



Ottawa Public Health

2006 Annual Report

In this report

Message from the Medical Officer of Health.....	1
What Ottawa Public Health (OPH) is mandated to do.....	2
Programs within OPH:	
1. The Environment and Health Protection Division.....	2
2. The Family and Community Health Division.....	3
3. The Infectious Disease Prevention and Control Division.....	4
4. The Surveillance, Emerging Issues, Education & Research Division (SEER).....	5
Recognizing the value of volunteers.....	5
Source of funding.....	6
How to contact us.....	6



Our mission

To optimize the health of Ottawa residents by promoting healthy behaviours and anticipating, preventing and mitigating threats to people's health.

Message from the Medical Officer of Health

2006 was a busy and rewarding year for Ottawa Public Health. We received several provincial and local awards including a three-year accreditation award from the Ontario Council on Community Health Accreditation. These awards are a testament to the success of our programs and services and to the dedication of our health professionals who seek out innovative and accountable ways to deliver services and protect the health of our community.

Last fall, the Honourable Jim Watson, Minister of Health Promotion, presented Ottawa Public Health with the Heather Crowe Award. This award highlighted years of dedicated effort by our health professional staff and our community partners who worked tirelessly to tell Heather Crowe's story and to advocate for all workers to be protected from second-hand smoke. Ottawa Public Health also took pride in receiving an *Honoured Women and Men of the Village* award by the *Every Child Is Sacred Circle (ECIS)* for its "excellent work to improve the well-being of children", as well as a community-based research award from the Canadian Association of HIV Research for *Operation Hairspray*, an initiative aimed at increasing HIV awareness in the African and Caribbean communities.

The release of the *2006 Health Status Report: "Measuring health in Ottawa to build a stronger and healthier community"* was another key achievement for Ottawa Public Health. This document provides invaluable local data on mortality and morbidity rates, communicable disease, reproductive outcomes, environmental indicators and behavioural risk factors. This report will inform Ottawa Public Health program planning in the coming years, and form a



major plank in service delivery needs assessments.

This past year, emergency preparedness was one of our key priorities. We updated our Emergency Plan and produced a Service Continuity Plan to help us prepare and respond efficiently to

emergencies. We also implemented a city-wide influenza pandemic awareness campaign with targeted outreach to college and university students. In partnership with Active Ottawa Actif, Ottawa Public Health completed year three of the five-year city-wide Physical Activity Strategy. The *Energy In. Energy Out.* campaign aims to prevent childhood obesity by promoting healthy eating and physical activity. The *Live it Up... J'vis ma vie...* initiative to promote youth leadership and greater access to school-based physical activity opportunities was implemented in Ottawa high schools.

With a Health Canada grant we were also able to launch the *I Quit* campaign, a cutting-edge, smoke-free project that was youth-led, adult-guided. In partnership with community partners, the *Why Drive High?* campaign educated over 10,000 youth on risks of marijuana-impaired driving.

Ottawa Public Health staff is proud of our partnerships with local agencies, community groups and schools to reach out to Ottawa residents and help them live a healthier life. I feel privileged to lead our Ottawa Public Health team, the individual members of which demonstrate their knowledge, passion and commitment daily.

Dr. Dave Salisbury



Flu clinics



Well water testing



Joe McNamee
(1953-2006)

Joe's career as a Public Health Inspector has affected the lives of thousands of Ottawa residents. One of Joe's most significant contributions is the work he did on emergency planning and response. In particular, in the post 9/11 years, Joe helped define the public health role during CBRN (Chemical, Biological, Radiological, Nuclear) threats.

What Ottawa Public Health (OPH) is mandated to do

The legal obligations and authority for public health in Ontario is established under the Health Protection and Promotion Act. The Mandatory Health Programs and Services Guidelines (1997) specify the minimum standards for equal access, health hazard investigation, program planning and evaluation, chronic diseases and injuries, family health and infectious diseases. Accountability for local programming ultimately rests with the Board of Health to ensure that requirements are met and that local health needs are addressed. In Ottawa, City Council serves as our Board of Health.

Our bilingual programs and services include health protection, disease prevention and control, and health promotion. Our mandate is to prevent disease and injury in the population at large as well as in specific vulnerable sub-populations such as newcomers, the homeless, the aboriginal community, young single parents, low-income families and seniors. OPH uses a range of evidence-based strategies that include awareness initiatives, education and skill building, policy development and implementation, improving supportive environments, screening, enforcement and community development. Many initiatives are tailored to local health issues, such as the work done in rural communities including rabies control, a rural youth alliance to reduce tobacco use, mass CPR training, flu clinics, recreational and well water testing, youth sexual health clinics, and road safety. Many activities are coordinated with community partners to increase capacity building within communities.

A multidisciplinary team of dedicated staff including public health nurses, nutritionists, dental staff, epidemiologists, planning and evaluation officers, public health inspectors, health promoters, family visitors and physicians work to provide services and enforce regulations in a variety of settings including workplaces, day cares, schools, homes, residential care facilities, and community spaces.

In 2006, we successfully piloted a Multilingual Phone Line pilot project to better serve large non-English/ non-French speaking populations.

Performance measurement, which includes monitoring compliance with federal, provincial and municipal legislation, regulations and policies, is done on a routine and ongoing basis. Through regular and issue-specific reports to Ottawa's elected Board of Health and to provincial Ministries of Health and Long Term Care, Children and Youth Services and Health Promotion, Ottawa Public Health ensures transparent and meaningful reporting on its service delivery commitments and resource utilization.

OPH is also a teaching health unit (site of the provincial Public Health Research, Education and Development Program (PHRED)). OPH is committed to implementing sound applied public health research, and supports relevant research activities through our Research Ethics Board (REB). We also work with all post-secondary educational institutions in the Ottawa area to train future public health practitioners.

Programs within OPH

OPH is part of the Community and Protective Services Department of the City of Ottawa. Its services and programs are offered through four divisions:

1. The Environment and Health Protection Division

The Environment and Health Protection Division safeguards the health of the community through risk assessment, community mobilization and promotion of optimal health, and protects residents against environmental health hazards.



Food Handler Training

Highlights:

- Monitored weather forecasts and communicated protective and proactive messaging on how to deal with extreme heat and cold through the *Extreme Weather Action Plan*.
- Reduced the incidence of food-borne illness through public education, food handler training, food premise inspections, surveillance, complaint investigation and responding to health alerts.
- Completed 11,529 food premise inspections; an 11% increase over 2005.
- Established a multidisciplinary Outbreak Management team to more effectively prevent and respond to infectious disease outbreaks; in 2006, the team investigated over 200 reported outbreaks.
- Continued the *West Nile Virus Program*, which included larviciding, surveillance of birds of concern, mosquitoes and humans, and promotion of personal protection.
- Investigated 783 potential rabies exposures, and provided 91 people with post-exposure treatment.
- Monitored and inspected community drinking water systems and public beaches; 84 *No Swimming* advisories were issued due to the presence of *E. coli*.
- Provided dental screening and education to over 28,000 children in grades 8 and below.
- Investigated over 200 health and social crisis situations.



Monitoring public beaches

2. The Family and Community Health Division

The Family and Community Health Division provides services that improve and promote the health, development and quality of life for children, youth, adults, seniors and their families as well as reduce preventable chronic diseases and injuries. It focuses on reducing disability, morbidity and mortality related to injuries and promoting healthy pregnancies, early childhood health and optimal growth and development of children and families. It is also responsible for encouraging healthy behaviours and fostering a supportive environment to decrease preventable chronic diseases.

Highlights:

Families with young children

- Conducted close to 15,000 home visits to pregnant women, new mothers and families with young children.
- Partnered with the Ottawa Public Library in the distribution of 123 *Read with Me* kits to almost 9,000 families with newborns.
- Coordinated the Annual Breastfeeding (*Quintessence*) Challenge, which increases awareness of the benefits of breastfeeding and the crucial role that a community can play in creating a supportive environment for breastfeeding families.
- Completed the *Infant Care Survey*, which profiles the health needs of expectant women, newborns, young children and their parents across the city.
- Distributed 180,000 Pool Safety fact sheets to promote timely water safety and drowning prevention messages.
- Collaborated with the *Young Single Parent Network* and *Brighter Futures for Children of Young Parents* to host the first annual *Power of Dads* community event.
- Disseminated 10,000 *Stop. Think. Handle with Care* posters and 7,000 information booklets to parents of junior and senior kindergarten children to promote positive parenting messages and skill development in our community, and to ultimately prevent child abuse and neglect.
- Coordinated the dissemination of 1,015 home safety devices to vulnerable families to prevent home injuries to children from birth to age six.



Power of Dads

Stop, Think, Handle with Care poster

Who could hurt a child so bright, loving and innocent?
Her parents.

Qui pourrait faire du tort à une enfant si brillante, si charmante et si innocente?
Ses parents.

Children learn by your example. Teach them to be gentle and care.
Stop, Think, Handle With Care.
For more information on parenting young children, visit ontario.ca/healthykids or Ottawa Public Health Information at 613-580-2744 (TTY: 613-580-7650).

Dirigez l'exemple à vos enfants. Faites preuve de douceur et de gentillesse.
Arrêtez-vous. Réfléchissez. Prenez garde.
Pour plus de renseignements sur l'éducation des jeunes enfants, visitez ontario.ca/healthykids ou appelez l'information publique Ottawa au 613-580-6744 (ATS: 613-580-7650).

Ontario Ottawa



What's your next *move*?



Go for healthy, simple and fun!

Energy in. Energy out.

Help your family reach a healthy weight.
ottawa.ca/energyinenergyout

City services 3-1-1
TTY 613-580-2801

Sun Life Financial



- Provided *Snack and Chat* sessions at four community houses to engage parents to discuss safety messages to protect children from injury.
- Provided the *Be A Germ Stopper* education program to teachers of elementary schools and City run child care centres to teach and reward proper handwashing.



Chronic Disease Prevention

- Produced a city-wide Smoke-Free Homes and Cars mass media campaign.
- Launched the *Energy in. Energy out.* campaign targeted to parents of four to nine year olds to encourage balancing healthy eating and physical activity in children.
- Prepared 118 physical activity bins in partnership with the Conseil des écoles catholiques de langue française du Centre-Est to support schools in complying with the Ministry of Education's 20-minute Daily Physical Activity policy.
- Visited 230 elementary schools to assess needs and tailor OPH programs and services.
- Expanded the *Healthy Active Schools* initiative and introduced the *Healthy Lunch* project in elementary schools.
- Delivered the *I ♥ 2 Skate* program with Active Ottawa Actif providing skates, helmets and lessons to 225 children involving 10 communities.
- Collected information on student smoking behaviour and physical activity levels in 19 secondary schools, involving approximately 12,000 students. This data was used to target program activities for tobacco prevention and the promotion of physical activity.
- Led the ongoing *e x p o s é* smoke-free youth project with youth facilitators to promote collective action to change social norms - a survey of high school students showed that since the implementation of *exposé*, the smoking rate has declined from 21 % in March 2003 to 16 % in December 2005.
- Implemented, in collaboration with the City Bylaw Services, the Smoke-Free Ontario Act in Ottawa, which came into effect on May 31, 2006.
- Implemented the *Live it Up... J'vis ma vie...* program designed to increase youth-led, youth-driven physical activity in Ottawa high schools.

- Led a *Diabetes Prevention* initiative to promote type II diabetes prevention to multicultural communities.
- Led four *10,000 Step Workplace Walking Challenges* involving 2,000 participants.
- Partnered with corporate retailers to ensure compliance regarding sales of tobacco to minors.
- Supported close to 1,500 Ottawa residents who participated in the provincial *Driven to Quit Challenge*.

Injury Prevention



WHY DRIVE HIGH?

- Delivered the social marketing campaign *Why Drive High?* with Carlington Community and Health Services, and trained youth facilitators on the risks associated with marijuana impaired driving.
- Implemented the *Speeding Costs You... Deerly*, the *Safe Young Drivers... You Hold the Key* and *Pedestrian Safety and Sidewalk Cycling* campaigns with partners in the Integrated Road Safety Program.
- Provided injury prevention outreach to eight elementary schools on seasonal safety messages and drowning prevention.
- Provided cycling and skating helmet fitting education to over 2,000 parents.
- Developed the francophone component GARDECONTROLE.CA campaign to reduce excessive alcohol consumption in youth, in collaboration with Focus Vanier and the Ontario Public Health Association.
- Implemented the *Stand Up! Program*, a community-based group program designed to prevent falls among seniors.
- Implemented the *Home Support Exercise Program* to train caregivers to help seniors improve their strength and balance and reduce the likelihood of falls.
- Visited over 50 Ottawa Housing Corporation buildings, and screened close to 1,000 people during extreme heat conditions.

Healthy Aging

- Supported the *Reaching out to Isolated Seniors Program* (ROTIS), a collaboration involving over 100 city and community partners to increase awareness of the issues of social isolation and provide a single access phone number for referrals to services.
- Promoted the benefits for seniors to keep active and safe during the winter season



Home Support Exercise

through the *Winter Active, Winter Smart* program.

- Supported the *Théâtre du soleil couchant*, whose members create and perform skits in French on various health issues.

3. The Infectious Disease Prevention and Control Division

The Infectious Disease Prevention and Control Division promotes and protects health and prevents the risk of communicable disease transmission in the community. Its main responsibility is to prevent epidemics and the spread of infectious disease.

Highlights:

Communicable Disease and Outbreak Management

- Reduced transmission and incidence of infectious disease through surveillance, case finding, contact tracing, immunization, infection control, risk assessment and public awareness campaigns.
- Monitored 220 newcomers on the *Inactive Tuberculosis Program*.
- Supported the *Needle Hunter Program*, an effort to pick up discarded needles and protect the public.

Immunization

- Developed an online form so that parents can conveniently update their children's immunization records.
- Held meningococcal and flu clinics, where 4,700 teens and young adults received the Meningococcal C-conjugate vaccine.
- Monitored close to 55,000 children's immunization records and responded to over 21,000 calls from parents, school and child care personnel on children's immunization status.
- Held 38 flu clinics, and vaccinated 39,000 Ottawa residents against the flu.
- Coordinated the distribution of 900,000 doses of 25 different types of vaccines to Ottawa health care providers.

Healthy Sexuality

- Conducted over 25,000 tests for sexually transmitted infections (STIs), and distributed 700,000 free condoms.

- Implemented, in partnership with Planned Parenthood Ottawa, year three of the *Get the Test campaign*, featuring a spotted banana, to encourage youth and young adults to get tested for sexually transmitted infections.
- Responded to over 27,000 visits through the *Site Harm Reduction Program*.
- Followed up with over 2,000 people with a positive reportable STI and all their sexual contacts to reduce the spread of infections.
- Observed a reduction in sharing of crack pipes and decreased injection drug use within one year after the implementation of the *Safer Crack Use Program*.
- Ran *Healthy Sexuality Clinics* across the city through the use of a mobile street van.
- Responded to over 5,000 calls through the *AIDS and Sexual Health Information Line*.

4. The Surveillance, Emerging Issues, Education & Research Division (SEER)

The Surveillance, Emerging Issues, Education and Research Division facilitates informed decision-making by and for Ottawa residents through population health assessment, evidence-based practice and enhanced accessibility, undertakes internal performance measuring and promotes continuous business practice improvement. Its main responsibilities are to:

- assess, plan, and respond to current and emerging health threats, and
- monitor occurrence of health risks, injuries, disability and disease.

Highlights:

Research and Quality Assurance

- Implemented the SHAPES survey to analyze local information on smoking and physical activity attitudes and behaviours of high school students. The results assisted all four Ottawa school boards to work together to plan and target initiatives such as the *Live it Up...* program aimed at increasing physical activity amongst youth.
- Participated in an accreditation process, which resulted in a three-year accreditation for Ottawa Public Health.



Operation Hairspray

Recognizing the value of volunteers

Ottawa Public Health acknowledges gratefully its 260 generous volunteers who work relentlessly to improve the well-being of Ottawa residents through many successful initiatives such as the Breastfeeding Buddies Program, Postpartum Depression Peer Support, Operation Hairspray, Community Food Advisors, nutrition and physical activity programs, Bike Helmet Safety, Winter Active, Winter Smart, and Friendly Corner Fitness Leaders.

Our Donors

Thank you to our many generous donors who provide space, refreshments and prizes for events, and hours of in-kind support.



Live it Up... program

Our Sponsors

Ottawa Public Health would also like to acknowledge the generous contributions of its non-government sponsors (listed below) who provided funding and in-kind contributions to promote and implement Ottawa Public Health initiatives.

Platinum Sponsors:

- › Sun Life Financial
- › Ottawa 67's

Gold Sponsors:

- › GoodLife Fitness Clubs

Bronze Sponsors:

- › New Printing
- › Gilmore Printing
- › Giant Tiger
- › CTV
- › Costco
- › Mrs. Tiggy Winkles
- › Bayshore Shopping Centre

A heartfelt thank you to our many partners in health education:

Community Newspapers:

Barhaven Weekender, Nepean-West Weekender, Kanata Courier Standard, Barhaven Independent, Nepean This Week, Manor Park Chronicle, Newswest New Edinburgh News, Ottawa South Weekender, Manotick Messenger, BANAR, Kemptville Weekender, Centretown Buzz, Vistas, Mainstreeter, ORCC Challenger Magazine, Hogs Back News, Alta Vista News, Hunt Club News, Greenboro News, Westboro News, Britannia News, Carlingwood News, City Health Magazine, Le Droit, l'Express

Rogers Television/télévision Rogers

Health Professional Associations:

- › Ottawa Dental Society
- › Ottawa Dental Hygienists Society
- › Ottawa-Carleton Pharmacists Association
- › Registered Nurses' Association of Ontario

How to contact us

By phone: 613-580-6744

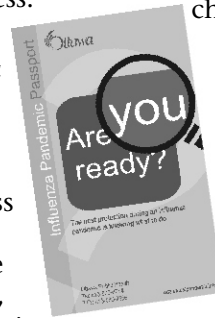
TTY: 613-580-9656

Toll-free: 1-866-426-8885

By e-mail:
healthsante@ottawa.ca

Emergency Preparedness

- Developed resources to raise awareness in the workplace about the risks of influenza pandemic and to promote emergency preparedness.
- Launched a city-wide contest and distributed 200,000 *Are you ready? for Influenza Pandemic* passports to increase public awareness.
- Targeted pandemic preparedness messaging to college and university students through the *HealthLowDown* video and blog, which contains simple but effective ways to reduce the spread of germs.

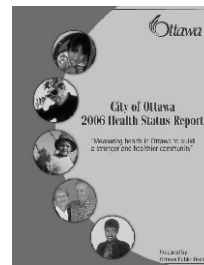


Public Information

- Redesigned the Ottawa Public Health Web pages by making the content more resident-focused and by enhancing its readability and user-friendliness; tracked a 100% increase in the number of hits within three months.
- Introduced a *Multilingual Public Health Information Line* that uses three-way calling to provide direct health information services to residents who speak Arabic, Mandarin, Cantonese, Somali, Spanish and Vietnamese.
- Developed and distributed publications such as the *Physicians' Update* and the *Annual Report*.
- Expanded partnerships with corporate sponsors and community newspapers to increase in-kind and financial resources for OPH programs.
- Provided health information, advice, counselling and referrals to more than 18,000 callers through the OPH Information Line.

Epidemiology

- Released, in June 2006, a comprehensive health status report entitled: *The City of Ottawa 2006 Health Status Report: "Measuring health in Ottawa to build a stronger and healthier community."* Findings from this report indicate that Ottawa residents are healthy and have shown encouraging improvement in their health over the last decade.
- Identified through the Health Status Report several public health challenges



including obesity, diabetes, mental and behavioural disorders in young adults, suicide in young males, some chronic diseases such as heart disease and cancer and communicable diseases, notably HIV, chlamydia, syphilis and tuberculosis.

Source of funding

Ottawa Public Health received its funding from three provincial ministries and the City of Ottawa. The graph below shows the amount received from each ministry and the City. Most provincial public health programs were funded through a cost sharing formula of 65% provincial: 35% municipal funding, with some of the programs fully covered by the province. Ottawa Public Health is the lowest funded public health unit in Ontario per capita.

In 2006, Ottawa Public Health also applied for and received close to 1.3 million dollars in grants from the Public Health Agency of Canada.

