



Thunder Bay District
Health Unit

ANNUAL REPORT

2010

VISION

To be leaders in creating healthy communities and healthy environments.

MISSION

Thunder Bay District Health Unit is committed to meeting the public health needs of our citizens by delivering accessible programming of the highest standards in protection, prevention and health promotion.

OUR 2010 BOARD OF HEALTH

Maria Harding, Chair
Shuniah

Norm Gale, Vice Chair
Provincial Appointee

Connie Bryson
Schreiber &
Terrace Bay

Terry Fox
Marathon

Catherine Gillies
Provincial Appointee

Steven Harasen
Neebing & Gillies

Shirley Hunt
Conmee & O'Connor

John MacEachern
Manitouwadge

Jack Masters
Provincial Appointee

Beatrice Metzler
Thunder Bay

Sheri Pinner
Oliver Paipoonge

Eric Rutherford
Greenstone

Linda Rydholm
Thunder Bay

Linda Tolmonen*
Dorion, Nipigon &
Red Rock

Joe Virdiramo
Thunder Bay

Dr. Henry Kurban
Acting Medical
Officer of Health

Doug Heath
Chief Executive
Officer

A WORD FROM THE BOARD OF HEALTH CHAIR, MARIA HARDING

"A MAJOR BOARD PRIORITY FOR 2010 WAS TO BUILD UPON CAPACITY FOR RESEARCH-BASED PRACTICE, ..."



It is my pleasure to present you with our annual report, featuring programming and service highlights from 2010 that supported the Thunder Bay District Health Unit's (TBDHU) strategic goals.

Consistent with a provincial focus on accountability, a major board priority for 2010 was to build upon capacity for research-based practice, evaluation and developing measurable indicators of public health outcomes.

This direction, supported by the requirements of the Ontario Public Health standards to strengthen evidence-informed approaches to service provision, was overseen by our new Acting Medical Officer of Health, Dr. Henry Kurban.

Under his leadership, a program evaluator was added to the TBDHU staff and a foundational standards team created to establish research-based planning systems and identify measures of program effectiveness. A comprehensive decision-making framework was added to the budgeting process and a quality improvement program initiated to gauge service excellence.

Over the next few years, these initiatives will inform the Board and staff about the influence our programming has on public health. This will be essential for developing effective and cost-efficient programs that meet the needs of our communities.

I thank the dedicated team of health professionals at the TBDHU for their contributions to our organization's achievements. I am grateful for their expertise and guidance, and thank them for their commitment to serving the people in our District. I also thank our residents and partner agencies for their roles in improving health and well-being through their ongoing support for the TBDHU.

Maria Harding
Chair, TBDHU Board of Health



* The TBDHU would like to recognize the contributions of Linda Tolmonen, Reeve of Dorion, who passed away on July 20, 2010. Linda was an enthusiastic board member, committed to the community she served. We celebrate her passion and dedication.

FINANCE

For a complete review of our 2010 Audited Financial Statements, please visit our website at TBDHU.COM

The financial management of the TBDHU is largely governed by financial policies that reflect requirements under the Health Protection and Promotion Act, and/or the Municipal Act, 2001.

In accordance with legislation, the financial statements are audited on an annual basis and approved by the Board of Health.

Highlights include:

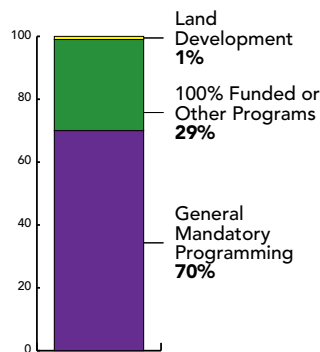
- The mandatory programs that account for approximately 70% or \$12.8M, are funded through a cost-sharing

ratio between the Province of Ontario (75%) and the Municipalities (25%) within the Health Unit's jurisdiction.

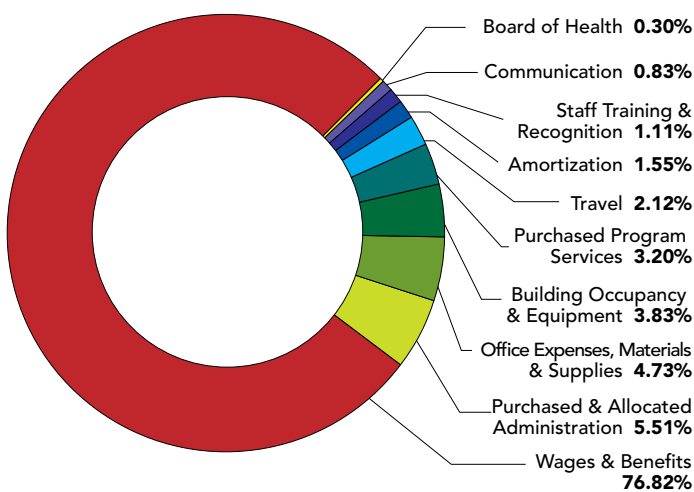
- A number of the Health Unit's programs are 100% funded by the Province of Ontario, or by federal or other funding agencies. The level of funding and the number of initiatives funded through these 100% funded programs has continued to increase over the years, totalling approximately \$5.4M in 2010;

- Land Development services, which are self-sustaining through fees set by the Board of Health, provided approximately \$194,900 in revenue.

SUMMARY OF FUNDING SOURCES 2010



THUNDER BAY DISTRICT HEALTH UNIT ACTUAL OPERATING EXPENDITURES AS AT DECEMBER 31, 2010



Consolidated actual expenditures totaled approximately \$18.3M in public health programming. As a public service organization, the largest expenditure category continued to be salaries and benefits accounting for approximately \$14.03M or 77% of the total actual expenditures.

Did You Know?

2,272

home visits provided to families by the Healthy Babies Healthy Children program.

136

cases of Hepatitis C reported and investigated.

10,500

people vaccinated for influenza.

659,000

needles distributed in the community.

1,329

newborns received a hearing screening; 86% of children born in Thunder Bay and District.

5,316

people vaccinated at immunization and travel clinics.

123

people attended early prenatal classes.

600

parents attended parenting seminars.

GOAL

Foster an evidence-based, innovative culture.



Drug Strategy Steering Committee L to R: Jen McFarlane, TBDHU; Maureen Twigg, TBDHU; Cal Rankin, Shelter House, Rebecca Johnson, City of Thunder Bay (Councillor); Patty Hajdu, TBDHU; and Abi Sprakes, Thunder Bay Counselling Centre

COMMUNITY INPUT, PROVEN PRACTICES GATHERED FOR DRUG STRATEGY

Combining community-supported initiatives with proven practices is the gold standard for achieving positive public health outcomes. The Thunder Bay Drug Strategy Steering Committee integrated input from citizen focus groups with leading practices that reduce problematic substance use to formulate recommendations for the Thunder Bay Drug Strategy. The TBDHU plays a key role in developing the Drug Strategy which will be released in 2011.

INVESTMENT MADE IN EVALUATION

Significant investments in enhancing TBDHU's evidence-based and evaluative practices were initiated with the addition of a program evaluator position and comprehensive evaluations of the flu, tobacco cessation, and Fair Start programs. The reviews, which will determine if programs are meeting objectives and achieving prescribed health outcomes, will be completed in 2011 and include recommendations for operational efficiencies.

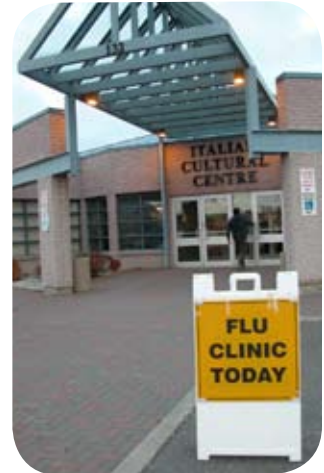
INNOVATIVE PROGRAM PROVED SUCCESSFUL

A new program introduced to schools by the healthy schools team succeeded in increasing students' health knowledge and behaviour, and contributed to a positive social climate in the school. The evaluation of the peer-led Healthy Buddies program also showed the program increased the amount of the health curriculum taught in the four classrooms which piloted the program. The program will be offered to more schools in 2011.

VIRAL HEPATITIS SURVEILLANCE ENHANCED

To help the TBDHU assess and identify regional and local disease trends that have an effect on viral Hepatitis C transmission, the Public Health Agency of Canada provided funding to implement the Enhanced Hepatitis Surveillance Program. The Program will give the organization

access to more detailed client information which will help the TBDHU develop informed interventions to prevent disease.



First flu clinic of 2010.

PANDEMIC LESSONS APPLIED

Lessons from the H1N1 flu season were applied to the flu program in 2010 to create more streamlined, efficient and client-friendly clinic operations. The new approach which included larger venues, longer clinic hours, electronic registration, and more staff dedicated to set up, is expected to lead to faster, more comfortable and accessible clinic service and increased immunizations. Evaluation of the 2010 program year will be used in 2011 planning.

SERVICE

"Since I went to the Health Unit tobacco cessation program, I stopped smoking. Excellent service! The nurse would even call me at home when I couldn't make it in. I can't tell you how much the Health Unit has assisted me. My health meant something to them."

Karen Reszitaryk, client

GOAL

To be a trusted, recognized & respected leader in the public health system.



Dr. Henry Kurban, Acting Medical Officer of Health

MEDICAL OFFICER WELCOMED

The TBDHU welcomed Dr. Henry Kurban as the Acting Medical Officer of Health. During his inaugural year, Dr. Kurban led the implementation of priority-setting and decision-making frameworks to guide 2011 planning, and incorporated rigorous evaluation mechanisms within operational systems. Dr. Kurban will be overseeing the development of an ethical framework for public health practice and a continuous quality improvement program for the TBDHU.

COMMUNICATIONS STRATEGY CREATED

The Board of Health passed a resolution endorsing a communications strategy to create consistent

communications systems and process for TBDHU clients, staff, and partners. The strategy focuses on supporting effective health communication practices, increasing program and service awareness among stakeholders, and improving internal communications. Implementation of the 4-year plan will begin in 2011.

AUDIOLOGY ACHIEVEMENTS ACKNOWLEDGED GLOBALLY

Recognized internationally as a pioneer in remote hearing assessment technology, TBDHU's audiologist shared his expertise with health professionals across North America and Europe, and promoted the value of this health



Bill Campbell, Audiologist

intervention for families which live away from urban centres.

GENETICS EXPERTISE REQUESTED

A TBDHU genetics nurse participated on the Provincial Prenatal Screening sub-committee to contribute her expertise to policy development that will increase the number of prenatal screens taking place in Ontario. Prenatal screening plays a lead role in early identification of developmental disorders and contributes to improved health outcomes for prenatal clients.

YOUTH LED LEGISLATION

Local youth recruited by the tobacco program were at the helm of important tobacco-free regulations implemented in 2010. Thunder Bay's smoke-free parks and beaches bylaw, and the provincial flavoured-tobacco legislation both resulted from over two years of lobbying and advocacy from District youth committed to improving the health of their communities and peers.

Did You Know?

7,545

clients seen in sexual health clinic.

1,893

food premises inspected.

95%

of school-aged children are up-to-date with required immunizations.

585

mothers and 485 children received breastfeeding support through clinics, support groups or by phone.

165

clients received tobacco cessation counselling; 62 of those clients reported no tobacco use after 3 months.

20

gastrointestinal & respiratory outbreaks investigated.

1,018

clients seen by street nursing program.

321

health hazard reports investigated.

GOAL

Seek out partnerships that assist in the effective and efficient delivery of services.

Did You? Know

345

animal bites investigated; 22 individuals provided rabies prevention treatment.

13,600

children received dental screenings at school.

914

families with a new baby contacted by a public health nurse after hospital discharge.

1,675

children 18 months to school age screened through Fair Start.

639

ticks submitted for testing; 51 identified as deer ticks; 2 tested positive for Lyme disease.

1,453

clients seen in nurse practitioner clinic.

438

people received food safety training certification or recertification.

208

employees as of Dec 31/10.

WORLD GAMES PROCLAIMED TOBACCO FREE

Recognizing the impact sports have on influencing youth, the TBDHU partnered with organizers of the World Junior Baseball Championships and Robin's Hockey Classic Tournament to implement a tobacco-free policy for each event. The policy, which restricted the use of tobacco products by all athletes, coaches and fans, set examples for

Daniel DePeuter
Youth Development Specialist



world and regional sports leagues about their role in promoting healthy lifestyles.

PUBLIC CONSULTED FOR HEALTHY COMMUNITY DEVELOPMENT

The TBDHU consulted with over 900 people in the District on how to create healthy communities as part of the Pathway to Healthy Communities project. The feedback will form recommendations for community infrastructure and policy changes to promote healthy living and injury prevention. The recommendations will be presented to District municipalities in 2011.

DISTRICT DOCS RALLIED TO INCREASE SCREENING

Fair Start program provided approximately 150 physicians with education and locally relevant materials to encourage an enhanced 18-month well-baby visit. These initiatives are part of a provincial pilot study to increase the number of children receiving enhanced screening. Since the pilot project, Fair Start has received more physician referrals and children with developmental concerns are being flagged at an earlier age.

PROTECTION PLAN REVISED

In partnership with the Children's Aid Society, Healthy Babies Healthy Children program revised the Thunder Bay Infant Response Plan, outlining a coordinated and timely community response system to protect children under 3 years living in high risk environments.

SHARED LANES, SHARED RESPONSIBILITY

TBDHU's injury prevention team, EcoSuperior, Active Transportation and the City of Thunder Bay unveiled the first bike/shared lanes on the streets of Thunder Bay. TBDHU will continue to focus on educating motorist and cyclists on the safe use of bike/shared lanes.



Shared lanes media event.

GOAL

While maintaining a population-based approach, acknowledge and address gaps in service to ensure accessibility for priority populations.

STREET OUTREACH ADVISORY GROUP FORMED

The Needle Exchange and Street Nursing programs formed an advisory committee with community outreach agencies to exchange information, leading practices and develop memorandums of understanding on how each will handle client referrals. The goal is to increase client access to appropriate health care and harm reduction services.

HEALTHY LIVING PROGRAMS FUNDED FOR DISTRICT COMMUNITIES

With TBDHU's assistance, Dorion's Brass Bell Family Resource Centre submitted a successful provincial funding proposal to receive a \$144,000 grant for the Northern Family Food and Fitness Revolution project. The 2-year project will provide healthy eating and active living programs to 15 District communities. Health promotion staff from the City and District will be key partners in program delivery, community capacity building and evaluation.



Participants at the Nitam Giigidowin media event.

FAMILIES REACHED WITH SPEECH-LANGUAGE SERVICES

For the first time, preschool aboriginal children received speech language services in their own communities through the Nitam Giigidowin program. This 2-year, Health Canada funded demonstration project - a partnership with TBDHU, Dilico Anishinabek Family Care, Ginoogaming, Long Lake 58, and Fort William First Nations - aims to reduce the high number of aboriginal children who enter school with speech-language concerns.

YOUTH VOICE HEARD IN SUICIDE PREVENTION STRATEGY

Thunder Bay's youth suicide rate is higher than the provincial average. In partnership with the Thunder Bay Youth Suicide Prevention Task Force, the TBDHU consulted with over 200 youth throughout the city about youth suicide and depression, suicide prevention, and the barriers they see to possible solutions. The youths' needs and perspectives will be reflected in prevention strategies over the next 2 years.

COOKING CLASSES FOR THOSE IN NEED

The Cooking with the Box program was developed to teach cooking skills to women in recovery who have young children. The program assists these parents, who are often experiencing economic difficulties, on how to use the Good Food Box to make healthy, nutritional meals.



Lynda Fraser
Health
Promotion
Planner

Stasia Starr
Public Health
Nurse

LEADER

"The Health Unit has been a leader in putting a truly partnership-based community engagement model into practice, which is essential to child environmental health protection. They are on the leading edge when it comes to engaging audiences with accessible, visually appealing materials that reach parents with important information. The organization stands out as a model for initiative and progressive action."

Erica Phipps, Partnership Director, Canadian Partnership for Children's Health and Environment

GOAL

Create an organizational structure and human resources model that promotes accountability, adaptability and flexibility.

PARTNER

"The Health Unit is a valuable partner. It is a source for quality, reliable information, and its staff is always enthusiastic and willing to contribute to the community. Its expertise and support helps our organization meet the needs of our participants."

Janet McKay,
Executive Director,
Brass Bell Family
Resource Centre/
Early Years

PERFORMANCE MANAGEMENT SYSTEM COMPLETED

A new performance management system was implemented by the TBDHU integrating public health competency measures with individualized, professional development objectives. The new system creates clear, measurable plans for staff by tying individual performance to the corporate strategy and the achievement of public health outcomes.

FOUNDATIONAL STANDARDS TEAM CREATED

A foundational standards team was formed to provide programs with focused resources supporting research and evaluation requirements of the Ontario Public Health Standards. The team – made up of the epidemiologist, program evaluator and librarian – will be designing processes to: assess program need, capacity, impact, and partnerships; capture and monitor performance measurements; and establish program indices for provincial accountability agreements.

OUR PROGRAMS AND SERVICES

Sexual Health
Nurse Practitioner
Immunization
Travel Clinic
Environmental Health
Infectious Diseases
Healthy Babies & Families
Tobacco Control
Preschool Communication
Infant Hearing & Audiology
Oral Health
Healthy Babies
Healthy Children
Healthy Schools & Workplaces
Healthy Living
Injury & Substance Misuse Prevention
Nutrition
Genetics
Fair Start
Septic & Land Development
Street Outreach Nursing
Superior Points

THE AREA WE SERVE

The Health Unit provides mandatory public health programs throughout the Thunder Bay District to approximately 160,000 people across a geographic area totalling 235,531 sq. km, through offices in Thunder Bay, Nipigon, Schreiber, Marathon, Manitouwadge and Greenstone.

MAIN OFFICE

THUNDER BAY
999 Balmoral St.
Thunder Bay, ON
P7B 6E7
(807) 625-5900

DISTRICT OFFICES

GREENSTONE
P. O. Box 1360
510 Hogarth Ave., W.
Geraldton, ON
P0T 1M0
(807) 854-0454

MARATHON

P. O. Box 384
Marathon Library Building
Lower Level,
24 Peninsula Rd.
Marathon, ON
P0T 2E0
(807) 229-1820

MANITOUWADGE

P. O. Box 385
Manitouwadge
Health Care Centre
1 Health Care Cres.
Manitouwadge, ON
P0T 2C0
(807) 826-4061

NIPIGON

P. O. Box 15
Nipigon District
Memorial Hospital
125 Hogan Rd.
Nipigon, ON
P0T 2J0
(807) 887-3031

SCHREIBER

P. O. Box 698
Jack Stokes
Medical Building
501 Scotia St.
Schreiber, ON
P0T 2S0
(807) 824-2413