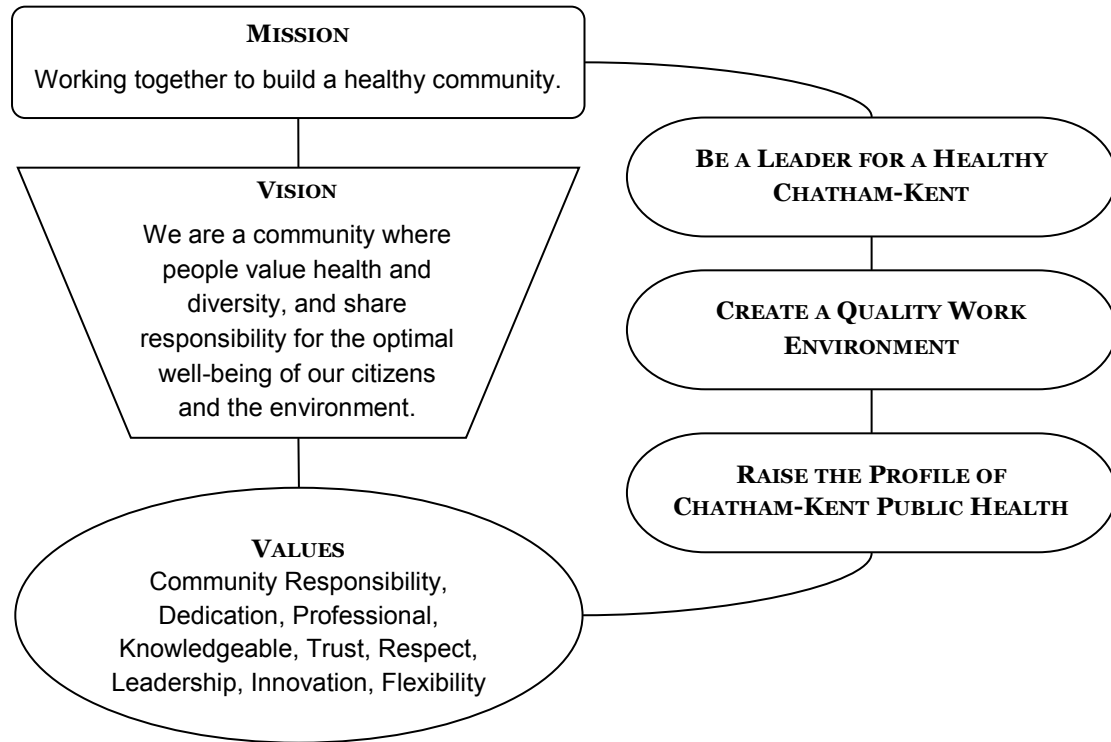


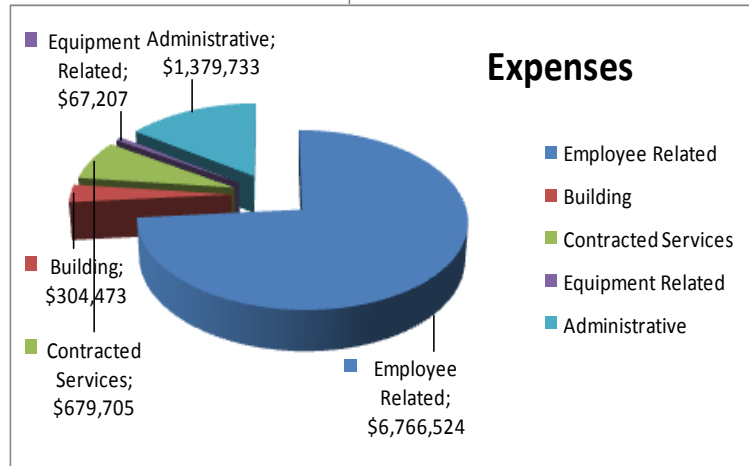
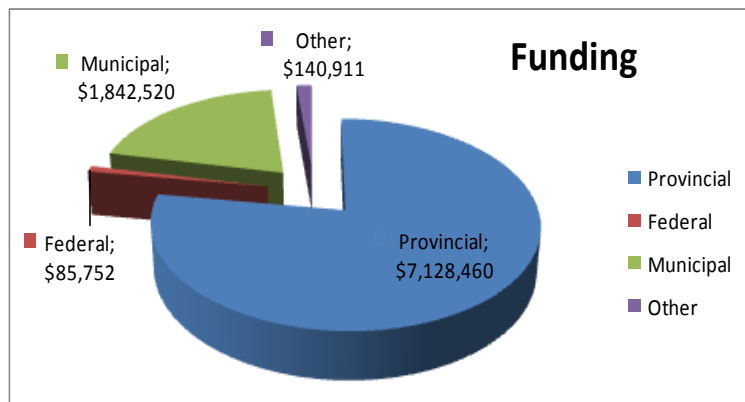
In 2008, the staff at Chatham-Kent Public Health ventured upon their first strategic planning initiative.



After reviving the mission statement and developing a new vision statement and set of core values ... strategic directions for the next 3 years were put into place!



2010 FINANCIAL OVERVIEW



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CHECK OUT OUR NEW BLOG ...
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Follow us on Twitter!

2010 Board of Health

- Brian King
- Tom McGregor
- Larry Robbins
- Marjorie Crew
- Ron Carnahan
- Ellen Craeymeersch



2010 Management Team

- **Dr. David Colby**
Acting Medical Officer of Health
- **Lucy Brown**
General Manager,
Health & Family Services
- **April Rietdyk**
Director, Public Health
- **Kelly Farrugia**
Program Manager,
Clinic Services
- **Rosemarie Arndt**
Program Manager,
Environmental Health
- **Cathy Bennett**
Program Manager,
Community Health
Promotion (Adult)
- **Jane Reiha**
Program Manager,
Community Health
Promotion (Child & Youth)
- **Paula Morrison**
Program Manager,
Infant Health Services
- **Laura Zettler**
Epidemiologist
- **Heather Bakker**
Administrative Assistant
- **Margaret Keech**
Executive Assistant

Greetings from Dr. Colby, Acting Medical Officer of Health



2010 was a year of reflection for the Chatham-Kent Public Health Unit. With the pandemic of 2009 behind us, it was time to assess our response, refine our emergency and pandemic protocols to make them even better and to build collaborative relationships with other health agencies and organizations.

Achieving a healthy community requires an infrastructure that makes it easy for people to make healthy choices. This means not only a committed public health service in the traditional sense, but also an appropriate built environment and high quality community recreation facilities. It is becoming increasingly

clear that irrespective of public health and health promotion programs, health and longevity are linked to socioeconomic status and prosperity. Basic needs must be met before people can think about making improvements to their health.

With this in mind, we are proud to have been officially designated as a Baby-Friendly health unit, one of a few in Ontario. We are committed to the Healthy Communities initiative. Most of all, we are open to new ideas and ways of thinking.

I am proud of the Health Unit staff and proud to act as your Medical Officer of Health of this fine community.

Yours in health,

W. David Colby, MSc, MD, FRCP(C)
Acting Medical Officer of Health

A Message from Our Chair, Councillor Brian King



On behalf of the Chatham-Kent Board of Health, it is my pleasure to provide an overview of the programs and services our health unit employees delivered throughout the community. The 2010 Annual Report provides an opportunity to showcase and highlight accomplishments within each of our program areas. Chatham-Kent Public Health Unit employees are dedicated professionals working each and every day to improve the health of our community so the healthy choice is always the easy choice for Chatham-Kent residents.

The role of the Chatham-Kent Board of Health is to provide and ensure the delivery of quality public health programs. The Board of Health is made up of

four Chatham-Kent Council representatives and two community appointees. I want to assure you that I, along with my fellow board members, make decisions that support our mission, **Working Together to Build a Healthy Community**, while leading us towards our vision of a community where people value health and diversity, and share responsibility for the optimal wellbeing of our citizens and the environment.

Throughout the 2010 Annual Report you will learn about different programs and services offered in Chatham-Kent as staff promote wellness, prevent disease and injury, and protect the public's health. Information on our structure and the 2010 financial report are also included for review.

I would like to extend my sincerest thanks to the Ministry of Health and Long-Term Care, the Ministry of Health Promotion and Sport, the Ministry of Children and Youth Services, our many community partners, the Board of Health members, Chatham-Kent Council, and our Acting Medical Officer of Health, Dr Colby, for their ongoing support.

Brian King
Chair, Chatham-Kent Board of Health

2010 HEALTH UNIT HIGHLIGHT

Measuring up on Health

In the fall of 2010, highlights from the *Chatham-Kent 2010 Health Status Report* were presented to the Board of Health and program staff. This was the first comprehensive report on the health status of Chatham-Kent residents completed to date and provides a baseline from which future assessments can be measured. The report covered topic areas including: demographics; social determinants of health; mortality; morbidity; chronic conditions; health behaviours; injury; reproductive health and early development; communicable disease, and environmental health. Click [here](#) to access the full report online or go to <http://goo.gl/1YQuW>.



PROGRAM SPOTLIGHT 2010

Community Health Promotion (Child & Youth) *Teens Helping Teens*

The CBC program (Challenges, Beliefs and Changes) is a drug awareness program designed for the transition into grade 9 and is a partnership between the local police, a school board and the health unit. Senior students are trained as peer leaders to provide information and skill development specifically about drug and alcohol use, and deliver a structured program to either the grade 8's of the feeder schools or the grade 9's at the high school. Student leaders spend time talking with the grade 8's about the truths and myths regarding drugs and alcohol, peer pressure, as well as sharing experiences and playing interactive games. The program was created by the Parent



Action on Drugs (PAD) which has been in schools across Ontario for over 15 years. The program is showing the importance and value of peer to peer education. The program initially began as a successful pilot project held at Tilbury District High School in March 2010 and would be rolled out to several local schools the following year.

Community Health Promotion (Adult) *Building a 'Healthy Community'*

In 2010, the Ministry of Health Promotion and Sport (MHPS) introduced the 'Healthy Communities' framework. The goals include: to create a culture of health and well-being; to build healthy communities through co-ordinated action; to create policies and programs that make it easier for Ontarians to be healthy; and to enhance the capacity of community leaders to work together to achieve healthy living. The initiative focuses on six priority areas: Healthy Eating; Physical Activity, Sport and Recreation; Tobacco Use and Exposure; Injury Prevention; Substance and Alcohol Misuse, and Mental Health Promotion.

Chatham-Kent Public Health took the lead in creating the Chatham-Kent Healthy Communities Partnership. This collaborative group is working toward the goals of the framework. The Partnership began the process to develop a community picture that would assess the current environment and health status within Chatham-Kent. Multiple community engagement initiatives were planned which included a conference, online community survey and various community conversations.



FAST FACTS ...

3052 elementary school children received oral health screening



451 children & youth referred to CINOT

25 preventative dental clinics

761 health promotion presentations/displays in schools

116 health promotion presentations/displays in the community

108 prenatal and parenting educational sessions provided

344 H1N1 and **7351** seasonal influenza immunizations administered

49 workplace wellness initiatives

734 tobacco compliance checks under the Smoke-Free Ontario Act

Cost of a Nutritious Food Basket was **\$158.63**

Over **30,000** resources distributed on chronic disease and injury prevention

PROGRAM SPOTLIGHT 2010 (CONTINUED)

Infant Health Services *Becoming a Baby-Friendly Organization*

Chatham-Kent Public Health received Baby Friendly designation by the WHO and UNICEF in 2010 for achieving high standards of staff education, program planning, and rates of breastfeeding initiation and duration. A community celebration was held and a plaque was awarded by Eileen Chuey of the Ontario Breastfeeding Committee; Mayor Randy Hope; Brian King, Chair of the Board of Health; Chief Nursing Officer Vanessa Burkowski; Beverley Guttman of the Provincial Council for Maternal and Child Health, and Penny Nelligan of the



Ministry of Health Promotion gave congratulatory speeches. Two mothers from the community spoke about how the health unit has supported them in achieving their breastfeeding goals. The health unit continues to work toward increasing breastfeeding initiation and duration rates in the community and will recertify in 2015.

Clinic Services *Reducing School Suspensions*



2010 was another busy year for Clinic Services. Both the Sexual Health and Vaccine Preventable Disease (VPD) programs grew significantly in terms of use of services. A call reminder system for the school immunization program was implemented and resulted in significant reductions in the number of students suspended for inadequate or missing immunization information. While labour intensive, the results were excellent. Households of all students that had no or overdue immunization records were contacted by VPD staff. This was an excellent opportunity to educate families about the importance of immunization in general and of reporting to the local Public Health Unit. The number of suspensions issued was decreased by approximately one half as were the actual number of students suspended.

Environmental Health *Tick -Tock!*

Ticks carrying Lyme disease are endemic in Chatham-Kent's Rondeau Provincial Park – meaning there is evidence of disease transmission from blacklegged ticks. During the spring and summer of 2010, the Chatham-Kent Public Health Unit ran a Lyme disease awareness campaign. Key messages to the public were to cover up with light coloured clothing, use insect repellent, avoid long grasses, check for ticks, and submit removed ticks for identification and possible testing. Fact sheets, posters, and pamphlets were created that included info on Lyme disease symptoms, tick identification, proper removal methods, and protective measures.



Packages containing fact sheets and a tick removal device were handed out at Rondeau Provincial Park over the Victoria Day weekend, and by the end of the season, over 5000 packages were distributed in total. Additional educational messaging was delivered using a variety of media channels.

FAST FACTS ...

1061 live births

369 babies born at risk for future developmental difficulties

788 expectant & new moms attended *Building Healthy Babies*

1050 new moms received a 48hr postpartum phone call

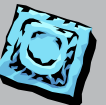
697 home visits by Public Health Nurses and **2196** by Family Home Visitors

175 families received advanced breastfeeding



2187 sexual health clinic visits and **828** school visits.

243 confirmed cases of chlamydia



6107 vaccine doses administered at school-based clinics

1789 vaccine doses administered at in-house clinics

89 cold chain inspections

253 student suspensions for inadequate immunization info

212 animal incident (rabies) investigations

9 boil water advisories



76 recreational water inspections

1369 food premises inspections

18 outbreak investigations

203 inspections of facility infection prevention and control practices