

PUBLIC HEALTH

TABLE OF CONTENTS

A. *Background*

A.1 Preparing the Service Strategy Business Plan 1

A.2 Key Contacts 1

A.3 Additional Information 1

B. *Description of Current Services*

B.1 Program Location Map 3

B.2 Profile of Current Services..... 5

B.3 Description of Clients/Customers..... 6

B.4 Description of Suppliers, Partners and Stakeholders..... 7

B.5 Significant Accomplishments..... 8

C. *Trends and Issues*

C.1 Emerging Trends 10

C.2 Key Strategic Issues 10

D. *Mandate, Objectives and Actions*

D.1 Mandate and Objectives..... 11

D.2 Objectives and Actions 11

D.3 Strategic Plan Connection..... 12

TABLE OF CONTENTS (Cont'd)

D.4	Service Principles (optional)	13
E.	<i>Monitoring and Measuring the Service Strategy Business Plan</i>	
E.1	Objectives and Outcomes	14

A. Background

A.1 Preparing the Service Strategy Business Plan

The Service Strategy Business Plan was created by a Project Team comprised of the Commissioner of Health, Medical Officer of Health, Director of Chronic Disease and Injury Prevention, Director of Environmental Health, Director of Family Health, Director of Communicable Diseases, Associate Medical Officer of Health, Manager of Finance, Administration and Health Planning, Manager of Strategic Projects and Services, Finance, Administration and Health Planning and the Health Planner, Finance, Administration and Health Planning.

A.2 Key Contacts

Peter Graham, Commissioner of Health
905-791-7800, ext. 4901
peter.graham@peelregion.ca

Stephen VanOfwegen, Manager, Finance, Administration and Health Planning
905-791-7800, ext. 2620
stephen.vanofwegen@peelregion.ca

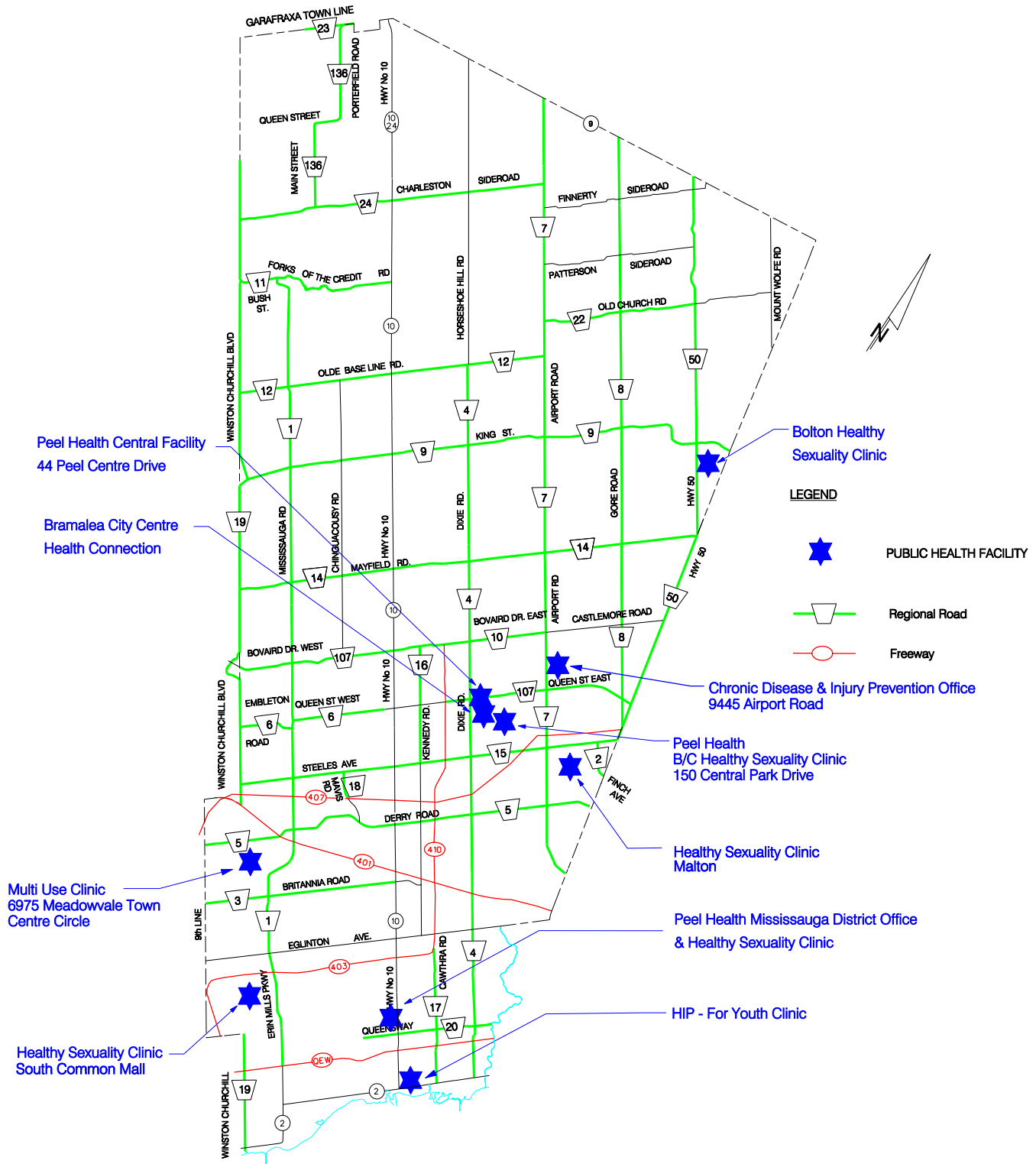
A.3 Additional Information

The 2005 SSBP for Peel Public Health builds on the Council forum, *Setting Directions for Public Health in Peel*. Input on the 2004 SSBP was sought from all Peel Health staff and incorporated in the development of the 2005 SSBP. Additional management staff, acting on behalf of project team members, also participated in the SSBP meetings. As part of the work, meetings were held with interested staff across the divisions to review the draft mandate, objectives and actions.

THIS PAGE INTENTIONALLY LEFT BLANK

B. Description of Current Services

B.1 Program Location Map



THIS PAGE INTENTIONALLY LEFT BLANK

B.2 Profile of Current Services

Public health services are mandated by the Ontario Health Protection and Promotion Act.

Peel Public Health provides programs and services in six key areas: communicable disease control and prevention, clinical services, enforcement, youth and adult illness prevention, early childhood development and health surveillance.

Communicable Disease Control and Prevention programs protect communities from communicable and infectious diseases. Work in this area includes:

- Control of infectious diseases
- Tuberculosis control
- Infection control and prevention
- Sexual health (HIV/AIDS, sexually transmitted infections)
- Communicable disease investigation

Clinical Services are offered by Public Health at nine clinics in Peel Region. Clinic Services include:

- Public Health operates nine clinics in Peel Region.
- Immunization clinics and vaccine distribution
- Healthy Sexuality clinics
- Breastfeeding clinics
- Dental clinics
- Services supporting homelessness initiatives

Enforcement activities protect communities from environmental health hazards and infectious diseases. Work in this area includes:

- Food handler education
- Food safety education and promotion
- Tobacco use control
- Environmental health advocacy
- Food safety inspections
- Public pool and beach safety
- Safe drinking water
- Immunization record services
- Rabies Control Health
- Hazard Investigation

Youth and Adult Illness Prevention programs provide screening for early disease detection and education to promote healthy behaviours and prevent chronic diseases. Programs include:

- Injury prevention
- Tobacco and substance abuse prevention
- Healthy sexuality education and promotion
- Workplace health
- School health
- Cancer and heart health
- Healthy eating
- Physical activity

Early Childhood Development programs provide parents and caregivers with the information and supports they need to raise their children. Programming in this area includes:

- Breastfeeding
- Healthy Babies Healthy Children
- Parent and caregiver education
- Support for single parent families
- Children with developmental disabilities
- Case management
- Prenatal health
- Reproductive health

Health Surveillance activities ensure that Public Health is aware of emerging health issues and ready to respond to emergencies. Activities include:

- Communicable disease surveillance
- Region of Peel health status surveillance
- Emergency response

B.3 Description of Clients/Customers

General Public

All people who live and/or work in, or visit Peel, are the clients of the services provided by Peel Public Health.

Schools

Teachers, parents and students in the Peel District School Board, Dufferin-Peel Catholic District School Board and private schools receive many services from Peel Public Health.

Workplaces

Many of the more than 10,000 workplaces in Peel receive services.

Health Professionals

Doctors, nurses and other health professionals in Peel receive a variety of services.

Businesses

Restaurants, food service, food processors, personal care businesses, retailers, group homes.

Institutions

Hospitals, long term care centres, child development centres.

B.4 Description of Suppliers, Partners and Stakeholders

Suppliers

Key suppliers for Peel Public Health are as follows:

- **Communications services** including marketing firms for health promotion, program development, bulk mailing. Purchasing advertising from the media.
- **Courier services** for vaccines, medical supplies.
- **Laboratory diagnostic services** (e.g. chest x-rays, mosquito and bird testing)
- **Language services** including translation and interpretation services.
- **Contractual services** including Pest control, dental treatment services, clinic physician services, dead animal pick-up.

Partners

- **Health Professionals** including physicians, nurses, dentists, dieticians and other health professionals to collaborate on service provision and receive expert information and training.
- **Schools**
- **Area Municipalities** to develop by-laws, share in service delivery for West Nile Virus issues and collaborate with Parks and Recreation for promotion of healthy lifestyle information.
- **Other Health Departments** in other areas of Ontario to share best practices, health information and collaborate on shared media opportunities.
- **Service Providers** including many of the social agencies in Peel to provide referrals for clients, dissemination of information and policies.
- **Institutions** including hospitals, long-term care centres, child development centres, Community Care Access Centres (CCAC), and the District Health Council to provide services to a broad range of clients.

- **Non-government Organizations** such as the Ontario Public Health Association (OPHA), the Association of Local Public Health Agencies (ALPHA), the Peel Heart Health Network and the Multicultural Inter-Agency Group of Peel (MIAG) to share information and work development, coordinate initiatives and access networks.
- **Peel Regional Police and Ontario Provincial Police.**
- **Other Regional Departments** including Ambulance Services, Social Services (Families First, Homelessness), Housing and Property (Homelessness), Public Works (Safe Water), Planning (State of the Environment reporting).

Stakeholders

- Regional Council
- Ministry of Health and Long-Term Care
- Ministry of Community and Social Services
- Ministry of Children and Youth
- Ministry of the Environment
- Health Canada

B.5 Significant Accomplishments

- Successfully advocated for the Ontario Building Code to lower the water temperature for residential areas to prevent burns among children
- You are Your Child's Best Toy campaign; specifically phase II
- Implemented 2003 West Nile Virus Prevention and Control Program as approved by Council (extensive public education, surveillance, and mosquito reduction)
- Initiated the response to Severe Acute Respiratory Syndrome (SARS) and other communicable disease outbreaks
- Tuberculosis (TB) Videos have been produced in English, Mandarin, Vietnamese and Punjabi and TB pamphlets have been translated into Chinese, Vietnamese, Punjabi and Urdu
- Implemented Routine Universal Comprehensive Screening protocol at two formal points - all 48 hour telephone contacts and all first face-to-face contacts in Healthy Babies Healthy Children
- Health Line Peel continues to reach out to our diverse community through the Multicultural Advisory Committee
- The Epidemiology Team supported surveys for: Prenatal, School Health Assessment, Rapid Risk Factor Surveillance System and produced five Health Status Reports
- The first preventive dental clinic in the Region became operational in 2003
- The Substance/Tobacco Prevention Team developed the first Regional Smoke-free By-law and the first smoking prevention web site for teens "Smoking Isn't Kool" sik.ca

- Developed large scale media campaign on childhood obesity prevention and launched in 2004
- Well Worth It Executive Breakfast Series brochures won the International Association of Business Communicators (IABC) Gold Quill and Silver Leaf Awards of Excellence
- School Health Profiler, the communication brochure for all Peel schools and teachers, won Silver Ace Award and IABC Ovation Award of Merit

C. Trends and Issues

C.1 Emerging Trends

- Rapid population growth
- Increase in lone parent families
- Slower population growth rate in people under six years and increased population growth rate for seniors
- Continued high immigration, new settlement issues; growing ethno-cultural diversity with increased expectations for culturally sensitive programming
- Increased need to reduce barriers to access service – e.g. hours of service, language, service location
- Increasing sources of public health information
- Increased expectations for public health services with increased public awareness for what public health does
- Federal and provincial focus on early years
- Greater concern for public safety and security
- Greater expectation for emergency preparedness and ability to respond and shift priorities; bio-terrorism; other emergencies
- Increased use of technology, e-government and integrated health systems
- Public health renewal - increased funding and investment from senior governments; creation of federal and provincial health agencies; re-examination of local public health governance and structure
- Move towards health system integration
- Greater move towards public health accountability – audits, program based budgets
- Higher profile for public health
- Increasing emphasis on health protection
- New and re-emerging infectious diseases
- Provincial and federal commitment to expanded vaccine programs
- Obesity is an emerging public health issue
- Health professional labour shortage

C.2 Key Strategic Issues

- Securing the resources required to deliver legislated services
- Developing innovative and effective approaches to deliver public health services
- Better serving the health needs of the growing and diverse communities of Peel
- Raising profile of Peel Public Health programs and services and building public support
- Attracting, developing and retaining top quality public health staff and volunteers
- Steering the best course for Peel Public Health in a changing health system
- Responding to an expanding public health mandate

D. Mandate, Objectives and Actions

D.1 Mandate and Objectives

Mandate:

Peel Public Health will strive to make our community the healthiest in Canada by promoting health and preventing illness.

Objectives:

1. To achieve the provincial health objectives in Peel.
2. To influence and adapt to changes in the health system.
3. To build community awareness and support for Peel Public Health programs and services.
4. To develop effective approaches to increase access to Peel Public Health services.
5. To demonstrate excellence and innovation in public health practice.
6. To establish Peel Public Health as the workplace of choice.

D.2 Objectives and Actions

1. To achieve the provincial health objectives in Peel.

- 1.1 Secure resources for *Setting Directions for Public Health in Peel* as a means of closing the gap between current service levels and the health needs of our community
- 1.2 Identify and address emerging unmet health needs and implications
- 1.3 Strengthen partnerships to increase community capacity for health improvement
- 1.4 Involve community/citizens in program planning
- 1.5 Operationalize Peel's Public Health emergency response sub-plan

2. To influence and adapt to changes in the health system.

- 2.1 Participate in provincial and local health networks
- 2.2 Identify health system trends and seize opportunities that impact Peel
- 2.3 Analyze and respond to ongoing proposals for change
- 2.4 Advocate and intervene on behalf of Peel's health needs
- 2.5 Leverage technology to improve service delivery

- 3. To build community awareness and support for Peel Public Health programs and services.**
 - 3.1 Engage supporters/advocates for health issues among Council and community
 - 3.2 Provide current and easy-to-access information on health issues that matter to Peel
 - 3.3 Develop and implement a marketing strategy for Peel Public Health services
 - 3.4 Promote the economic benefits of a healthy population

- 4. To develop effective approaches to increase access to Peel Public Health services.**
 - 4.1 Work with community to identify educational, social and environmental barriers to accessing health services
 - 4.2 Develop and implement access to services strategies
 - 4.3 Implement *Towards Achieving Health Equity in Peel*
 - 4.4 Develop a workforce of staff and volunteers that reflects our community

- 5. To demonstrate excellence and innovation in public health practice.**
 - 5.1 Seek out, develop and apply effective methods of delivering and supporting Peel Public Health services
 - 5.2 Implement other services and Regional initiatives that impact local health needs
 - 5.3 Be active in the public health professional community
 - 5.4 Develop a comprehensive framework to link all of our planning processes
 - 5.5 Develop a strategy and process for evaluating client satisfaction across Peel Public Health programs

- 6. To establish Peel Public Health as the workplace of choice.**
 - 6.1 Implement the recruitment and retention strategy recommendations
 - 6.2 Develop a systematic approach to recognize staff, students and volunteers
 - 6.3 Develop a strategy to support staff that balances workload and manages priorities
 - 6.4 Strengthen communication with staff, students and volunteers

D.3 Strategic Plan Connection

The objectives and actions in the Public Health Service Strategy Business Plan are consistent with, and support, the following goals in the Region of Peel's Strategic Plan, *Fast Forward Peel: Building a Strong Community Together*.

Goal 1: Improve the community's health, social well-being and safety

Goal 2: Assess and manage all aspects of growth that affect Peel services to ensure a more liveable region

Goal 3: Preserve, protect and enhance Peel's natural environment and resources

Goal 4: Contribute to a strong regional economy

Goal 5: Be a citizen-focused Regional government

D.4 Service Principles (Optional)

The Regional Values function as service principles for Peel Public Health.

E. *Monitoring and Measuring the Service Strategy Business Plan*

E.1 Objectives and Outcomes

- 1. To achieve the provincial health objectives in Peel.**
 - All the mandatory program standards are met
 - All the mandatory program objectives are met
 - Resources match community health needs
 - Active and engaged citizens interested and involved in public health
 - Clearly articulated Peel Public Health needs
 - The community is better able to identify and address its own health needs

- 2. To influence and adapt to changes in the health system.**
 - Peel Public Health is an equitable partner in the health system
 - Enhanced role, recognition, resources and relationships within the health system
 - Peel Public Health needs are incorporated into local health system change
 - Peel Public Health has the capacity to provide meaningful input and respond to change

- 3. To build community awareness and support for Peel Public Health programs and services.**
 - Peel Public Health is highly respected
 - People know who we are and what we do
 - People think of Peel Public Health first
 - Peel Public Health is a credible and trusted source of information
 - People value public health services

- 4. To develop effective approaches to increase access to Peel Public Health services.**
 - Employees and volunteers reflect the diversity of the community
 - Peel Public Health is universally accessible to the community
 - Clear understanding and definition of accessibility
 - Everyone in Peel has the same opportunity to be healthy

- 5. To demonstrate excellence and innovation in public health practice.**
 - Sought after for advice and best practices in public health programming
 - Receive awards as recognition
 - Present at conferences, publish papers, research partnering
 - Valued partner in Regional initiatives

6. **To establish Peel Public Health as the workplace of choice.**
- Recognized as the workplace of choice within the public health community
 - Excess of qualified applicants
 - Low turnover
 - High employee satisfaction
 - Employees are informed and connected

THIS PAGE INTENTIONALLY LEFT BLANK