

For Information

---

DATE: August 6, 2013

REPORT TITLE: **PEEL PUBLIC HEALTH RECEIVES CANADIAN PUBLIC HEALTH ASSOCIATION AMGEN AWARD FOR PARENTING IN PEEL FACEBOOK PAGE**

FROM: Janette Smith, Commissioner of Health Services  
David L. Mowat, MBChB, MPH, FRCPC, Medical Officer of Health

---

## OBJECTIVE

To inform of the national recognition Peel Public Health received, having been awarded the Canadian Public Health Association Amgen Award for Innovation in Family Health.

### REPORT HIGHLIGHTS

- The Parenting in Peel Facebook page was awarded the 2013 Canadian Public Health Association Amgen Award for Innovation in Family Health.
- The award includes a \$5,000 charitable cash donation which has been donated to further the work of Success By 6 Peel in our community.

## DISCUSSION

### 1. Background

The Canadian Public Health Association (CPHA) Amgen Award for Innovation in Family Health recognizes and promotes the achievements of district/regional health authorities, local health integration networks, and public health units in demonstrating innovation in family health-related programs, projects and initiatives.

The purpose of the award is to recognize and showcase successful innovative practice models that demonstrate improvements in family health and disseminate these practice models to foster replication/adaptation in other settings.

### 2. Parenting in Peel Facebook Page: 2013 CPHA-Amgen Award for Innovation in Family Health Winner

Rarely is social media used to go beyond its role as an effective, two-way communication tool. Peel Public Health is using Facebook to not only promote health information and programs while engaging parents in meaningful conversation, but also to provide parents with the support they need to raise healthy children. The Parenting in Peel Facebook project is a unique example of the power of integrating communications and customer service to

August 6, 2013

**PEEL PUBLIC HEALTH RECEIVES CANADIAN PUBLIC HEALTH ASSOCIATION AMGEN AWARD FOR PARENTING IN PEEL FACEBOOK PAGE**

effect meaningful change. The Facebook page can be accessed at <https://www.facebook.com/parentinginpeel>.

Peel Public Health is seen as a leader in using social media to extend service delivery, as exemplified by numerous requests for consultation from other Public Health units and organizations interested in embarking on social media strategies.

Receipt of the national award included a \$5,000 charitable cash donation from Amgen Canada which has been donated to further the work of Success By 6 Peel. Success By 6 Peel, a pillar of Peel Children and Youth Initiative, builds and expands community support for children by strengthening services for young children and their families.

**CONCLUSION**

The Canadian Public Health Association Amgen Award to Peel Public Health is national acknowledgement for the creative work of the Parenting in Peel Facebook team. With support and participation from staff across the organization, Peel Public Health is leading the way in health communication by providing information to families how and when they need it.



Janette Smith  
Commissioner of Health Services



David L. Mowat, MBChB, MPH, FRCPC  
Medical Officer of Health

**Approved for Submission:**

  
D. Szwarc, Chief Administrative Officer

*For further information regarding this report, please contact Anne Fenwick at extension 2449 or via email at [anne.fenwick@peelregion.ca](mailto:anne.fenwick@peelregion.ca)*

*Authored By: Eileen Vilorio-Tan, Family Health Supervisor*

c. Legislative Services