



The **PATH** to
HEALTHY LIVING

Annual Report **2011**

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2011 Middlesex-London Board of Health.

Back row (left to right): Mr. Marcel Meyer, County Representative; Mr. Al Edmondson, County Representative; Mr. Don Shipway, County Representative

Middle row (left to right): Ms. Doreen McLinchey, Provincial Representative; Dr. Francine Lortie-Monette, Provincial Representative; Mr. Mark Studenny, Provincial Representative

Front row (left to right): Ms. Denise Brown, City Representative; Mrs. Patricia Coderre, Chair, Community Representative; Ms. Nancy Poole, Provincial Representative; Ms. Viola Poletes Montgomery, Vice-Chair, Provincial Representative

Absent: Mr. Joe Swan, City Representative (January to October); Mr. Stephen Orser, City Representative (October to December)



a word from mrs. patricia coderre chair middlesex-london board of health

Even though people don't spend a lot of time thinking about public health, public health still plays an important role in their lives.

Public health is responsible for inspecting restaurants, swimming pools, hair salons and barber shops. Public health is the nurse in your child's school. Public health is the special lane on the road reserved for bicycles. Public health is the influenza vaccination clinic at your neighbourhood school.

From the help and support available to new mothers and families, to influencing the way we design our communities; from enforcing the Smoke-Free Ontario Act to managing disease outbreaks, the Middlesex-London Health Unit is dedicated to preventing illness and injury, promoting and protecting health, and improving quality of life.

As the Chair of the Middlesex-London Board of Health, I am pleased to share this report with you, which outlines the Health Unit's activities and accomplishments in 2011.

The Board of Health is the body which oversees the work of Health Unit staff, and as such provides

and ensures the delivery of public health programs and services to local residents. As Board members we are responsible to fulfill the requirements of the *Health Protection and Promotion Act* and the other legislative requirements which govern Ontario's 36 health units, while maintaining the public trust through responsible management and oversight.

Our Board is made up of five Provincial Representatives, three elected County Council Representatives and three City Representatives; two of whom are elected City Councillors and one of whom is a Community Appointee.

Over the pages of this Annual Report, you'll find an overview of the varied work of the Health Unit's Service Areas and Teams and examples of how our staff works diligently to fulfill our mission of promoting wellness, preventing disease and injury, and protecting the public's health through the delivery of public health programs, services and research.

The importance of public health to our community cannot be underestimated. From our children

to our seniors, and across all segments of our population, the Health Unit's programs and services are resources that are available to everyone. Along with my colleagues on the Board of Health, I can assure you that we will continue to work on your behalf to ensure our decisions reflect the values of our community, and that we will work toward our goal of making London and Middlesex County healthier places in which to live.

Sincerely,

Mrs. Patricia Coderre
Chair, Middlesex-London Board of Health





a word from dr. graham pollett medical officer of health and ceo

In a significant way, the past year has been about looking to the future. In 2010, the Middlesex-London Health Unit initiated a Strategic Planning process which gained momentum in 2011. This involved a detailed survey and several consultation sessions with clients, community partners and staff.

The results of these consultations and the survey were compiled in a *Discovery Report*, which was completed in April, 2011. Contained in the report were important data and recommendations for the future of the Health Unit. Based on this information, we refined our focus and developed the details of a three-year Strategic Direction.

The Middlesex-London Health Unit's vision is to promote wellness, prevent disease and injury, and protect the public's health through the delivery of public health programs, services and research.

In 2011, we expanded the *DineSafe* program to all of the municipalities of Middlesex County, allowing restaurant-goers to know the

inspection status of their favourite establishment with a quick glance of the inspection sign displayed on a window or front door. Staff also began work on the review of the fluoridation of the City of London's drinking water supply in response to a request by City Council.

We carried out the annual seasonal influenza immunization campaign and kept partners, the community and the media updated on developments through the wide distribution of Weekly Community Influenza Reports. We inspected personal service settings, including tattoo and piercing shops across the region. We also continued to work with the various cultural groups that make up this community, providing resources in multiple languages and hosting special Prenatal Fairs for First Nations, Spanish-speaking and Arabic-speaking residents.

These are only some of the many achievements and accomplishments contained in this 2011 Annual Report. I hope you will find the information on the following pages to be informative. It is a reflection of the dedication and

resourcefulness of our staff members and their commitment to the health and well-being of the residents of the City of London and Middlesex County.

Sincerely,

Graham L. Pollett MD, MHSc, FRCPC,
FACPM
Medical Officer of Health and CEO





oral health, communicable diseases and sexual health services

Oral Health, Communicable Disease and Sexual Health Services is the Health Unit Service Area that coordinates annual community influenza immunization clinics, as well as the MLHU's on site immunization clinics and immunization clinics in the schools; provides oral health and dental preventive and treatment services to eligible families at the 50 King Dental Clinic; manages outbreaks of infectious illness; and offers a range of services through The Clinic (the Health Unit's Sexually Transmitted Infection (STI) and Family Planning Clinics). This Service Area also follows up with clients and health care providers regarding diseases that are reportable by law to the Health Unit.

Education and health promotion strategies are also used to raise

awareness about the importance of vaccination and safer sex practices, to prevent the spread of diseases and to promote the importance of oral health, as well as the availability of oral health programs for residents who meet eligibility requirements.

Working with local health care providers and hospitals, this Service Area monitors the community for the development of infectious diseases and ensures that the vaccinations of school-aged children and teens, as well as those in child care centres are up-to-date.

Staff members also inspect food preparation and infection control practices in hospitals, long-term care facilities, retirement homes, and child care centres, and monitor infection control practices

in personal service settings, which include barber shops, tattoo parlours, and manicure and pedicure salons.

Oral Health staff members provide services to many families through programs including the Children in Need of Treatment (CINOT) program, and the *Healthy Smiles Ontario Program*.

This Service Area includes the Clinic Team, the Infectious Disease Control Team, the Oral Health Team, the Sexual Health Promotion Team and the Vaccine Preventable Disease Team.

Following are some of Oral Health, Communicable Disease and Sexual Health Services achievements, activities and highlights for 2011.



Infectious Disease Control (IDC) Team:

The Infectious Disease Control Team combines the skill sets of Public Health Nurses and Public Health Inspectors to monitor and respond to infectious disease and outbreaks, and to inspect numerous locations including hospital, long-term care and retirement homes, child care facilities, and personal service settings (hairdressers, barber shops, nail salons, tattoo parlours). The IDC Team also assesses vaccine handling practices at hospitals, long term care facilities and retirement homes.

The 2011 influenza season presented a combination of challenging circumstances for the IDC Team including a flu strain that made a lot of people sick, and declining uptake of the flu vaccine. To help increase awareness and improve uptake of the vaccine, the IDC Team turned to Social Media to help promote the annual influenza immunization campaign. Using humour, the team created a character named Flu Mama - a grandmotherly figure with attitude and a dislike for people who don't wash their hands, don't get their flu shot and who share their germs with those around them. Flu Mama's video and her Twitter account were innovative and effective ways that the Health Unit was able to share its flu campaign messages with a wider online audience.

The Team also held several workshops in 2011, including a Childcare Workshop, a Long-Term Care Workshop (in partnership with the Southwest Ontario Regional Infection Control Network), a Hepatitis C Workshop (in partnership with the Sexual Health Promotion Team, the London Public Library, the Intercommunity Health Centre and the Canadian Liver Foundation), and a Registered Nurses Association of Ontario (RNAO) Methadone Maintenance Best Practices Workshop, which was attended by representatives from several community agencies.

The innovative work of the Infectious Disease Control Team was presented at several conferences in 2011. The team designed and implemented a new electronic database to support tuberculosis clinic scheduling and documentation of client / contact monitoring. Poster presentations of this information generated interest from other public health units and agencies. As well, a poster presentation was made regarding the Health Unit's use of Skype to observe tuberculosis patients taking their medication, reducing the need for in-person visits. Staff also participated in an oral presentation regarding the management and challenges of a prolonged outbreak in a long term care facility.

Flu Mama helped the Health Unit raise awareness about the seasonal flu immunization campaign

Key 2011 statistics for the Infectious Disease Control Team:

- Conducted compliance inspections at 577 personal service settings (barber shops, hair salons, nail salons, tattoo shops);
- Conducted compliance inspections at 148 long-term care facilities, hospitals and child care centres;
- Assisted in the management of 83 respiratory outbreaks in hospitals and long-term care facilities;
- Assisted in the management of 38 enteric outbreaks in hospitals and long-term care facilities;
- Conducted 22 Food Handler Training Classes for 306 employees of long-term care facilities, hospitals and child care centres.



Oral Health Team:

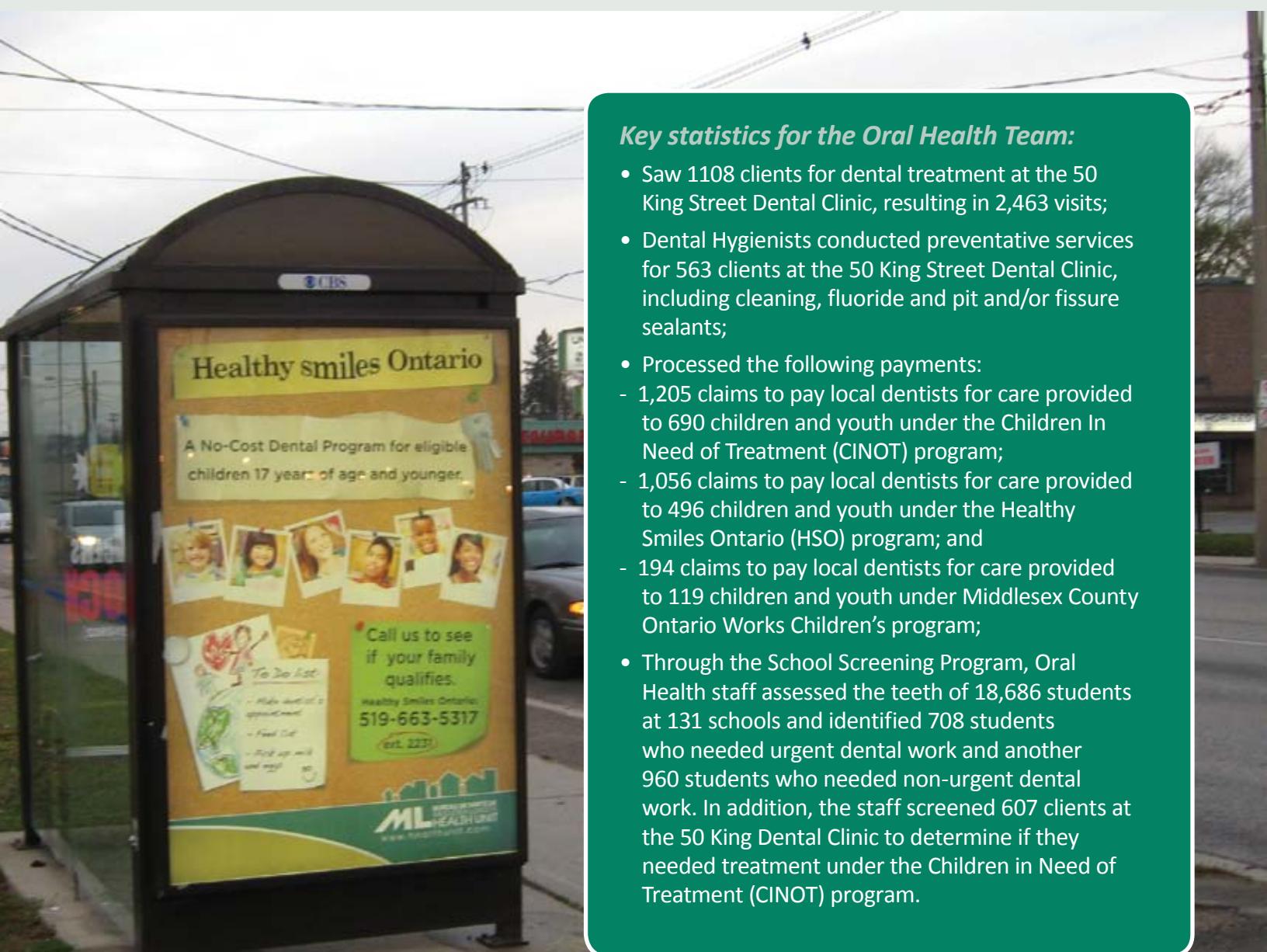
The Health Unit, and indeed the entire Canadian Dental Public Health community, lost a colleague, friend and champion of public health dentistry in 2011, Dr. Neil Farrell. Dr. Farrell passed away on March 12th after a courageous and inspiring battle with cancer. He will not be forgotten.

Launched at the Middlesex-London Health Unit in 2010, Healthy Smiles Ontario, the province-

wide program that provides free dental care for children and youth (17 years of age and under), who meet eligibility criteria, continued to grow in 2011. To enhance participation in the program, an extensive marketing campaign was launched in the fall of 2011. In total, 689 new clients contacted the Health Unit and registered for the program with 496 clients seeking care from local dental providers and 85 seeking care at the 50 King Street Dental Clinic.

Through the Oral Health Team, the Health Unit administers the Children In Need Of Treatment (CINOT), which covers the costs associated with the dental care of qualifying children up to 18 years of age.

689 new clients contacted the Health Unit and registered for the Healthy Smiles Ontario program



Key statistics for the Oral Health Team:

- Saw 1108 clients for dental treatment at the 50 King Street Dental Clinic, resulting in 2,463 visits;
- Dental Hygienists conducted preventative services for 563 clients at the 50 King Street Dental Clinic, including cleaning, fluoride and pit and/or fissure sealants;
- Processed the following payments:
 - 1,205 claims to pay local dentists for care provided to 690 children and youth under the Children In Need of Treatment (CINOT) program;
 - 1,056 claims to pay local dentists for care provided to 496 children and youth under the Healthy Smiles Ontario (HSO) program; and
 - 194 claims to pay local dentists for care provided to 119 children and youth under Middlesex County Ontario Works Children's program;
- Through the School Screening Program, Oral Health staff assessed the teeth of 18,686 students at 131 schools and identified 708 students who needed urgent dental work and another 960 students who needed non-urgent dental work. In addition, the staff screened 607 clients at the 50 King Dental Clinic to determine if they needed treatment under the Children in Need of Treatment (CINOT) program.

Vaccine Preventable Disease Team:

The role of the Health Unit's Vaccine Preventable Diseases (VPD) Team is to operate the agency's immunization clinics at both its downtown London and Strathroy offices, in schools, and in the community each fall during the annual influenza immunization campaign.

The VPD Team also oversees the distribution of vaccines to health care providers' offices in London and Middlesex County as well as some workplaces, hospitals and long-term care facilities and monitors the appropriate handling of these vaccines in health care providers' offices.

The team is also prepared to operate mass community immunization clinics as needed, such as when an infectious disease arises in the community which requires large numbers of people to be vaccinated.

As part of its work, the VPD Team partners with several local agencies to provide vaccinations to specific segments of the population. Staff members work with the Thames Valley District School Board, the London District Catholic School Board and private schools, to provide in-school vaccinations for hepatitis B and meningococcal disease to students in Grade seven, and vaccinations against human papillomavirus (HPV) to girls in Grade eight.

The VPD Team also actively follows up the vaccination status of all elementary and secondary school students in Middlesex-London, as authorized under the *Immunization of School Pupils Act*.

Among its work in 2011, the VPD Team worked diligently to deliver new immunizations and implement the new vaccine schedules introduced by the Ministry of Health and Long-Term Care. To educate local health care providers about the new vaccines and schedule, the Team developed educational materials, hosted five information sessions and created a video to explain the changes.

**I'm Protected...
...are you?**

Get the Flu Shot!

For a complete schedule of Community Influenza Clinics, visit:
www.healthunit.com/fluclinics.aspx

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Key statistics for the Vaccine Preventable Disease Team:

- 6,865 clients visited the Health Unit's immunization clinics: 14,152 immunizations were given, as well as 1,244 influenza shots;
- 71% of Grade seven students received a dose of meningococcal ACYW135 vaccine in the fall of 2011;
- 74.8 % of Grade seven students completed the two-dose series of hepatitis B vaccine in the spring of 2011;
- 51.5% of 2010-2011 Grade eight female students completed the three-dose series of the human papillomavirus (HPV) vaccine, Gardasil in the spring of 2011;
- Held 16 community influenza clinics at various locations in London and Middlesex County. More than 11,100 vaccinations were given at these community clinics;
- 11,764 questionnaires sent to parents to notify them that their child's immunization information was missing from the Health Unit's records and that their child may require immunizations.

Sexual Health:

The MLHU's Sexual Health Promotion Team works with community partners to raise awareness about issues that affect sexual health including healthy relationships, family planning, sexual orientation, sexually transmitted infections and more. The Clinic Team operates the Health Unit's Sexually Transmitted Infections (STI) and Family Planning clinics.

In 2011, the Sexual Health Promotion Team partnered with the Infectious Disease Control Team, the London Public Library, the Intercommunity Health Centre and the Canadian Liver Foundation on a Hepatitis C Workshop for Health Care Professionals.

The Team also worked with the MLHU's Chronic Disease Prevention and Tobacco Control Team, the London Public Library and Cancer Care Ontario on the Last Smear Campaign, which aimed to raise awareness of the importance of regular Pap tests to prevent cervical cancer.

The Sexual Health Promotion Team also raised awareness about syphilis in 2011 through its provocative promotional campaign, which was reminiscent of 1950s monster movies and included posters, brochures and bus advertising.

The Team's community outreach activities included visits to Women's Community House; bi-weekly hepatitis C and sexual health sessions at My Sister's Place in partnership with the Infectious Disease Control Team; and sessions at Montcalm Secondary School with the Young Adult Team.

Key 2011 statistics for the Sexual Health and The Clinic Teams:

- 7,252 visits by 5,462 clients to the Family Planning/Birth Control Clinic;
- 8,862 visits by 5,898 clients to the STI clinic;
- 963 visits to The Clinic in Strathroy;
- 23,463 needles distributed by the Middlesex-London Health Unit's needle exchange site;
- Approximately 34,000 packages of contraceptives distributed from the Health Unit's sexual health clinics;
- 164 sexual health presentations / health fairs and / or sexual health clinic tours given to vulnerable populations.

Let's talk

They'll have **questions** about sexuality.
Will **you** have the **answers**?

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Key 2011 statistics for reportable diseases:

- 7 cases of tuberculosis
- 16 cases of HIV
- 1,509 cases of chlamydia
- 112 cases of gonorrhoea
- 37 cases of primary and secondary syphilis and 20 other cases of syphilis
- 123 cases of campylobacter
- 10 cases of *E. coli* O157:H7
- 24 cases of invasive Group A *Streptococcus*
- 260 cases of hepatitis C
- 251 cases of influenza
- 2 cases of listeriosis
- 5 cases of mumps
- 1 case of whooping cough [pertussis]
- 89 cases of salmonellosis
- 1 case of West Nile Virus

ML MIDDLESEX-LONDON HEALTH UNIT

Human Papillomavirus (HPV) and the HPV Vaccine, Gardasil™



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I HAVE SYPHILIS!

TELLING SOMEONE THEY MAY HAVE SYPHILIS
If you have been diagnosed with syphilis and don't know how to break the news to your sexual partners, contact the Middlesex-London Health Unit. They'll get in touch with the person for you, but won't disclose your identity.

WHERE TO GET TESTED
Your family doctor, a walk-in clinic, or The Clinic at the Middlesex-London Health Unit
www.healthunit.com/sexual-health.aspx

"The must miss HIT OF THE YEAR!"

SYPHILIS!

"RUN DON'T WALK AWAY FROM THIS ONE"

SYPHILIS!

GET TESTED. GET TREATED. STAY PROTECTED.

IT'S BACK!

"The must miss HIT OF THE YEAR!"

"RUN DON'T WALK AWAY FROM THIS ONE"

SYPHILIS!

GET TESTED. GET TREATED. STAY PROTECTED.

IT'S BACK!

CALL THE CLINIC (519) 663-5446

ML



environmental health and chronic disease prevention services

With responsibility for issues ranging from restaurant inspections, tobacco control, child safety, cancer and injury prevention, to rabies, clean air and water, workplace wellness, physical activity and much more, “diverse” is an appropriate description of Environmental Health and Chronic Disease Prevention Services.

Drawing on a wealth of knowledge and experience, this team of Public Health Nurses, Public Health Dietitians, Health Promoters, Public Health Inspectors, Epidemiologists, Program Evaluators, and Tobacco Enforcement Officers make sure our food, our water, and the environments in which we live, work and play are safe. This team of professionals also delivers programs and services aimed at

preventing chronic disease and improving overall community health.

In 2011, there was a significant realignment of Environmental Health and Chronic Disease Prevention Services, which included the specialization of Public Health Inspectors’ work into three areas: Food Safety, Safe Water / Rabies and Health Hazard / Emergency Preparedness; and also the creation of two new teams: Chronic Disease Prevention and Tobacco Control, and Healthy Communities and Injury Prevention.

The following is an overview of the Environmental Health and Chronic Disease Prevention Services accomplishments and activities in 2011.

- Healthy Communities
- Health at Work 4 All!
- Substance Misuse
- Stepping Out Safely - Falls Prevention in Older Adults
- London Middlesex Road Safety Committee
- BeCAUSE Injuries are Predictable and Preventable Campaign
- Tobacco Control
- Youth Engagement Strategy for Tobacco Control and Related Risk Factors
- Middlesex-London *in motion*[®]
- Grow Cook Learn – Food Literacy Program
- Cervical Cancer Awareness - Last Smear Campaign
- Hop, Skip, Munch
- Health Hazard Prevention
- Food Safety
- Safe Water





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Healthy Communities and Injury Prevention (HCIP)

Healthy Communities

The HCIP Team formed the Healthy Communities Partnership Middlesex-London whose goal is to work collaboratively on local healthy public policy initiatives. A new community resource entitled *Healthy Communities - Community Picture Report 2011* was developed by the Healthy Communities Injury Prevention Team and released in April. The thorough report contains detailed information about physical activity, healthy eating, injury prevention, tobacco use and exposure, substance and alcohol misuse and mental health promotion in the Middlesex-London community.

The Team also took the lead in planning and hosting the *Creating Healthy Places Forum* at the Best Western Lamplighter Inn. The half-day workshop was attended by 150 partners and stakeholders and brought together experts from the fields of land use planning, architecture, engineering, and urban design to discuss how the built environment impacts public health.

The Healthy Communities Partnership, through community consultation, decided to focus on physical activity policy development in Middlesex-London. To move this priority forward, the *Healthy Communities Physical Activity Policy Action Team* was struck.

Health at Work 4 All!

HCIP Team members collaborated with staff from the Elgin St. Thomas Health Unit to revamp and renew the MLHU's Workplace Wellness program in 2011. The initiative was re-launched in the fall as: *Health at Work 4 All!*. Along with the new name came the development of a new manual (cover at right) which was distributed to workplaces and was also made available on the Health Unit's main, and Healthy Living websites. The online resources

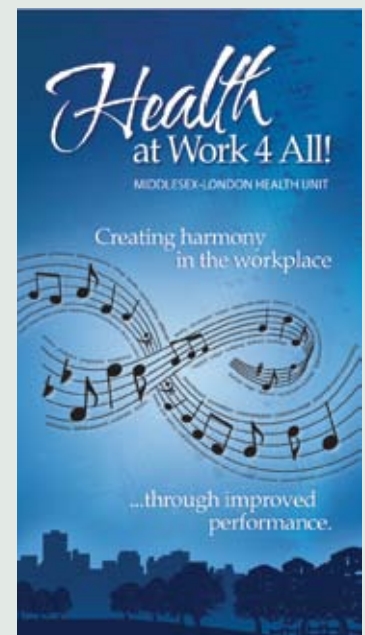
have proven to be useful for many local workplaces.

To further introduce *Health at Work 4 All!*, a half-day workshop was held at the Best Western Stoneridge Inn and Conference Centre in October. A key feature of the conference was the introduction of the concept of the *Psychologically Safe and Healthy Workplace* by keynote speaker Mary Ann Baynton, of the Great West Centre for Mental Health in the Workplace.

Substance Misuse

The issue of substance misuse is also part of the work of the HCIP Team. Working with staff from the Sexual Health Clinic, and the Reproductive Health Team, Team members developed a new screening tool to ask alcohol-related questions and provide resources to clients of the Birth Control Clinic.

Team members also collaborated with the Young Adult Team (Family Health Services) on the Parenting Teens Videos (see page 21), a six-part video series for parents of teens about alcohol and substance misuse.



Healthy Communities Partnership Middlesex–London Community Picture Report **2011**



Stepping Out Safely - Falls Prevention in Older Adults

The Stepping Out Safely initiative was implemented in Middlesex-London in 2005. This community collaborative strategy focuses on preventing falls in older adults. While annual Stepping Out Safely events have become very popular with older adults in the community, it was decided to build on past successes by establishing a steering committee in 2011. The steering committee's goal is to develop a new framework based on *Healthy Aging in Canada: A New Vision, A Vital Investment From Evidence to Action*. This evidence-based framework emphasizes the need to consider health promotion and disease prevention strategies when planning activities.

London Middlesex Road Safety Committee

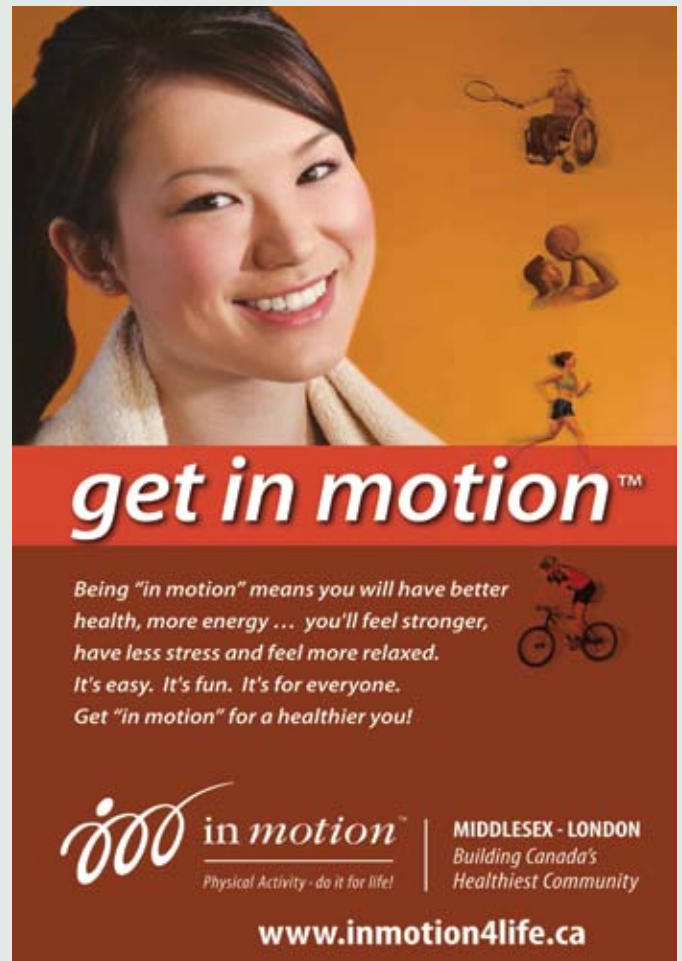
An HCIP staff member represents the MLHU on the London Middlesex Road Safety Committee, a group with representation from twelve community partners. The Committee aims to raise awareness of road safety rules among parents, students, teachers, and the community who either walk, drive or bike, resulting in a reduction in the number of traffic related injuries and fatalities in London and Middlesex County.

In 2011, the Committee developed a bilingual (English and French) marketing and awareness campaign called *Be Safe... Be Smart When You... Walk, Drive, Bike*. The campaign included advertisements in all Middlesex County newspapers and 500 posters and fact sheets which were distributed to local elementary schools, community organizations and community neighbourhood projects.



Middlesex-London *in motion*[®]

In January 2008, London became the first Ontario community to adopt the *in-motion*[®] strategy which aims to promote healthy, active living. Developed in Saskatoon, *in-motion*[®] is a broad-based community model that coordinates research, public education and grassroots activity programming efforts, through a community coalition whose goal is to encourage residents to become active. The Middlesex-London Health Unit is a key partner in Middlesex-London *in motion*[®].



In 2011, the Canadian Society for Exercise Physiology released the new Canadian Physical Activity Guidelines. To promote the guidelines and to encourage the community to become more active, Middlesex-London *in motion*[®] developed a series of resources which provide helpful tips and strategies that outline how residents can meet the guidelines. On behalf of Middlesex-London *in motion*[®], the MLHU coordinated a community-wide promotional campaign in November and December; the campaign called on residents across London and Middlesex County to get in motion.

Chronic Disease Prevention and Tobacco Control (CDPTC)

Tobacco Control

Public health departments across the province are tasked with enforcing the *Smoke-Free Ontario Act*. The Act protects the health of Ontarians by prohibiting smoking in enclosed workplaces, enclosed public spaces and also in motor vehicles when children under 16 are present. The Act also bans the public retail display of tobacco products and prohibits the sale of tobacco products to people under the age of 19.

In 2011, the Provincial Government announced its commitment to renew and maintain the Smoke-Free Ontario Strategy, which has a direct effect on the MLHU Tobacco Control Team's work. The strategy is based on recommendations made by the Tobacco Strategy Advisory Group and Public Health Ontario's Scientific Advisory Group on Comprehensive Tobacco Control. Through this strategy, the government has committed to strengthening controls aimed at reducing the distribution of illegal tobacco; increasing the availability and coordination of tobacco cessation services and supports; creating innovative prevention programs for youth and young adults; and maintaining the enforcement of existing second-hand smoke protections. MLHU staff members play key roles within the provincial coordinating body responsible for the strategy.

The Health Unit's Tobacco Enforcement Team also conducts inspections of retail locations where tobacco products are sold and oversees the Youth Access Test Shopping program. Youth test shoppers attempt to purchase tobacco products in order to discourage retailers from selling to people under 19 years of age.

The MLHU is also a partner, along with nine other public health units in the Southwest Tobacco Control Area Network (Southwest TCAN). Among its accomplishments in 2011, the TCAN developed a smoke-free workplaces campaign which highlighted employees' right to work in smoke-free workplaces. The campaign also reminded employers of their legal obligation to post signs and develop policies to ensure their workplace is in compliance with the law.

Youth Engagement Strategy for Tobacco Control and Related Risk Factors

In 2011, the Health Unit renewed its effort to encourage local youth to become involved in making a difference in their community. This revitalized youth engagement strategy resulted in the hiring of seven Youth Leaders between the ages of 15 and 18. In late-October, these youth joined their counterparts from the other TCAN health units at the Youth Summit, held in Grand Bend. While at the Summit, they were trained on the development and implementation of peer-to-peer health promotion campaigns and other initiatives, not only for the Middlesex-London community, but for communities across the Southwest TCAN.



Key Tobacco Enforcement Statistics for 2011:

- Workplaces and Public Places: 1,875 inspections; 97 charges; 378 warnings;
- Restaurants and Bars: 459 inspections; 29 charges; 72 warnings;
- Tobacco Vendor: Youth Access: 1,209 inspections; 66 charges; 58 warnings;
- Tobacco Vendor: Display/Promotion: 533 inspections; 4 charges; 119 warnings


**Total: 4,076 inspections;
196 charges;
627 warnings**

BeCAUSE Injuries are Predictable and Preventable Campaign

The third phase of the BeCAUSE Campaign (in partnership with the Children's Hospital) was launched in 2011, with a focus on preventing childhood falls. The campaign included billboard, transit shelter and County newspaper advertising, as well as pre-show ads in movie theatres. The BeCAUSE campaign also included a social media-based Child Home Safety contest launched on Facebook. Through the contest, participants used the Health Unit's Home Safety Checklist to identify unsafe areas in their home. Contest winners received Child Home Safety kits.

Grow Cook Learn – Food Literacy Program

The *Grow Cook Learn-Food Literacy Program* was held in partnership with the London Community Resource Centre and East London Anglican Ministries. This pilot project, coordinated by a Public Health Dietitian from the Health Unit, included setting up a community gardening demonstration plot and inviting community gardening experts to share their knowledge about the gardening process from start to finish. Through the program, a variety of vegetables, fruits and herbs were grown in the community garden plot. Program participants later harvested these and brought them into the church kitchen where a volunteer home economist or the Public Health Dietitian led the cooking skills component of the program. The lessons learned




BeCAUSE *they thought home was the safest place...*
they will spend a night in the Emergency Department

Predict the Dangers. Prevent the Injuries.
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Children's Hospital | Children's Health Foundation | MIDDLESEX-LONDON HEALTH UNIT
 London Health Sciences Centre | www.healthunit.com

during the pilot program will assist in strengthening future community garden projects. The goal is to

establish four demonstration gardens and cooking skills programs in other parts of the city.



The Last Smear Campaign

Women of all ages - learn how you can beat the odds against cervical cancer.

hosted by hilarious MC
Louise Karch

guest speaker
Dr. Monique Bertrand
Cancer Expert
London Health Sciences Centre

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2011

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Cervical Cancer Awareness - Last Smear Campaign

In an effort to raise awareness about the importance of Pap tests, the Health Unit partnered with the South West Regional Cancer Program, the London Public Library and MEDPOINT Health Care Centre on the Last Smear Campaign. Held during Cervical Cancer Awareness Week, the campaign included a presentation from cancer expert Dr. Louise Bertrand, from the London Health Sciences Centre's Division Gynecologic Oncology. Several local clinics, including the Health Unit clinic, opened their doors during the campaign to offer Pap tests.

Hop, Skip, Munch

After-school programs provide excellent opportunities for children to participate in fun, safe, unstructured, and structured physical activities and nutrition education sessions. Developed in late 2010, the *Healthy Bodies Happy Kids!* toolkit, was distributed in 2011 to Middlesex-London area after-school program providers and agencies that provide recreational programs for children. Because of the identified need for a similar resource geared to younger children, the toolkit was adapted, redeveloped and released as *Hop, Skip, Munch!* This new resource was distributed to Early Years' program providers in London and Middlesex County in 2011.



Several local clinics, including the Health Unit clinic opened their doors during the Last Smear campaign to offer Pap tests.



Health Hazard Prevention

In October, a chemical called Perchloroethylene, or PERC was found in groundwater samples taken near 189 Adelaide Street in London, which houses a daycare centre and other businesses. Staff from the Health Unit and the Ministry of Environment (MOE) conducted further groundwater, soil and air testing and undertook health risk assessments. As a result of this work, it was determined that no exposure to the chemical had occurred as a result of this contamination. The MLHU and MOE held several sessions for daycare staff and management, parents, property owners and other occupants of the building to provide information and answer questions.

Among the objectives of the Health Unit's Vector-Borne Diseases program are educating the public about diseases carried by mosquitoes and black-legged ticks; reducing standing water; decreasing larval mosquito habitats; and ultimately eliminating the transmission of vector-borne diseases to humans.

The control of vector mosquito populations and being alert to the local arrival of ticks capable of carrying Lyme Disease are key components of this program.

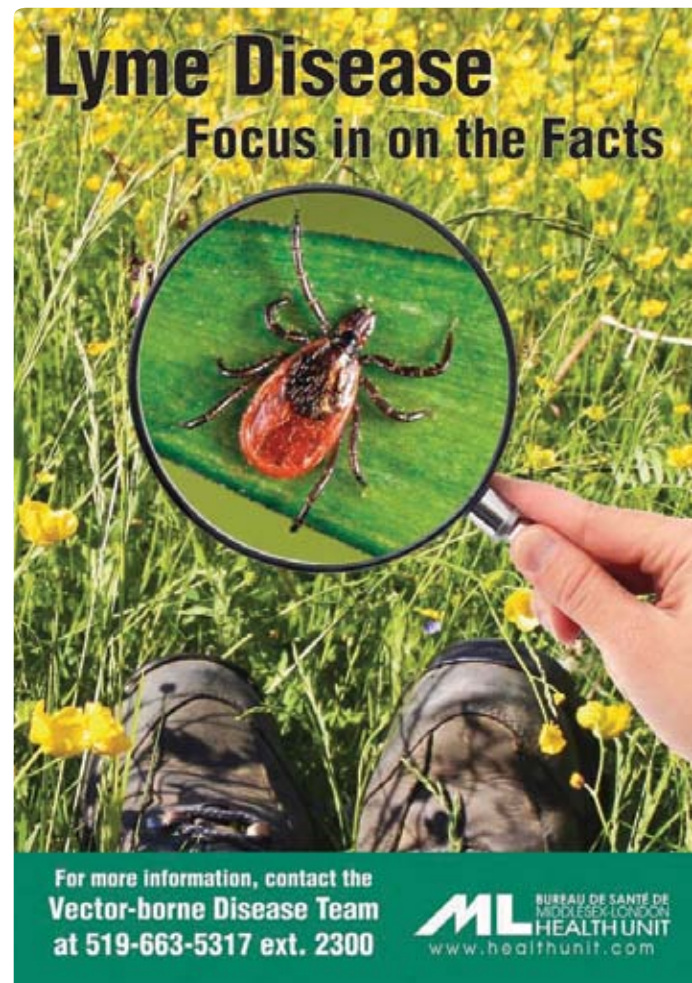
The Vector-Borne Diseases (VBD) Team was especially busy in 2011 due to the mosquito situation in Parkhill. The high number of mosquitoes in the town became national news receiving coverage on the CBC and in *Maclean's* magazine. Several meetings were held with residents, business owners and community leaders to consider ways of addressing the issue. To provide additional support to the residents of Parkhill, the Health Unit enhanced its monitoring and surveillance activities.

It was essential to communicate the work that was being done and to address concerns expressed by residents. To do this, MLHU staff created a special Twitter account called *PKHLSkeeterInfo* and built mosquito surveillance pages for the North Middlesex website. Weekly trapping statistics, surveillance reports, news, announcements and more, were posted to the website in order to keep the community informed and to highlight the good work being done in Parkhill by the Vector-Borne Diseases Team.

Despite the challenges that were faced, the situation in Parkhill provided an excellent opportunity for collaboration between the Health Unit, the Ausable-Bayfield Conservation Authority and the Municipality of North Middlesex.

In 2011, one-time provincial funding of \$180,000 also allowed the Health Hazards Prevention Team to raise awareness about bed bugs in 2011. The funding was used to hire a Health Promoter and launch a public education and awareness program that included newspaper, transit shelter and bus advertising. The Team was also able to assist with the control of bed bugs in some residences where limited finances were a barrier to providing appropriate treatment.

Health Unit staff also followed up 608 animal bites in 2011, involving dogs, cats, monkeys, raccoons, groundhogs, horses, skunks, bats, donkeys, squirrels, chipmunks, foxes, and caprines (goat-antelopes). The team also liaised with the Canadian Food Inspection Agency, London Animal Care and Control, the London Police, and Bylaw Enforcement regarding illegal monkeys found as pets in London.



Food Safety

In 2011, the DineSafe program continued to expand when Food Inspection Disclosure bylaws, requiring food premises to post green, yellow or red inspection signs, took effect in all Middlesex County municipalities. On July 1st, a media and advertising campaign, as well as public information sessions were held in the County to raise awareness about the implementation of the DineSafe program.

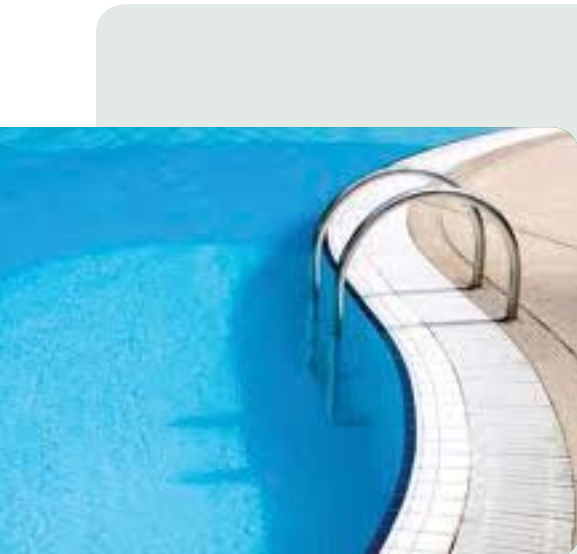
Even though the green, yellow or red inspection signs have been posted in London since 2010, a further component of the DineSafe program came into effect in the Forest City on October 1st. A local bylaw, requiring a Certified Food Handler to be on-site during operating hours at certain food premises came into effect on that date. In preparation for this added requirement, the MLHU issued more than 4,000 Food Handler Certificates in 2011; this is a significant increase from the 1,140 certificates issued in 2010.

Public Health Inspectors from the Food Safety program conducted approximately 4,000 compliance inspections at food premises in 2011. Beyond the routine compliance inspections, PHIs conducted 300 re-inspections, responded to 331 food-related complaints and investigated 118 suspected food illnesses. These inspections and investigations resulted in 67 Yellow Signs, 5 Red signs, and 18 Provincial Offence Notices being issued; additionally unsafe food was discarded on 90 occasions.



Key 2011 Food Safety statistics:

- 3,414 compliance inspections were completed in 2011.
- 67 Yellow and 5 Red signs issued in 2011
- 18 Provincial Offence Notices issued in 2011.
- 90 occasions where unsafe food was discarded under authority of section 19 of the Health Protection and Promotion Act (HPPA).
- 331 food complaint investigations completed in 2011.
- 118 suspect food borne illness investigations completed in 2011.



Safe Water

As part of its work ensuring the safety of community drinking water, Health Unit staff completed risk assessments of all Small Drinking Water Systems in the Middlesex-London region, and issued and delivered directives for each one. In addition, 125 adverse water notifications were received and followed through to resolution in accordance with Provincial Regulations and Protocols.

The Public Health Inspectors also held five training sessions for Pool / Spa owners / operators in the community; more than 100 participants attended the sessions.

Key 2011 Safe Water statistics:

- 697 inspections completed at public pools and spas
- 28 complaint investigations completed at recreational water facilities



family health services

Family Health Services is the largest of the Health Unit's Service Areas. This Service Area draws on the expertise, skills and experience of its multi-disciplinary staff to deliver a wide range of services to young families and children across the Middlesex-London community. Family Health Services continued to work closely with cultural communities across Middlesex-London in order to provide programs, services and supports, while being aware of cultural differences and traditions.

Family Health Services has five program areas as well as tykeTALK, which includes the Infant Hearing and Blind Low Vision programs. These teams work directly with families, community partners and other agencies to assess needs, address concerns and provide direct support, whether in the home, schools or through a variety of outreach services.

In 2011, a new and comprehensive approach to parenting programs was undertaken with the goal of making services and supports more accessible to families. This collaborative effort has included all teams within Family Health Services as well as other Health Unit teams and community partners.

The following is an overview of the highlights and achievements of the Young Adult Team, the Healthy Babies, Healthy Children Team, Home Visiting Teams, the Young Families Team, the Child Health Team, the Young Families Team, the Family Health Promotion Team, and tykeTALK.



Young Adult Team

Parenting of Teen Videos

Mommy and Me

Health Promoting Schools

Healthy Eating Group Home Guidelines

Teen Pregnancy Prevention

Schools Food and Beverage Policy

Healthy Babies, Healthy Children

Child Health Team

Young Families Team

Family Health Promotion

TykeTALK

Infant Hearing Program (IHP)

Blind Low Vision Early Intervention Program (BLV Program)

In 2011, a new and comprehensive approach to parenting programs was undertaken...

Young Adult Team

Parenting of Teen Videos

In an effort to reach parents, the Young Adult Team developed and released a pair of videos in early 2011, outlining some of the challenges and rewards of raising teenagers. The videos were edited for length later in the year, resulting in seven shorter videos from the original two. Working with key community partners and the *Healthy Communities and Injury Prevention Team* (Environmental Health and Chronic Disease Prevention Services), an additional six videos with a focus on preventing substance misuse among adolescents were produced in December. As a result the Health Unit had an online Parenting Teens Video Library on its www.healthunit.com website and also

on its *mlhealthunit* YouTube channel. The 13 videos, all between two- and three- minutes in length, are available for viewing at any time from anywhere. By the end of 2011, the videos had been watched more than 2,000 times.

As part of its effort to provide parents with information about raising teenagers, and through a collaborative effort with the South London Neighbourhood Resource Centre, the Young Adult Team hosted sessions entitled *Understanding Your Teen* to interested Arabic-speaking parents.

Parenting Teens Can Be Rewarding and Challenging

Support is Available.

Find out more about:

- Helping Your Teen Avoid Drugs & Alcohol
- Teen Growth and Development
- Parenting Styles that Work
- Enhancing Your Relationship with Your Teen
- Providing Guidance to Make Better Choices

FIND OUR Parenting Your Teenager VIDEOS ONLINE @ www.healthunit.com

ML BUREAU DE SANTÉ DE MIDDLESEX-LONDON HEALTH UNIT www.healthunit.com

Mommy and Me

In 2011, The *Mommy and Me* program, which assists vulnerable young mothers and teaches them about parenting and issues involving children's health, was given a makeover. A new curriculum, accompanied by a poster campaign, was developed in partnership with Childreach. In all, more than 150 young mothers participated in *Mommy and Me* sessions.



Health Promoting Schools

The Team organized and hosted the *Health Promoting Schools* conference in September. More than 105 students and staff from 15 secondary schools across the region attended the conference and developed action plans for the 2011/2012 school year.

Healthy Eating Group Home Guidelines

In November, the Young Adult Team also launched a new *Group Home Nutritional Checklist*. The *Checklist*, which highlights the importance of healthy eating and sets out nutrition guidelines, will be pilot tested in 2012 by staff and youth at four group home sites.

Teen Pregnancy Prevention

Team members hosted 37 *Teen Pregnancy Prevention* sessions at 15 local secondary schools in 2011. The majority of students who participated said they learned about the challenges related to teen parenting and also how to use decision-making and assertiveness skills to improve healthy sexuality. This information was part of the discussion that led to the formation of a new *Teen Pregnancy Prevention Coalition* in December. The coalition will work collaboratively in the community to address the issue of teen pregnancy; the Middlesex-London Health Unit is the lead agency among the coalition partners.

Schools Food and Beverage Policy

The Young Adult Team was also involved in training school administrators, cafeteria staff and parents about the province's new Schools Food and Beverage policy, which came into effect in 2011. In addition to the training that was provided, a new local policy was developed in collaboration with a Thames Valley District School Board Committee that included Registered Dietitians from the Middlesex-London Health Unit, as well as the Elgin St. Thomas and Oxford Health Units.

Key 2011 statistics for the Young Adult Team:

- 125 healthy schools activities;
- 219 health communications campaigns;
- 161 health education weeks held in schools;
- 72 health fairs reaching more than 18,100 students.



Healthy Babies, Healthy Children

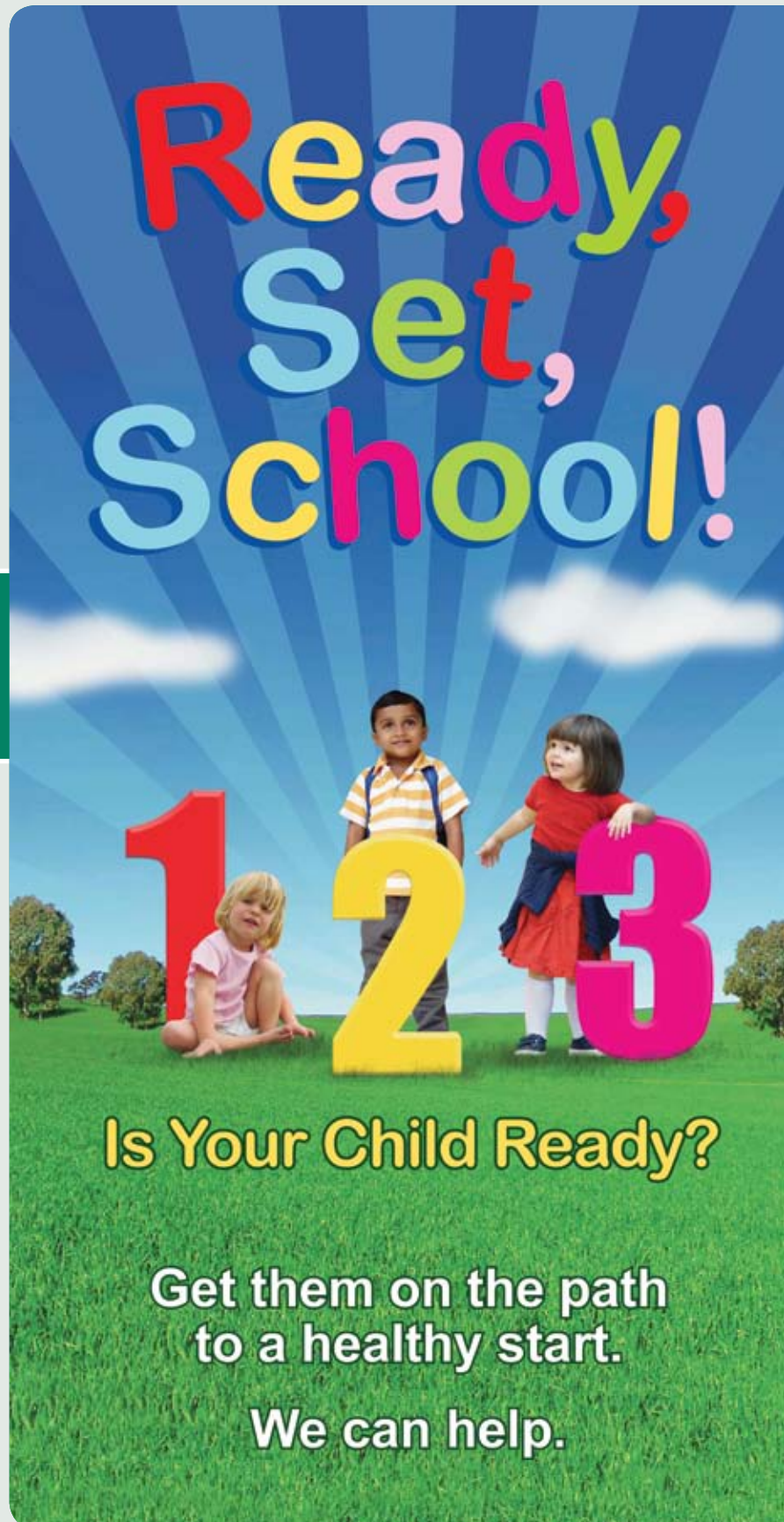
Through its *Healthy Babies, Healthy Children* program, the Health Unit provides on-going health teaching, support and intervention to London and Middlesex County families. Strengths and challenges are identified, and supports are provided to families as needed, in order to positively affect child development.

The addition of a full-time Social Worker to the *Healthy Babies, Healthy Children* program in 2011 resulted in enhanced services for local families. Families facing challenges related to housing, finances and transportation, will now be able to access resources through the support of the Social Worker.

Many of these families live in shelters, single parent homes and / or low income neighbourhoods...

Three teams of Public Health Nurses and Family Home Visitors work with families who are expecting a child, or who have children up to age six. Team members work with families where they live, promoting the physical, cognitive, communicative and psychosocial development of their children. Many of these families live in shelters, single parent homes and/or low income neighbourhoods, where transportation, education and limited parenting skills can significantly influence family health and wellbeing.

In 2011, the Ministry of Children and Youth Services enhanced the *Healthy Babies, Healthy Children* (HBHC) program, resulting in longer and more intensive Public Health Nurse visits to identified mothers in the community. In addition, all Public Health Nurses received enhanced training in the areas of maternal mental health during pregnancy, caregiving and parent-child interaction.



The implementation of an intensive Smoking Cessation Intervention was also part of the *HBHC* Team's work in 2011. The intervention was put in place for clients or family members who smoke, who were pregnant, or who had young children and who were also participating in *HBHC* and / or the *Smart Start for Babies* program. Through the intervention, clients were given free nicotine replacement therapy (the "patch") and counseling.

Through the *HBHC* program, Public Health Nurses were able to work with mothers and families at centres including Bethesda, Rotholme, Women's Community House, Zhaawanong, the Women's Rural Resource Centre, and in the Limberlost neighbourhood.

Key 2011 statistics for the Healthy Babies, Healthy Children Team:

- 4,477 live births in London and Middlesex County;
- 3,147 follow-up calls to families within 48 hours of the birth of their child;
- 5,443 Family Home Visits.

Help is there when you need it!

HEALTH CONNECTION 519-850-2280
Monday to Friday 8:30 am - 4:30 pm

THE INFANTLINE 519-675-8444
Evenings 4:30 pm - 10:00 pm
Saturday and Sunday 10:00 am - 8:00 pm

ML MIDDLESEX-LONDON HEALTH UNIT
www.healthunit.com
Call a Public Health Nurse

Child Health Team

The Child Health Team launched a new campaign in partnership with the Ontario Association of Optometrists in 2011. The *Make My First Test An Eye Test* campaign aimed to raise awareness among physicians, child care centres and parents of children entering Junior Kindergarten about the importance of getting children's vision assessed.



Building on the success of this campaign, the Child Health Team, working in partnership with the Ontario Association of Optometrists, brought the *Eye See... Eye Learn* program to London and Middlesex County. Ontario's Health Minister, Deb Matthews and Energy Minister Chris Bentley joined MLHU staff for the local launch of the program in December. *Eye See...Eye Learn* identifies children with eye health and vision problems before they begin Grade one. Through the program, children who require eyeglasses receive them free of charge.

The Child Health Team also presented Healthy Living Champions Awards to 78 elementary schools in London and Middlesex County. The gold, silver and bronze awards were presented to schools in recognition of their efforts to promote healthy eating and physical activity within their school communities.

In an effort to increase physical activity levels, the Team continued to partner with school board staff, students, parents, City of London engineers, and community members to develop a comprehensive School Travel Plan at five local elementary schools. The "active transportation to school" concept was also promoted at the 60 area schools which took part in *Walk To School Day*.

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MAKE MY FIRST TEST AN EYE TEST.

EYE TESTS ARE FREE once a year when you show your child's health card to an optometrist.
Having good vision makes it easier for a child to learn.

Call the Health Connection at 519-850-2280 or find an optometrist near you at www.eyecare000.com

Key 2011 statistics for the Child Health Team:

- 898 nursing consultations with students, parents and school staff;
- 745 presentations made in schools, reaching 20,450 participants;
- 62 health fairs or events, attended by over 7,100 students;
- 41 TVNELP (Thames Valley Neighbourhood Early Learning Program) sessions, where 421 Nipissing questionnaires were completed. The questionnaires, which focus on child development, ensure that children with possible developmental concerns are referred to the supports they need;
- Participated in 71 Healthy School / alternative committees, working with the school community to implement various health initiatives in schools;
- 58 education sessions and/or consultations related to the Ontario Education Ministry's new Food and Beverage Policy (PPM150).

Young Families Team

Making the link between public health and local family physicians and paediatricians is a big part of the Young Families Team's work. This Physician Outreach strategy is based on a neighbourhood approach and includes visits to physician offices to ensure health care providers receive timely information about Health Unit programs and services. Young Families Team members led 17 presentations, which reached more than 524 health care professionals. The main focus of these sessions was the new Enhanced 18-Month Well Baby Visit. Increased understanding of the Enhanced 18-Month Well Baby Visit, as well as knowledge of community resources for children and referral processes, were also the basis for *Getting it Right*, a successful workshop held for physicians in 2011.

The work of Team members also led to the establishment of Community Developmental Screening sites, which use the Health Connection telephone counseling service as the main point of access to MLHU services.

The importance of building strong partnerships between public health, parents, primary care providers, health, child developmental services and community agencies is a key part of the Young Families Team's work. The effort to create a culture that enhances the developmental health and well-being of children resulted in a multi-strategy approach that included 37 partners. The collaboration resulted in several awareness-raising events including six Early Years Community Toddler Fairs, as well as the distribution of resources and the completion of 200 Nipissing child development questionnaires.

Another important part of the Young Families Team's work are the Health Unit's Well Baby / Child and Breastfeeding Clinics. These clinics provide local young families with information, education and supports related to child growth and development, breastfeeding, nutrition, safety, immunization, parenting, and early identification of developmental concerns. More than 700 Well Baby / Child and Breastfeeding Clinics were held in 2011, providing services to 1,092 new clients and 4,681 return visits.



Family Health Promotion

In 2011 Family Health Services, with notable support from the Family Health Promotion Team, continued to work with other services and community partners to develop a more comprehensive approach to parenting. As a result, more than 50 Health Unit staff members have been trained to deliver *Triple P*, which stands for Positive Parenting Program. The program originated in Australia 25 years ago and features broad-based community initiatives which provide parents with tips and information to make a positive difference in the lives of their families.

Prenatal Health is a big part of the work of the Family Health Promotion Team. Each year the team hosts five Prenatal Fairs; four in London and one in Middlesex County. In addition to these, the team held special Prenatal Fairs for First Nations, Spanish-speaking and Arabic-speaking populations in 2011. As well, a new interactive on-line *Prenatal eLearning* program was launched to complement and extend the reach the Health Unit's classroom-based *Prenatal Education Program*.

In addition to reaching out to London's multi-cultural community through special Prenatal Fairs, the Family Health Promotion Team worked closely with members of London's Latino community to create the *Four Seasons Cookbook: Year-Round Recipes with a Taste of Home*. This resource, aimed mainly at London's Spanish-speaking community has been very well received.

Also in 2011, *Mother Reach London & Middlesex*, a coalition of community members and professionals who support women and their families contend with perinatal mood & anxiety disorders after the birth of a child, including postpartum depression, achieved long-term sustainability when a permanent home was established at Merrymount Family Support and Crisis Centre. *Mother Reach* grew out of initiatives the Health Unit began about ten years ago. Services include a telephone warm-line (the HOPE line), a website, and since 2006, a drop-in support service.

Recetario para las cuatro estaciones: Platos para todo el año con sabor a hogar



The Four Seasons Cookbook: Year round recipes with a taste of home

ML MIDDLESEX-LONDON
HEALTH UNIT
www.healthunit.com



tykeTALK

The tykeTALK program provides early identification and intervention services to children from birth to school age who have difficulties and / or delays in acquiring speech and language and / or swallowing skills. These services are provided to the entire Thames Valley region, which includes Middlesex-London, Oxford County and Elgin County.

With the addition of new technological resources in 2011, the tykeTALK program is now able to perform hearing tests on infants remotely, making the team's services more accessible to families who may be unable to attend an assessment in-person.

Key statistics for 2011 include:

- 1,339 new referrals were received, of these 57% were made by parents or caregivers;
- 49% of the children referred were under the age of 30 months;
- Services were delivered at 1,166 sites across the region; these sites are located in neighbourhoods close to where people live, work and play;
- The average wait for services from time of referral was 13 weeks;
- 1,226 new children were assessed;
- 3,184 children received services through tykeTALK.

Infant Hearing Program (IHP)

Staff who work with the IHP screen the hearing of all babies at birth, identifying those with permanent hearing loss and providing the necessary supports and services, including family support, audiological services and communication development up until the child is ready to enter school. Like tykeTALK, the program covers the entire Thames Valley region (Middlesex-London, Oxford County and Elgin County), as well as Huron, Perth, Grey, Bruce, and Lambton Counties.

Key statistics for 2011 include:

- 10,740 (99%) of babies born in the region had their hearing screened in the hospital or in the community;
- 40 new children were identified as having a permanent hearing loss;
- 132 children received follow-up support and services.

Blind Low Vision Early Intervention Program (BLV Program)

Like the IHP, the BLV Program provides specialized support and services to children from birth to school age, who have been diagnosed as blind or having low vision, who live in the Thames Valley region (Middlesex-London, Oxford, Elgin), as well as Huron, Perth, Grey, Bruce, and Lambton Counties..

Key statistics for 2011 include:

- 35 new children referred to the BLV Program;
- Average age of referral was 19 months;
- 123 children received services through the BLV Program.





emergency preparedness

In 2011, the Health Unit's Emergency Preparedness program focused on enhancing the agency's emergency awareness strategies. Given that Ontario's Public Health Standards require emergency related education, training and exercises, the Emergency Preparedness program led several initiatives and held events involving Health Unit staff and community partners.

In the wake of a huge snowstorm early in 2011, which brought much of the region and Highway 402 to a standstill for days, Emergency Preparedness learned several lessons and developed a new *Adverse Winter Weather Protocol*.



In 2011, the entire MLHU Management Team completed Emergency Management Ontario's online *Incident Management System (IMS) Course*. The IMS is an internationally-recognized standard approach to incident response, which is considered an essential guideline on how

to handle emergency situations. Special "Scribe" training was also held for Administrative Assistants in each Service Area, developing their emergency note-taking and record-keeping skills. These skills are often overlooked in emergency-focused meetings, however they are essential for recovery, debriefings and inquiries after an emergency situation has been resolved.

As part of its work, the Emergency Preparedness program also sponsored workshops in 2011. In May, staff led *Critical Incident Stress Management* workshops; then in November staff initiated a workshop aimed at local faith communities and churches called: *Faithful Readiness: Preparing your Congregation for Disaster*.

Team members also linked with the Canadian American Latin Association (CALA), and collaborated on the translation of several emergency preparedness brochures into Spanish.

The MLHU's annual emergency preparedness exercise was held in June. This training simulation was based on an extreme-weather scenario and required the Health Unit's IMS team to work through the situation. Personnel from other first responder and emergency support agencies participated as coaches and evaluators. In return, Emergency Preparedness staff actively participated in similar



capacities in both Middlesex County's and the City of London's annual emergency exercises.

The ranks of the Health Unit's Community Emergency Response Volunteers (CERV) grew in 2011, with the addition of 40 new people. These new volunteers have been training actively in their new roles, bringing the Health Unit's CERV total to five teams and some 80 active members.

Also in 2011, the Health Unit was able to establish Ontario's first Public Health Ham Radio Station through a generous donation from Enbridge Pipelines Inc. Enbridge's support also allowed some MLHU staff members and CERV team members to obtain their Ham Radio License. The support of the London Amateur Radio Club, whose members served as teachers, advisors and supporters was critical to the success of this initiative.





communications

The Communications Department supports the internal needs of the Health Unit's Service Areas and also generates awareness of the MLHU's many programs and services through a combination of media relations, advertising, marketing, online and Social Media strategies. The Communications Department also streams all Board of Health meetings live to the Internet. Any community members interested in watching the Board's proceedings, can do so live each month through the Health Unit's website (www.healthunit.com).

In 2011, the Communications Department issued 48 news releases. Overall there were 1,516 media reports in London and Middlesex County media outlets, including television, radio and newspapers, which referenced the Health Unit's involvement and activities in the community.



Although the coverage was spread widely across the Health Unit's Service Areas, there were some stories that received greater media attention.

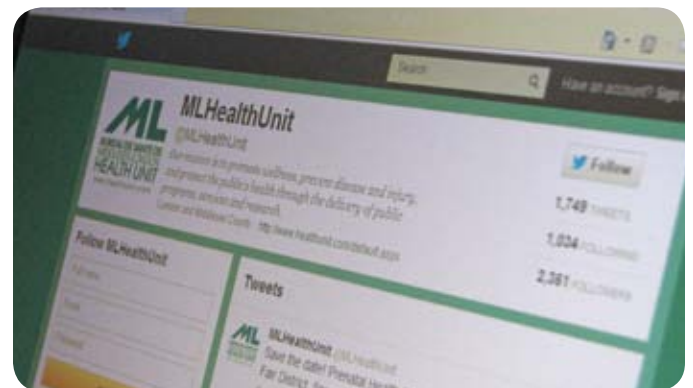
The top story of 2011 was the impact of seasonal Influenza in the Middlesex-London community. Media coverage of the Influenza story in the first half of the year focused on the combination of a stubborn flu strain combined with low vaccination rates which led to increased illness, absenteeism, hospitalizations and deaths. Given the experience in the first half of the year, it was no surprise that the media were very interested in the Health Unit's plans for the upcoming flu season in the fall of 2011. Reporters were very

interested in learning more about the MLHU's community-based influenza vaccination clinics and expectations for the then upcoming flu season.

The Health Unit's *DineSafe* program also received significant coverage, as media outlets ran stories of the food safety program's introduction in Middlesex County on July 1st. As well, there were a high number of stories about extreme weather alerts and tobacco control; including the Health Unit's efforts to raise awareness about the impact on youth who observe smoking and tobacco use in movies, as well as the Health Unit's recommendations around smoking in outdoor public places.

Reporters also expressed an interest in West Nile Virus in 2011, and in particular the mosquito situation in Parkhill, where high numbers of mosquitoes garnered national media attention from outlets including *Maclean's* magazine.

The Communications Department also ramped up its efforts to improve how it reaches its many audiences through the enhanced use of online resources. With the hiring of a new Online Communications Coordinator in the fall of 2011, the Health Unit significantly increased its Social Media presence on Twitter and YouTube, reaching many more community members who are active online. Communications also began the process of redeveloping the Health Unit's website late in the year. It is expected the project will be completed in late 2012.





human resources and labour relations services

Through 2011, the staff of the Human Resources and Labour Relations (HRLR) Department continued to provide a wide range of services across the Middlesex-London Health Unit. Among the work the Department does on behalf of the Health Unit's Service Areas is the recruitment and orientation of new employees, the administration of group benefits and pension plans, the interpretation of policies and collective agreements and providing reception services for the Health Unit.

Further services provided by Human Resources and Labour Relations and notable accomplishments in 2011 are outlined below.

Library Services

The Health Unit's library ensures staff members have wide access to the scientific literature needed to support their roles and plays an important role in helping to make evidence-based decisions. Through the library, thousands of scholarly resources are distributed and made available to staff across all of the MLHU's Service Areas, assisting in the delivery of community programs and services and improving knowledge.

Student Education

The MLHU's *Student Education Program* allows the Health Unit to collaborate and partner with post-secondary institutions. In 2011, Health Unit staff members led 85 lectures and classes at both Fanshawe College and Western University; reaching 2,120 post-secondary students. In addition, the Health Unit provided 589 student placements in a variety of disciplines including nursing, medicine, nutrition, environmental health, and oral health. Through a further partnership with the Arthur Labatt Family School of Nursing at Western, the MLHU provided 224 third year nursing students with training and the opportunity to put their knowledge and skills to practice by working at the Health Unit's fall influenza immunization clinics.

Volunteers

Each year, volunteers generously donate of their time and skills to assist the Health Unit with certain aspects of its programs and services. Each year, the involvement of volunteers is vital to ensuring the Health Unit is able to meet the community's needs. In 2011, MLHU volunteers logged more than 6,000 hours and were involved in the following areas:

- CERV (Community Emergency Response Volunteer) Team Membership;
- Community Influenza Immunization Clinics; Well Baby Clinics;
- Prenatal Health Fairs;
- Hutton House volunteers assisted in the production of program and service binders, stuffing envelopes and more.



information technology (IT)

The Health Unit's IT Department implements and supports the computer and hardware infrastructure and applications required by staff to deliver the MLHU's programs and services to the community. Through its team, IT provides support to approximately 400 staff members and computer systems at the Health Unit's three main locations as well as mobile applications used by staff and remote connectivity.

Many systems infrastructure and maintenance projects were undertaken in 2011, including:

- The upgrade of 250 desktop PC's and 50 laptops.
- All laptops were reconfigured with Windows 7 and configured for full disk encryption.
- The MLHU network infrastructure was entirely redesigned. The solution resulted in simplified configuration and improved business continuity capabilities.
- The network connection between the Health Unit's downtown London offices was upgraded to a high speed fibre circuit, greatly improving network performance for staff members at 201 Queens Avenue.
- The MLHU's eHealth connection was upgraded. Combined with the network infrastructure redesign, this upgrade resulted in improved access speeds for employees at the Health Unit's Strathroy office.
- The telephone system at the Strathroy office was replaced, resulting in better integration of the Health Unit's County office with its other locations, including direct dialling between all locations.

In addition to the infrastructure work noted above, IT staff members also achieved a number of notable accomplishments in 2011, including:

- Supporting on-going upgrades to Ontario Ministry of Health applications including IRIS and TIS.
- Planning and implementing an upgrade to the Great Plains Financial and Payroll system.
- Recruitment and filling of vacancies for the Corporate I.T. Trainer, Helpdesk Analyst, Server Infrastructure Analyst and Business Analyst.
- Staff training in the use of SmartBoards, Windows 7 and Outlook.
- Installation of a monitor in the MLHU lobby at the 50 King Street office, to promote important public health messages and assist clients and guests to find meetings they may be attending.
- Increased functionality and reduced costs through the creation of a new IT Helpdesk system.
- Responding to more than 250 Helpdesk requests each month. Helpdesk requests range from challenges at the staff member's location, account management requests or general, overall system problems.



financials

EXPENDITURES 2011 Public Health Programs:

Public Health Programs:

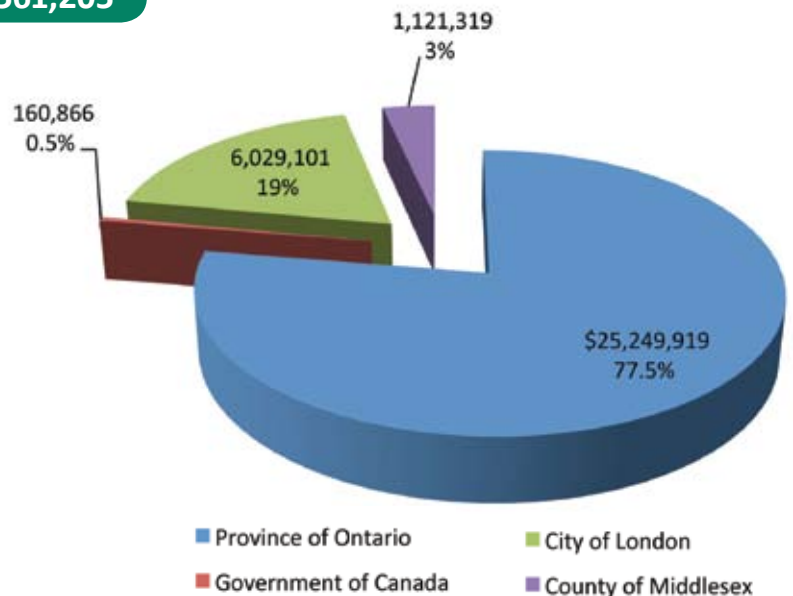
Chronic Disease Prevention	\$2,838,575
Prevention of Injury and Substance Misuse	\$1,316,674
Reproductive Health	\$1,598,824
Child Health	\$8,150,507
Infectious Diseases Prevention and Control	\$2,640,883
Rabies Prevention and Control	\$294,668
Sexual Health, Sexually Transmitted Infections, and Blood-borne Infections	\$2,437,100
Tuberculosis Prevention and Control	\$178,809
Vaccine Preventable Disease	\$2,142,979
Food Safety	\$1,922,138
Safe Water	\$675,397
Health Hazard Prevention and Management	\$672,184
Public Health Emergency Preparedness	\$42,396
Vector-Borne Diseases	\$596,028
Dental Programs	\$1,359,098
Smoke Free Ontario	\$1,103,476
Foundational Standard	\$2,082,939
tykeTALK	\$ 1,490,226
Infant Hearing & Screening Program	\$ 853,650
Blind Low Vision	\$164,654
Total Public Health Programs	\$32,561,205



REVENUES 2011 Sources of Funding:

Province of Ontario	\$25,249,919
Government of Canada	\$160,866
City of London	\$6,029,101
County of Middlesex	\$1,121,319
Total Sources of Funding	\$32,561,205

Middlesex-London Board of Health Funding Sources





50 King Street (at Ridout), London, Ontario N6A 5L7