lakefield Township Go Smoke Free

The Township of Smith-Ennismore-Lakefield passed a bylaw prohibiting smoking within nine metres of playgrounds, bleachers and certain structures within municipal parks and public spaces. The bylaw was a response to a deputation made to Council earlier in the year by “Speak Up! Speak Out!”, the Health Unit’s youth leadership group.

2009 STATS

Website

115,484 Visitors to website

HEALTHline

912 Calls to Family HEALTHline phone line

Oral Health

2,409 Students who received oral health screenings in schools

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

22,000 Households that received a postcard advertising the expanded CINOT program

\$8,077.92 Provided for urgent dental care to teens through expanded CINOT program

Sexual Health

670 Sexual Health Clinic counselling/drop-in appointments to teens under 20

473 Assessments in the Sexual Health Clinic

537 Presentations on sexual health delivered to teens

19,872 Condoms distributed

Reproductive Health

402 People attended prenatal health fairs

560 People attended prenatal classes

890 First prenatal visit packages distributed

Substance Misuse Prevention

12 Licensed establishments attended risk reduction workshop

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

Healthy Communities

2 Municipal planning documents reviewed for healthy community design principles

1 Meeting/presentation with municipalities or strategic partners regarding healthy community design

31 Schools participated in Healthy Schools program (23 elementary and 8 secondary)



670

2,409

31

2009 AT A GLANCE

Nutrition Promotion

- 45 Schools operated Food for Kids nutrition programs
- approx. 7,500 Breakfasts served through Food for Kids program
- 30¢ Average cost of each breakfast
- \$166.73 Nutritious Food Basket Survey estimate of weekly cost of healthy foods for family of four
- 404 Participants in Come Cook With Us classes in City and County
- 6,160 Food Boxes provided (3,577 sold in City of Peterborough; 2,583 sold in Peterborough County)
- 12 Supermarket tours
- 53 Community members who met monthly to cook meals at a Collective Kitchen



7,500



45

Built Environment

- 90 Workplaces participated in Shifting Gears program
- 986 Shifting Gears participants

Infectious and Vaccine Preventable Diseases

- 688 Reportable disease cases investigated
- 42 Outbreaks investigated
- 697 Confirmed reportable disease cases
- 176 Sexually transmitted infections contacts followed up
- 40,600 H1N1 flu vaccine doses administered at public health clinics
- 10,871 H1N1 vaccine doses distributed to and administered by other healthcare providers
- 144 H1N1 Clinics
- 4 Seasonal flu clinics
- 2,486 Seasonal flu vaccine doses administered by Health Unit
- 23,530 Seasonal flu vaccine doses distributed to other healthcare providers
- 1,988 Vaccinations provided through Travel Clinic
- 2,517 Doses of Meningococcal C, Hepatitis B and HPV vaccines administered in schools and clinics
- 100% Schools in City/County where Health Unit staff held vaccination clinics



40,897

Food Safety, Safe Water, Rabies Prevention & Control, Septic

- 99 Inspections at day nurseries (infection control and food safety)
- 188 Inspections of personal service settings (Infection Control)
- 868 Food handler training course certificates issued
- 1,713 Food premise inspections
- 65 Beach postings
- 15 Boil water advisories
- 82 Inspections of seasonal pools
- 38 Inspections of year-round pools
- 24 Inspections of whirlpools/spas
- 19 Inspections of public wading pools
- 53 Adverse water conditions received and responded to
- 565 Inspections of new and existing sewage/septic systems
- 419 Sewage system permits issued
- 994 Drinking water system consultations with the public (wells, cisterns, etc.)
- 24 Risk categorizations and assessments of small drinking water systems
- 17 Low-cost rabies vaccination clinics offered during one-day campaign
- 1,640 Pets vaccinated
- 229 Animal bite investigations



2009 AT A GLANCE

Healthy Babies, Healthy Children

- 1,080 Families received a postpartum phone contact after hospital discharge
- 561 Families with newborn babies were visited at home by a public health nurse



Infant & Toddler Development Program

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

Child Health / Parenting Support

- 147 People attended Nobody's Perfect parent education and support groups
- 60 People attended Triple P parenting seminars

Tobacco Use Prevention

- 349 Tobacco vendor inspections
- 161 Tobacco inspections of workplaces
- 428 Participants from Peterborough City/County in Driven to Quit Challenge
- 7% Portion of Central East registrations for Driven to Quit from Peterborough

Environmental Health

- 5,539 Adult mosquitoes collected in West Nile Virus surveillance
- 0 Mosquito pools tested positive for West Nile Virus



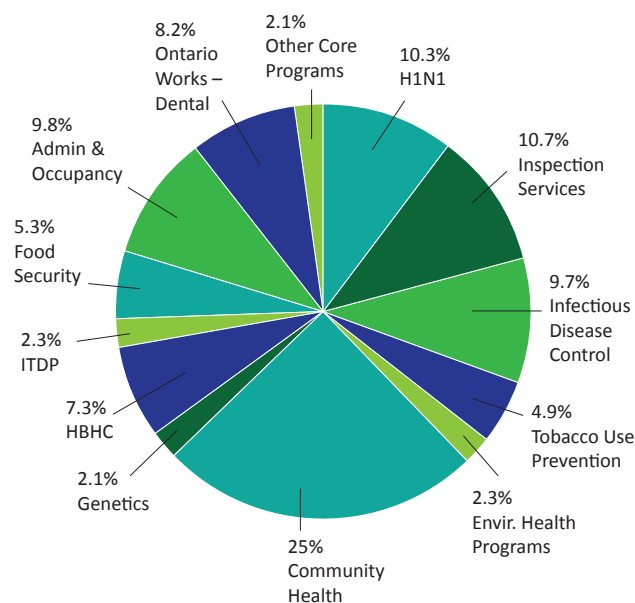
2009 FINANCIAL STATEMENTS

Program Expenditures

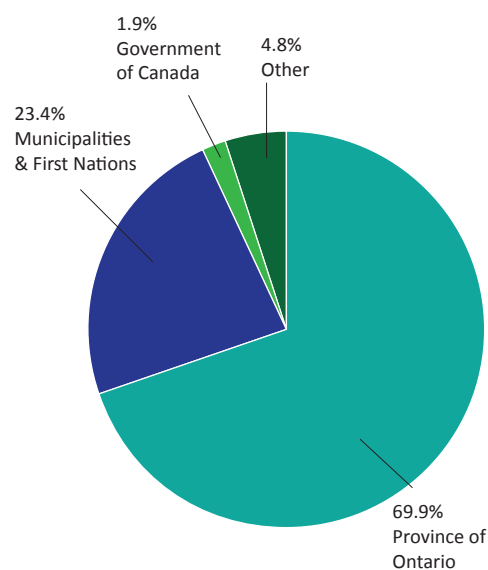
H1N1	\$1,172,320
Inspection services (food safety, safe water, rabies, sewage)	\$1,206,699
Infectious disease control (vaccines, TB, infection prevention and control nurse program, sexual health clinics)	\$1,093,670
Tobacco use prevention	\$558,182
Environmental health programs (vector borne diseases, emergency preparedness, health hazards, built environment)	\$264,902
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)	\$2,826,826
Genetics	\$233,260
Healthy Babies, Healthy Children (HBHC)	\$828,408
Infant Toddler Development Program (ITDP)	\$264,268
Food security and nutrition (collective kitchen, Food for Kids, nutrition promotion, food boxes)	\$597,116
Administration and occupancy	\$1,109,618
Ontario Works – Dental	\$933,412
Other mandatory core programs	\$238,858
TOTAL	\$11,327,539

Revenue Sources

Province of Ontario	\$7,920,645
Member municipalities and First Nations (City of Peterborough, County of Peterborough, Curve Lake First Nation and Hiawatha First Nation)	\$2,656,207
Government of Canada	\$209,833
Other, including fees for service	\$540,854
TOTAL	\$11,327,539



PROGRAM EXPENDITURES



REVENUE SOURCES



To reach a public health expert, contact us at:

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