



Region of Waterloo

PUBLIC HEALTH

REGION OF WATERLOO PUBLIC HEALTH



2005 ANNUAL REPORT

Prepared by:
Health Determinants, Planning and Evaluation
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Message from the Medical Officer of Health



In Public Health we focus on building healthy and supportive communities by promoting and protecting health, and preventing disease. We believe that health is a resource for everyday living and not merely the absence of disease. It is a positive concept emphasizing social and personal resources as well as physical capabilities.

Public Health programming is guided by provincially set mandatory programs and services guidelines and community need. Emergency Medical Services is guided by both provincially set standards and Council directed targets, as well as community service demands (i.e. call volume). For all of our programs we have made strides in enhancing and redesigning our program delivery to meet ongoing service and community demands. We strive to offer effective services which meet identified health needs that are within our mandate.

Public Health continues to have evolving roles in several areas including emergency preparedness, food safety, drinking water safety, clean air initiatives, immunization programs, tobacco control, infection control, obesity prevention, and urban design (as it relates to impact on health). Public Health strives to meet increasing expectations from the public for timely information and services. We continue to improve and build upon our partnerships in the community and our outreach to the people we serve. With both provincial and municipal oversight of our programs, we continue to improve our reporting and information sharing regarding the impact we are having in the community and our use of the resources entrusted to us.

Our Region is growing and experiencing a change in demographics, particularly with increases in diversity, an aging population, and an increase in size and density. The population growth will provide challenges as we aim to remain responsive to both local needs and provincial mandates into the future.

Public Health and Emergency Medical Services are dedicated teams of health professionals who constantly strive to make a difference in our community. It has been a busy and rewarding year for Region of Waterloo Public Health.

A handwritten signature in black ink that reads "Liana Nolan". The signature is fluid and cursive.

Liana Nolan
Commissioner/Medical Officer of Health
Region of Waterloo Public Health

Introduction

This annual report categorizes Region of Waterloo Public Health 2005 activities by standards in the Mandatory Health Programs and Services Guidelines. These standards align with the provisions in the Health Protection and Promotion Act, which specify programs that all boards of health are required to provide. Their purpose is to set minimum requirements for fundamental public health programs and services in the areas of General Goals, Chronic Diseases and Injuries, Family Health, and Infectious Diseases. They are not intended to cover the total potential scope of public health programming and indeed, Region of Waterloo Public Health provides services above and beyond the required standards. For activities completed in addition to the requirements (for example, Emergency Medical Services), please see the final section entitled: "Indicators not Included in the Standards". For more information on the Mandatory Health Programs and Services Guidelines, please see:

<http://www.health.gov.on.ca/english/providers/pub/pubhealth/manprog/mhp.pdf>

Sources of Information

Several sources of information contributed to this report:

- Region of Waterloo Public Health Operational Plans Data Base which reflects program goals, strategies, target populations, activities, and indicators of achievements for each of the 29 operational plans
- Program assessment indicators according to the Mandatory Programs Indicator Questionnaire
- Community Services Committee reports and other ongoing reports to the Board of Health
- Tracking systems for public health resources and marketing and communication

Categories within Standards

Indicators of achievements are categorized under 8 main strategies used in the Public Health programming:

Marketing and Communication: includes a range of promotional activities including media coverage, social marketing campaigns, and community events.

Research and Evaluation: includes preparation of health status reports (e.g. Public Health Perspectives), other public health relevant research projects, needs assessments, production of mapping information, and program evaluations.

Collaborations/Coalitions/Networking: includes support and participation on coalitions and networks relevant to public health, and collaboration with community partners.

Health Education: includes development of public health relevant curriculum, individual and group education sessions via phone and in person, and train-the-trainer and peer education.

Policy Development and Advocacy: includes consultations that lead to the development of health-related policies, development of protocols and procedures, assisting with policy development in worksites, schools, and other settings.

Case Management: includes continuous treatment and counselling, service coordination activities, individual counselling and referral, home visits, etc.

Clinical Services: includes on-site clinical services, community-based clinical services, provision of harm reduction support, immunization, screening, and emergency responses.

Monitoring and Enforcement: includes assessment and determination of risk status, compliance checks and inspections, complaint investigations, and enforcement of recalls.

Goal:

To ensure that all Ontarians have access to public health programs.

Objective:

To reduce educational, social and environmental barriers to accessing mandatory public health programs.

Marketing and Communication

- Developed Access and Equity Wheel resource and revised the Access and Equity Resource Manuals
- Created a display/resource (for prenatal health fair) on health & pregnancy for the Gay, Lesbian, Bisexual, Transgendered (GLBT) community
- Developed 8 individual contacts within the GLBT community for “Love Makes a Family” public display
- Produced new hand washing signs in three different languages (Spanish, French, and Chinese)
- Conducted 7 presentations to English as a Second Language Class participants about Public Health
- Added a TTY line to provide service to citizens with hearing impairments

Research and Evaluation

- Completed an evaluation of inclusiveness of Youth Health Programs
- Completed an evaluation of training for the Ethno-Cultural Participation in the School System project
- Produced Public Health Perspective report on “Immigrants and Employment in Waterloo Region”

Collaboration, Coalitions, and Networks

- Expanded the capacity to provide Family Health services in diverse languages (total of 22)
- Participated in 2 multi-cultural networks: K-W and Cambridge Settlement Service Providers; and Community Coalition on Refugees and Immigrants Concerns
- Contributed to the training of 15 parents in 9 schools to support Ethno-Cultural Participation in School System project
- Provided 195 hours of translation services (Family Health)
- Provided \$15,000 for program supplies and transportation support to enable service access
- Contributed to the initiation of the Waterloo Region Immigrant Employment Network
- Contributed to the Refugee Day Celebration along with community partners
- Coordinated 3 Equal Access projects (new staff orientation, ethno-cultural competence training, sustainability plan for Access and Equity)

Health Education

- Provided New Staff Access and Equity Orientation to 35 Public Health staff
- Hosted 3 Child Health Fairs which targeted specific cultural and rural groups
- Shared 4 resources to help support corporate sensitivity training
- Developed parent leadership training program and provided training to 15 parents from 9 schools
- Provided sexual education for developmentally delayed participants

Health Education *(continued)*

- Provided prenatal classes for same-sex parents
- Participated in women's health workshop for deaf community
- Trained 33 Home Visitors (speaking more than 25 languages) with the participation of 14 external agencies
- Provided ethno-cultural sensitivity training to Public Health Inspectors, Public Health Planners and Public Health Program Assistants
- Expanded peer program to include 7 new peer workers who work with New Canadians
- Updated Community Nutrition Worker training program to include multi-cultural food practices

Policy Development and Advocacy

- Wrote two letters to government representatives to support the advocacy work of the Community Coalition on Refugees and Immigrants Concerns

Clinical Services

- Provided language matches for 127 Healthy Babies Healthy Children families
- Provided immunization clinics for YMCA multicultural groups and rural groups
- Provided dental clinics in external agencies including: YMCA Cross Cultural Services, Cambridge YMCA, Cambridge Islamic School, KW Multicultural Centre
- Initiated Tobacco Cessation program for New Canadians
- Made enhancements to the provision of clinical services including: providing bus vouchers to clients who cannot afford to travel, providing clinic services for those who do not have access through a family physician, and expanding the number of flu clinics in response to community requests

Monitoring and Enforcement

- Completed an audit of how PH programs reflect the Ontarians with Disabilities Act

Goal: To prevent or reduce adverse health outcomes resulting from exposure to health hazards as defined in the Health Protection and Promotion Act and including biological, physical, and chemical agents, natural or man made.

Marketing and Promotion

- Issued 8 media releases and conducted 59 media interviews about West Nile Virus
- Mailed information postcards to every household, purchased bus board ads, and distributed pamphlets about West Nile Virus
- Maintained Regional website link with West Nile Virus information in 17 different languages
- Provided information to vulnerable populations on 13 smog alert and 44 extreme weather days
- Provided information for 55 media hits including interviews, articles, TV/radio (water and air programs)
- Developed and distributed trichloroethylene fact sheet to residents of affected community
- Distributed 5,625 brochures (air program)
- Implemented a Community Based Social Marketing Campaign for non-essential pesticide reduction which included:
 - Distribution of 40,000 "Let's Curb Pesticide Use" marketing packages (brochure, fridge magnet, lawn sign)
 - Thirty-second radio spots aired on major local radio stations for three weeks in the spring and for ten days in the fall
 - Campaign advertisements in the Record and each local community newspaper
 - Forty-two Grand River Transit (GRT) bus shelter advertisements posted from April to August for an average of one month each in Cambridge, Waterloo, and Kitchener
 - Three GRT bus wraps used throughout the season
- Held 8 workshops throughout the Region to emphasize seasonally important natural lawn care practices

Research and Evaluation

- Conducted technical consultation, telephone survey, online survey, and 4 focus groups to collect input on pesticide by-law content
- Hosted 7 Public Information Centres throughout Waterloo Region and 1 Stakeholder Consultation to receive input on pesticide by-law content
- Conducted telephone survey and 2 focus groups for the "Let's Curb Pesticide Use" campaign
- Wrote Public Health Perspective on "Air Quality"

Collaborations, Coalitions, and Networks

- Facilitated process of re-developing the Region's Clean Air Plan with partners
- Collaborated with Ontario Ministry of Environment and other relevant partners on contaminated site investigations

Health Education

- Sent West Nile virus letters and fact sheets to schools, golf courses, camps, and other stakeholders
- Responded to 1,767 calls on West Nile Virus Information Line
- Conducted 7 workshops on air quality and 1 workshop on water quality
- Responded to telephone inquires via on-call Public Health Inspector

Policy Development and Advocacy

- Consulted with Ontario Ministry of Environment; Ontario Ministry of Agriculture and Food; Landscape Ontario; World Wildlife Foundation; and the University of Toronto Department of Public Health Sciences about draft proposed pesticide by-law
- Submitted draft proposed pesticide by-law consultation findings report to Regional Council

Monitoring and Enforcement

- Submitted 36 dead birds for West Nile virus testing; 11 birds tested positive
- Tested mosquito pools for West Nile virus; 1 was found positive
- Tested 80 humans for West Nile virus; 1 was found positive
- Applied larvicide to all catch basins and standing water sites 3 times
- Responded to 201 telephone inquires about potential health hazards as per risk assessment strategy
- Issued 106 "Part 8 Ontario Building Code" permits for installation of septic systems
- Investigated 7 contaminated sites

Goal:

To ensure that local programs address the health needs of the community, with cost-effective, efficient, evidence-based approaches.

Objectives:

1. To ensure that programs and services are based on community health status information.
2. To ensure program development and design is based on evidence of effectiveness and efficiency.

Marketing and Promotion

- Published and distributed the 2004 Public Health Annual Report

Research and Evaluation

- Initiated evaluation of the new Public Health Planner orientation support
- Produced 4 Public Health Perspective Reports
 - A Glance at Outdoor Air Quality and Human Health in Waterloo Region
 - A Glance at Cancer in Waterloo Region
 - A Glance at Employment & Income of Immigrants in Waterloo Region
 - A Glance at Tuberculosis in Waterloo Region
- Developed 4 new modules for the Rapid Risk Factor Surveillance System program
- Completed 73 data requests and trained 40 staff on the data request process
- Provided epidemiology support to 55 Public Health projects
- Monitored and/or approved 47 new research and evaluation projects in 2005, including:
 - A Peer Approach to the Obesity Prevention Strategy: A Feasibility Study
 - Abuse inquiry by Public Health Nurses following implementation of Routine Universal Comprehensive Screening Protocol in HBHC*
 - AIDS Quilt Tour Feedback
 - Baden Nitrate Study Non-participants Survey*
 - Boys program - Grade 7*
 - Breastfeeding initiation and duration evaluation
 - Community Engagement and Capacity Building Survey*
 - Community Food System Plan: Key Informant Consultations
 - Dentist Service Evaluation Survey*
 - Elementary School Obesity Survey*
 - Family Home Visiting Training Workshop
 - Farms that Sell Locally Viability Plan
 - Flu Clinic Client Survey 2004/2005
 - Flu Clinic Client Survey 2005/2006*
 - Follow-up pesticide use survey for Community Based Social Marketing (CBSM) campaign
 - Food Flow Analysis
 - Food Miles Study
 - General Immunization Clinic Survey*
 - Grade 6 Girls Program*

Research and Evaluation (*Continued*)

- Home Visit Evaluation
 - Imagine...Outcome Evaluation (Bullying Prevention)
 - ISCIS Epidemiology Report Analysis - 2004*
 - Meningitis C Clinic Client Survey 2005*
 - Neighbourhood Comparison Study
 - Pap Campaign*
 - Pesticide By-Law Survey & Focus Groups
 - Pesticide Reduction Education Campaign Assessment
 - Playground Activity Leaders in Schools (P.A.L.S) Evaluation*
 - Postbirth Clinics Evaluation
 - Postpartum Visits Phase II
 - Prebirth Services Evaluation
 - Public Health Needs Projections
 - Public Health Planner Orientation Evaluation*
 - Redundant Trade Study
 - Resource Environmental Scan*
 - Skin Cancer Prevention Initiative for Summer Program Leaders
 - Travel Clinic Evaluation
 - Urban Agriculture Feasibility Study
- (* indicates that research continued beyond end of 2005)

Collaboration, Coalitions, and Networks

- Provided ongoing coordination of the Thursday Skills Building Group – a forum for knowledge exchange and support for staff engaged in planning, advocacy, and research
- Facilitated 2 sessions of the “Reaching In” capacity building workshops (30 citizens attended and completed the “Reaching In” program with 16 participants indicating an increase in their ability to build healthier communities)
- Participated in the Moving Forward Together Data collection and Analysis Sub-Committee
- Participated in the West Nile Virus Risk Assessment project
- Participated in the Communicable Disease-Epidemiology Committee and produced 5 Communicable Disease surveillance reports

Health Education

- Provided Research Approval training to 15 new staff
- Created and distributed Terms of Reference Quick Guide
- Provided Health Canada Skills Enhancement Course to 37 Public Health staff (3 staff were trained as facilitators in order to provide this course)
- Provided 2 Operational Planning training courses for 12 Public Health staff (26 staff also received training on use of Operational Plan Database)
- Provided Teleform training to 3 staff (auto data entry system for hard copy surveys)

Policy Development and Advocacy

- Developed and provided orientation to all new Public Health Planners in 2005
- Revised procedures for approval of research and evaluation projects

Monitoring and Enforcement

- Reviewed 5 external research projects and gave ethics approval
- Reviewed 6 internal research projects and gave ethics approval

Goal:

To reduce the premature mortality and morbidity from preventable chronic diseases.

Objectives:

1. To reduce the mortality from ischemic heart diseases by 25 per cent by the year 2010.
2. To reduce the mortality from stroke by 10 per cent by the year 2010.
3. To slow the rise in incidence of lung cancer.
4. To slow the rise in mortality from chronic obstructive lung disease.
5. To reduce the morbidity from diabetes and hypertension.
6. To reduce the incidence of oral cancer by 10 per cent by the year 2010.
7. To reduce the morbidity of osteoporosis.
8. To slow the rise in incidence of skin cancers.

Marketing and Promotion

- Distributed 90,643 resources and promotional items in the community through workshops, displays, Public Health Resource Centre, and other initiatives (9,804 "Together 4 Health" resources; 19,325 on physical activity; 29,438 on nutrition; 7,048 on smoking cessation; 22,000+ on preventing skin cancer)
- Exhibited Together 4 Health display at 12 community events
- Had 45 media contacts through newspaper, television, and radio (17 on smoking cessation/ tobacco use prevention, 23 on nutrition and physical activity including obesity prevention)
- Promoted the Eat Smart! restaurant program – there are now 27 Eat Smart! restaurants locally
- Submitted 10 Ask-a-Dietitian columns to The Record local newspaper
- Recorded 619 local entries in the provincial Quit Smoking Contest
- Provided resources for physical activity initiatives focused on children, including TV Turnoff Week (which involved the active participation of over 3,500 elementary students) and Winter Active kits (which were distributed to approximately 1,500 community groups)
- Provided community-wide education on preventing skin cancer to over 300 summer camp leaders and their agency coordinators.
- Co-produced, promoted, and distributed 50,000 copies of the Buy Local, Buy Fresh! Map
- Prepared and distributed 400 pamphlets regarding risks of mercury in fish
- Published article on the link between food systems and Public Health

Research and Evaluation

- Completed the Nutritious Food Basket Survey
- Applied for and received five grants for tobacco programming from the Ministry of Health Promotion with financial support of \$618,350 for: public health education and enforcement, youth prevention programming, and cessation supports for workplaces and new immigrants
- Completed report entitled Opportunities for Nutrition Education Via Peer-led Strategies
- Initiated baseline measures of Body Mass Index, physical activity, and nutrition patterns of Grade 6 students
- Completed an Urban Agriculture feasibility study
- Completed a Farms that Sell Locally viability study
- Completed a report on the distance selected food travels to Waterloo Region and air emissions associated with this travel
- Completed Optimal Nutrition study to support the Regional Growth Management Strategy
- Completed study of the availability of imported foods at peak harvest time compared to locally produced food

Collaborations, Coalitions, and Networks

- Facilitated the Together 4 Health Coalition (a member of the Ontario Heart Health Program, funded by the Ministry of Health Promotion) which is comprised of 60 community partners
 - Participated in 6 working groups:
 - Active Transportation to School
 - Healthy Choices
 - Healthy Schools
 - Workplace Wellness
 - Together 4 Health Coalition Steering Committee
 - Central West Walkable Communities
 - Supported the activities of 7 community coalitions:
 - Commuter Challenge
 - Beautiful Minds
 - Cancer Prevention and Early Detection Network of Waterloo Region
 - Take 5
 - Car-free Day
 - Stroke Strategy Conference
 - Trails Promotion
 - Received 2,849 in-kind volunteer hours and 5,414 in-kind community partner management and staff hours
 - Conducted 2 program evaluations of school-based activities
 - Conducted 49 interviews about Together 4 Health coalition activities
- Chaired the Cancer Prevention and Early Detection of Waterloo Region Committee which is comprised of 14 community partners
- Created partnerships with the Program Training and Consultation Centre and the City of Ottawa Public Health Department. Region of Waterloo Public Health received \$992,514 through this partnership to enhance provincial support, training, and technical assistance for Public Health staff across Ontario related to tobacco programming
- Developed partnership agreement and a data sharing agreement with the University of Waterloo to conduct baseline Obesity research with grade 6 students
- Hosted National Food Systems conference for 256 participants from across Canada

Health Education

- Provided 212 professional and public consultations on nutrition
- Ran a 12-session certification training for 8 new Community Nutrition Workers. New and existing Community Nutrition Workers planned and facilitated approximately 82 community programs about nutrition and healthy eating for 975 participants
- Developed 8 new Heart Health resources
- Distributed 2 resources (Lunch Your Kids Will Munch and Balanced School Day Nutrition) to all elementary schools in Waterloo Region
- Hosted 4 community education events relating to cancer prevention and chronic disease prevention, reaching approximately 381 people
- Hosted a clinical tobacco initiative for physicians, pharmacists, and dentists for 50 participants
- Provided 200 public and professional consultations regarding smoking cessation
- Sent information package on Tobacco Control Act to school boards and schools
- Updated website with current information on Tobacco Control Act and Public Places Smoking
- Completed 5 day Tobacco Treatment Specialist Training Program (2 staff) with funding from Ministry of Health Promotion
- Led Ontario Public Health Association Biotechnology Workgroup to educate Public Health professionals regarding food biotechnology issues

Policy Development and Advocacy

- Developed, distributed, and provided training on guidelines for writing a skin cancer prevention policy to summer camp agencies
- Created a new Tobacco Program in Environmental Health and Lifestyle Resources to accommodate the additional tobacco programming and staff
- Created a food systems plan for Waterloo Region in support of the Regional Growth Management Strategy
- Participated in Ontario Public Health Association Environmental Workgroup to follow up on Mercury in Fish position paper released in 2004

Monitoring and Enforcement

Smoking By-law achieved a compliance rate exceeding 99 per cent

- Performed 2,353 Municipal Tobacco Law Enforcement inspections
- Charged 6 patrons with smoking in a public place (0 proprietors charged for failing to ensure compliance with the smoking by-law)

Tobacco Control Act

- Conducted 389 routine inspections of tobacco retailers (100 per cent)
- Completed 40 enforcement checks and 345 compliance checks; 97 per cent of retailers were in compliance
- Issued 9 warnings (4 charges laid) for selling tobacco to a person less than 19 years old
- Inspected all secondary and elementary schools for compliance
- Issued 18 warnings (3 charges laid) for smoking on school property

Goal:

To reduce mortality from breast cancer and cervical cancer by increasing early detection.

Objectives:

1. To reduce female breast cancer mortality by 10 per cent by the year 2010.
2. To increase to 70 per cent the proportion of women ages 50-69 who receive screening mammography through the Ontario Breast Screening Program (OBSP) by the year 2010.
3. To reduce the mortality from cervical cancer by 50 per cent by the year 2005.
4. To increase the proportion of women screened according to the guidelines of the Ontario Cervical Screening Collaborative Group to 85 per cent and to increase the proportion of ever-screened to 95 per cent by the year 2010.

Marketing and Promotion

- Actively promoted the Ontario Breast Screening Program through print resources, newspaper ads, and presentations
- Promoted cervical cancer screening at 3 sexual health clinics and via Sexual Health nurses at public secondary schools (1,167 individuals received first or repeat Pap test)
- Distributed over 6,000 resources on cancer prevention and early detection of cancer
- Provided 16 community presentations and displays reaching over 550 women
- Developed the Cancer Prevention and Early Detection Network of Waterloo Region website with the support of Together 4 Health; received over 250 unique visitors to the site

Collaborations, Coalitions, and Networks

- Actively participated and supported the activities of the three sub-committees of the Cancer Prevention and Early Detection Network of Waterloo Region: Website Sub-committee, Breast Health Sub-committee, and Education Sub-committee

Health Education

- Provided approximately 210 phone/e-mail consultations with the public about cancer screening and prevention
- Developed the Public Health Perspective report "A Glance at Cancer in Waterloo Region"

Goal:

To reduce disability, morbidity and mortality caused by motorized vehicles, bicycle crashes, alcohol and other substances, falls in the elderly and to prevent drowning in specific recreational water facilities.

Objectives:

1. To reduce the rate of injuries caused by cycling crashes and motorized vehicle crashes including, boats, snowmobiles and all terrain vehicles that lead to hospitalization or death by 20 per cent by the year 2010.
2. To reduce the rate of alcohol and other substance-related injuries or deaths by 20 per cent by the year 2010.
3. To reduce the percentage of the adult population who drink more than two drinks per day by 20 per cent by the year 2010.
4. To reduce the rate of illicit substance use and the non-medical use of drugs and of other psychoactive substances by 20 per cent by the year 2010.
5. To reduce the rate of fall-related injuries in the elderly (aged 65+ years) that lead to hospitalization or death by 20 per cent by the year 2010.
6. To eliminate drowning in waters used for specified recreational purposes.

Marketing and Promotion

- Conducted 21 media interviews: 15 on injury prevention (including new booster seat legislation and Regional Walk to School Day), 2 on falls prevention, and 4 on substance abuse prevention
- Responded to approximately 400 public inquiries
- Distributed over 62,000 resources on injury prevention and substance abuse prevention topics
- Created and distributed 6 issues of Safe Not Sorry newsletter
- Created and distributed 12 issues of Safe and Secure newsletter reaching over 500 child care agencies and providers with each issue
- Distributed Drug Awareness Resource Package to over 4,200 parents of grade 8 students
- Attended 16 special events with displays and resources
- Created and implemented 4 community campaigns: Fetal Alcohol Spectrum Disorder Awareness; My Turn, My Time; No More Accidents, and Booster Seat Awareness
 - Reached over 2,000 community agencies (including child care providers, faith organizations, health providers, women's groups, and social service agencies)
 - Distributed over 8,000 print materials, conducted 6 radio interviews, and received 7 newspaper articles

Collaborations, Coalitions, and Networks

- Actively participated in 4 coalitions:
 - Waterloo Region Substance Abuse Prevention
 - Trauma Reduction and Injury Prevention Safety Coalition
 - Please Be Seated Coalition
 - Safe Communities On The Grand
- Actively participated in 15 joint community initiatives, including; Active and Safe Routes To School, Stepping Out Safely, Car Seat Clinics, Can-Bike, and Grade 8 parent orientation evenings

Health Education

- Provided in-service training to 40 physiotherapist and occupational therapists' assistants on falls prevention and osteoporosis
- Participated in a community workshop on women's health sponsored by the Canadian Health Society for the deaf community

Goal:

To promote healthy sexuality.

Objectives:

1. To decrease the rate of pregnancy in women 15-19 years of age to 40 per 1,000 population by the year 2005.
2. To increase access to contraception for individuals in need to decrease unplanned pregnancy.
3. To increase the awareness and knowledge about personal responsibility and life skills required to deal with sexual relationships and behaviours including the impact of alcohol and other drugs.

Collaborations, Coalitions, and Networks

- Maintained and expanded a network of 14 agencies/organizations to coordinate and plan sexual health services in the Region of Waterloo (Sexual Health Planning Network)
- Participated in 4 other networks/coalitions (e.g. suicide prevention, AIDS quilt etc)
- Participated in the coordination of the Risky Business Health Fair (90 youth attended)
- Participated in the coordination of Race Against Drugs (2,500 youth attended)

Health Education

- Responded to 20 schools requesting Question and Answer sessions for grade 10 Family Life Classes in the Catholic School Board
- Delivered Girl Time (grade 7 & 8 program for girls, focused on self-esteem, assertiveness, decision making, and setting limits) in 9 schools (135 participants)
- Hosted 4 Parent Nights related to Girl Time
- Participated (with 12 other health units) in 5 Girl Time training sessions (40 participants)
- Delivered 11 Growing Bodies, Open Minds presentations to 230 caregivers/parents
- Coordinated development of department newsletter and distributed 600 copies in Public, Catholic, and Private schools (to update and promote resources for teens on sexual health issues)
- Provided training to 3 school teams in Catholic Board on Sexual health issues and referral information
- Gave 149 sexual health presentations in Public schools
- Provided 4 sexual health training sessions (40 community volunteers and 40 Healthy Babies, Healthy Children staff)
- Held 44 information sessions for community workers/health professionals; held 2 for educators

Clinical Services

- Provided 4 sites where clients can access clinic and counselling services
- Provided clinic and counselling services to 5,458 clients at Public Health offices in Waterloo and Cambridge
- Provided clinic and counselling services to 258 clients off-site (ROOF)
- Provided counselling services to 2,622 students in public secondary schools

Goal:

To support healthy pregnancies.

Objectives:

1. To reduce the low birth weight rate (under 2,500g) to 4 per cent by the year 2010.
2. To decrease the prevalence of neural tube defects by 25 per cent by the year 2010.

Marketing and Promotion

- Developed and released 10 media spots on alcohol use and pregnancy (Fetal Alcohol Spectrum Disorder)
- Distributed 106,504 resources, including:
 - 29,000 Fetal Alcohol Spectrum Disorder resources
 - 448 folic acid resources
 - 71,906 resources at the Prenatal Health Fairs
- Coordinated the production of a newsletter and distributed 600 copies in Public, Catholic, and Private schools (to update and promote resources for educators and teens on public health issues)
- Created a display/resource (for prenatal health fair) on health & pregnancy for the Gay, Lesbian, Bisexual, Transgendered (GLBT) community
- Developed 8 individual contacts within the GLBT community for “Love Makes a Family” public display

Collaborations, Coalitions, and Networks

- Mobilized Fetal Alcohol Spectrum Disorder Committee and continue to provide Public Health consultation and support
- Enlisted 72 donors and secured 157 exhibitors to participate in 3 Prenatal Health Fairs
- Participated in 3 community committees: Fetal Alcohol Spectrum Disorder Committee; Pregnant and Parenting Youth Networks (Cambridge and Kitchener/Waterloo)

Health Education

- Provided 8 educational mini sessions at Prenatal Health Fairs
- Coordinated 3 Prenatal Health Fairs with 1,669 attendees including women and men planning pregnancy, expectant parents, and support people (coordinated with support from community service providers)
- Delivered 5 Fetal Alcohol Spectrum Disorder workshops to health care providers
- Provided 17 prenatal classes for youth (135 youth and 99 support persons attending) and adults (28 women and men attending)
- Operated 5 Prenatal Nutrition Program (PNP) sites across Waterloo Region
- Provided the Reproductive Health On-Call Telephone Help Line:
 - 552 phone calls were received for consultation
 - 64 resources were distributed
 - 137 referrals were made
- Provided 2 training sessions for volunteer staff for Public Health
- Provided 3 worksite presentations that gave information on health before and during pregnancy to 350 people
- Provided information for 2,000 people regarding pre-term birth prevention through Prenatal Health Fairs, Early Years Centre presentation, prenatal classes, etc.
- Supported students doing university nursing internships within Region of Waterloo Public Health

Goal:

To promote the health of children and youth.

Objectives:

1. To increase the percentage of children and youth who meet physical, cognitive, communicative and psychosocial developmental milestones.
2. To increase to 50 per cent the percentage of infants breast-fed up to six months by the year 2010.
3. To reduce the prevalence of dental diseases in children and youth.
4. To increase access to and the use of needs-based services and supports for children who are at risk of poor physical, cognitive, communicative, and psychosocial development, and their families.
5. To increase effective parenting ability in high-risk families.

Marketing and Communication

- Promoted benefits of breastfeeding through marketing strategy that included 4 media releases, 4 media interviews, 2 newsletter articles, 9 promotional events, 119 Breastfeeding “Anytime, Anywhere” bus advertisements, 50 posters in physician offices and brochures distributed through 2,491 postbirth packages and 4,598 prebirth packages
- Distributed 51 “Me? Breastfeed?” resource packages to participants during 10 Breastfeeding Buddy workshops
- Conducted community-wide education campaign on 18-month well baby assessments using 114 bus ads, 3 ads/newspaper articles, 2,235 posters, and direct contact with 235 health professionals through distribution of resource kits
- Promoted Healthy Babies Healthy Children (HBHC) program through 14 publications, 5 displays, 5 promotional events, 9,054 brochures, and 2,197 HBHC website visits
- Distributed 3,000 pamphlets and 2,000 newsletters to support the work of the suicide prevention network
- Distributed 175 information packages to health care providers on the RUCS protocol (Routine Universal Comprehensive Screening for Women Abuse)

Collaborations, Coalitions, and Networks

- Provided public health consultation and support to 19 coalitions/networks working on factors contributing to healthy child development (e.g. Alliance for Children and Youth of Waterloo Region, Pregnant and Parenting Youth Network, Opportunities Waterloo Region, Suicide Prevention Network)
- Supported Region of Waterloo Breastfeeding Committee and 6 subcommittees
- Conducted 10 Peer Health Worker steering committee meetings
- Collaborated with 45 agencies in the delivery of 7 Child Health Fairs (healthy child development information and screening)
- Participated on the Waterloo Region Suicide Prevention Network

Research and Evaluation

- Conducted analysis of Canadian Community Health Survey results to establish that 81 per cent of women initiated breastfeeding and 73 per cent breastfed for a minimum of three to six months in 2000/2001
- Completed the Region of Waterloo Public Health 2004 Integrated Services for Children Information System (ISCIS) Epidemiology Extract Indicator Report
- Completed Family Health Support Plan Information Report as part of the Human Services Planning for Regional Growth Management Strategy
- Completed phase 2 evaluation of RUCS protocol

Research and Evaluation *(continued)*

- Conducted an evaluation of Healthy Babies Healthy Children Post Partum Home Visit acceptance clinic for Cambridge Memorial Hospital
- Participated in evaluation of Breastfeeding Peer Support Program
- Participated in PHRED Breastfeeding Benchmarking Initiative
- Participated in the Healthy Babies Healthy Children Provincial Evaluation

Health Education

- Responded to 4,799 Healthy Children Info Line phone calls resulting in 818 mail-outs, and 161 referrals to PH Nutritionist
- Provided 38 group sessions on child health topics to 586 child care, social service, education, and health care professionals, including a 90 hour home visiting skill development program to 35 participants with the support of 20 agencies
- Provided support to the Breastfeeding Buddies program, through which 53 mothers received breastfeeding matches, 832 mothers received face to face consultations and 378 received phone consultations
- Provided child development information, screening, parenting, and breastfeeding support through Meet with a Nurse program to 332 families, during 144 sessions at 3 community sites resulting in 441 suggestions to other services and 2 referrals to Healthy Babies Healthy Children
- Ensured the provision of 32 Families And Schools Together (FAST) sessions for 54 families, 36 Babyfast sessions for 145 participants, 49 Nobody's Perfect sessions for 51 participants, 2 anti-bullying sessions for 32 participants, and approximately 72 community programs about child and family health for 950 participants planned and facilitated by new and existing Peer Health Program workers
- Provided 2 breastfeeding support training courses to 69 Public Health staff
- Ran a 12-session certification training for 5 new Peer Health Workers
- Delivered 2 social skill development programs (Girls Grade 6 program and Boys Will Be) to 22 school aged children in 18 sessions
- Provided information on puberty to 36 teachers in 5 group sessions
- Provided a substance abuse prevention program called Life Skills Training to 65 participants during 18 sessions
- Distributed 8,902 age-paced child development newsletters, 5,823 child health materials (through Public Health Resource Centre), 3,400 newborn literacy kits, 20,702 Nippising developmental screens for various ages (through schools); prepared and distributed 4,598 prebirth packages, 1,912 postpartum packages, 2,491 post-birth clinic packages; and updated child health information available on Public Health internet site

Policy Development and Advocacy

- Updated breastfeeding position statement on Public Health website and promoted this policy with 6 community partners; identified 2 new opinion leaders and created 1 new Breastfeeding friendly location
- Completed a Family Health Policies and Procedures Manual
- Monitored and supported 7 service protocols with partner agencies (e.g. Family and Children's Services) to ensure coordinated screening and referral of children and families to appropriate services
- Established postbirth clinic at Cambridge Memorial Hospital
- Received Trillium funding to expand Peer Program
- Provided support and training to 128 staff from 49 schools in developing anti-bullying policies and supports
- Implemented Routine Universal Comprehensive Screening (RUCS) protocol and training focused on women abuse, including training 49 physicians and health care providers and 29 Public Health staff

Case Management

- Assigned a case manager to all high-risk children receiving HBHC service
- Made 1,706 referrals to community services for families in HBHC program
- Provided family visitor program services to 614 families with a high risk rating (5,550 visits by Family Visitors, 1,281 visits by Public Health Nurses)

Clinical Services

- Screened 75 per cent of families expecting a baby (n = 3,915) for child development risk factors
- Ensured screening of 95 per cent of families at birth by hospitals or midwives (n = 4,964)
- Provided postpartum contact with a Public Health Nurse (PHN) for 95 per cent of families within 48 hours of hospital discharge (n = 4,645); additional 248 families contacted after 48 hours
- Completed 8,064 brief assessments including 3,720 prenatally, 4,120 postpartum and 224 after 6 weeks of age
- Completed 584 in depth assessments with families to assess appropriateness for service coordination and the family visitor program
- Screened 616 children at 6 Child Health Fairs (8 per cent referred to other services)
- Provided 3,869 breastfeeding consultations through the postbirth clinics, 96 through the Meet with a Nurse program, and 903 through the Healthy Children Info Line
- Provided 4,892 consultations on infant feeding at the postbirth clinics
- Provided 903 Breastfeeding consultations through the Healthy Children Information Line
- Provided services through the Regional Dental Clinic to 552 children through 708 visits; the majority were not covered by the provincial Children in Need of Treatment Program and without other insurance (324 new patient exams, 228 child re-call visits)
- Served 315 adults with emergency dental needs through Urgent Adult Clinic (for adults who do not have dental coverage or social assistance)

Monitoring and Enforcement

- Screened 26,028 school children for urgent and preventative dental needs
- Identified 296 children as requiring dental health education and provided, or ensured provision of, dental education to 282 of those children
- Identified 3,005 children as requiring preventive services
 - 509 who qualified for the Children in Need of Treatment program (CINOT)
 - 342 received care through other sources
- Assessed and screened 51 schools as being at high risk, 36 schools as being at moderate risk, and 67 schools as being at low risk for dental disease
- Reviewed fluoride concentration level reports quarterly (each report showed optimum levels of fluoride being maintained)
- Identified and provided dental treatment for 2,081 children through the Oral Health Screening program

Control of Infectious Diseases

INFECTIOUS DISEASES

Goal:

To reduce the incidence of infectious diseases of public health importance.

Objectives:

To reduce morbidity and mortality associated with infectious diseases.

INFECTIOUS DISEASES

Health Education

- Gave 18 presentations, wrote 4 articles, and sent 27 physician advisories regarding infectious diseases to health care providers
- Held 2 forums on communicable diseases for long term care facilities

Policy Development and Advocacy

- Updated infectious disease policy and procedure manual
- Updated all written outbreak response plans
- Initiated community stakeholder process for the community pandemic plan
- Participated on committee developing the Community Health Information Network (CHIN)

Case Management

- Conducted 713 investigations on reportable disease situations
- Conducted 710 investigations on communicable diseases, 614 of which met provincial case definitions
- Provided 52 weeks of 24/7 call coverage for reporting of communicable disease. Eighty reports required investigation and follow-up

Clinical Services

- Provided clinical services to 5,176 clients (immunization and travel consultation) through the International Travel Health Clinic

Monitoring and Enforcement

- Investigated 72 potential outbreaks in long term care facilities; declared 23 upper respiratory tract infection outbreaks and 18 flu outbreaks

Research and Evaluation

- Implemented comprehensive training program for Communicable Disease staff regarding iPHIS (integrated public health information system)
- Conducted a travel clinic satisfaction survey

Goal:

To improve the health of the population by reducing the incidence of food-borne illness.

Objectives:

1. To ensure that food is stored, prepared, served and distributed in a manner consistent with accepted public health practices.
2. To stop the sale or distribution of food that is unfit for human consumption by reason of disease, adulteration, impurity or other cause.

Marketing and Promotion

- Conducted 24 media interviews on food related topics and issued 2 media releases
- Developed and produced new food safety resources, including hand washing signs in three different languages (Spanish, French and Chinese) and revised 4 pamphlets on food safety related topics
- Published one issue of The Front Burner Newsletter and distributed it to 1,400 local restaurants
- Updated the Region of Waterloo Public Health website for food safety information
- Produced and distributed 1,500 resources promoting local Eat Smart! Ontario's Healthy Restaurant Program award winners
- Provided food safety information through four community displays within Waterloo Region
- Provided continual updates to the Food Inspections website. The website received 607,160 hits in 2005

Collaborations, Coalitions, and Networks

- Represented Waterloo Public Health on the Central West Food Safety Network Committee. (This network of health units in central western Ontario publishes the food wise newsletter and acts as a resource and support for food safety issues.)
- Represented Waterloo Public Health on the South West Food Safety Network Committee. (Waterloo acts a liaison between Central West and South West Food Safety Network Committees for information sharing, distribution, and consistency in addressing food safety issues.)
- Coordinated the Eat Smart! Healthy Restaurant Program initiative and chaired the Eat Smart! Advisory Committee. Eat Smart! is an Ontario initiative with provincial and community partners such as Canadian Cancer Society and Heart and Stroke Foundation
- Congratulated 27 local restaurants in achieving the Eat Smart! Award of Excellence in 2005
- Collaborated with other public health departments regarding the Buy Local! Buy Fresh! Map
- Supported the Canadian Partnership for Consumer Food Safety Education through using Fight Bac! campaign materials

Health Education

- Provided food safety education to the community through 5 presentations and information sessions
- Offered food safety training courses in 4 formats (in-class, home study, on site and on-line) to 979 people and certified 736 people

Policy Development and Advocacy

- Consulted with private industry and developed a protocol to recognize food safety training certificates from Steritech Inc.

Monitoring and Enforcement

- Conducted 1,639 risk assessments in high, medium and low risk food premises throughout the region
- Completed 3,509 inspections and 1,075 re-inspections in food premises
- Achieved the following Completion Rates:
 - High risk: 87 per cent
 - Medium risk: 70 per cent
 - Low risk: 31 per cent
- Upheld food safety in food premises by:
 - Issuing 14 tickets, 2 orders, 2 closures and 718 warnings
 - Disposing of food on 206 occasions, amounting to 2,454 kg
- Followed up on all food related complaints (100 per cent) within 24 hours of receiving information for a total of 275 inspections
- Inspected 21 and consulted on 224 special events within Waterloo Region
- Investigated 36 potential food borne illnesses and 275 consumer complaints in food safety related issues

Goal:

To reduce transmission of infectious diseases.

Objective:

To reduce morbidity and mortality associated with infectious diseases in institutions, day care centres, and personal service settings.

Marketing and Promotion

- Conducted 23 media interviews pertaining to infection control issues
- Distributed 149 pamphlets on infection control issues at 8 Child Health Fairs
- Promoted influenza vaccine (Big Shot Challenge) in long term care facilities through 2 in-services and distribution of 30 information packages

Research and Evaluation

- Produced an Infection Control Annual Report, which includes outbreaks trends in long term care, child care, and community as well as communicable disease trends across the region.

Collaboration, Coalitions, and Networks

- Collaborated with Public Health Agency of Canada in the C-EnterNet Project as the first pilot sentinel site in Canada. The aim of the project is to integrate and enhance surveillance of enteric pathogens within the region in order to reduce human enteric illness locally and in Canada
- Provided public health consultation on infection control committees of acute care facilities
- Supported long term care facilities in development of policies and procedures on infection control issues such as outbreak management, safe food handling, and influenza immunization
- Represented Waterloo Public Health on the Canadian Institute of Public Health Inspectors (Ontario Branch) Communicable Disease Committee and executive
- Participated as members of Hamilton and Neighbouring Districts Infection Control (HANDIC) a chapter of Community and Hospital Infection Control Association (CHICA) Canada
- Represented Waterloo Public Health at the South West Infection Control Committee (SWIC). SWIC is a network of public health units in south western Ontario that collaborate on resource development, distribution, and exchange of information pertaining to infection control
- Participated in the Central West Personal Service Setting Subcommittee, a network of health units in central western Ontario. This committee has produced resources, shared information, and provided in-services to public health professionals across Ontario on personal service settings
- Partnered with other divisions to organize and host 2 long term care forums
- Collaborated with the Federal Field Epidemiology Program through the Public Health Agency of Canada on an E. coli outbreak in a child care setting

Health Education

- Provided infection control information at 8 Child Health Fairs across Waterloo Region
- Developed and enhanced 4 new infection control resources on MRSA, VRE, clostridium difficile and created a six step hand washing poster
- Performed 54 puppet shows to 800 children in child care centres and primary schools on infection control and hand washing
- Organized and hosted 2 long term care forums for health professionals working in long term care facilities within the region; provided information on outbreaks, infection control trends, influenza, and policies and procedures

Policy Development and Advocacy

- Supported the Regional Infection Control Network (RICN) Planning Committee in pursuing standardized infection control prevention strategies, policy, and practice in health care. This network is a partnership between acute care, long term care, community care access and Public Health in both Waterloo and Wellington Regions

Case Management

- Received and investigated 530 reports of enteric communicable disease incidences
- Provided 24/7 on-call coverage for long term care facilities and hospitals

Clinical Services

- Initiated 28 outbreak investigations in long term care facilities
- Initiated 24 outbreak investigations in child care centres
- Investigated one enteric disease cluster in the community
- Investigated one community wide outbreak of Hepatitis A in May 2005 which included immunizing 960 people, handling over 2,000 calls through a hotline and following up with over 1,100 contacts

Monitoring and Enforcement

- Conducted 435 inspections and 406 re-inspections in hospitals, child care centres, long term care facilities, and residential facilities
- Completed inspections for food safety, hand washing, environmental sanitation, laundry, diapering, health, and surveillance of illness etc. in institutions. The Completion Rates are as follows:
 - Child Care Centres: 90 per cent
 - Long Term Care Facilities: 83 per cent
 - Hospitals: High risk: 78 per cent
 - Residential Facilities: High risk: 81 per cent
- Conducted 107 annual inspections and 22 re-inspections of personal service settings (included tattoo/piercing, electrolysis, acupuncture, and aesthetics establishments)

Goal:

To prevent the occurrence of rabies in humans.

Objectives:

To maintain the incidence of rabies at zero in the human population.

Marketing and Promotion

- Produced 2 media releases
- Distributed information pamphlets and mailed postcard to every household in Waterloo Region
- Updated Region of Waterloo Public Health website with current rabies information
- Purchased 2 newspaper ads

Health Education

- Mailed rabies information packages to physicians, veterinarians, Humane Societies and regional Police Services
- Sent rabies information to schools

Monitoring and Enforcement

- Performed 900 rabies control investigations
- Tested 71 animals (2 bats tested positive for rabies)
- Issued post-exposure prophylaxis to 124 potentially exposed humans
- Issued 162 warning letters to owners of unvaccinated cats and dogs
- Charged 5 owners for failure to vaccinate their dogs

Goal:

To reduce the incidence of water-borne illness in the population.

Objectives:

1. To ensure that community drinking water systems meet the health-related chemical, physical, microbiological and radionuclide objectives as published in the *Ontario Drinking Water Objectives (revised 1994)* and the *Guidelines for Canadian Drinking Water Quality (sixth edition)*.
2. To reduce communicable disease transmission from waters used for bathing at public beaches.

Marketing and Promotion

- Distributed 380 well water quality information packages
- Provided update to 48 spa operators
- Updated water quality section of Region of Waterloo Public Health website
- Developed and distributed well water posters to all private well water sample bottle pick-up and drop-off locations each month
- Placed advertisements in each of the rural newspapers in July through November to promote private well water sampling
- Granted 11 interviews on water/water quality and received mention in 2 print articles

Research and Evaluation

- Continued development and data entry in the province's first known searchable/map-able electronic database for private wells (database primarily used to evaluate private water program)
- Conducted a pilot private water study in partnership with the Public Health Agency of Canada

Collaborations, Coalitions, and Networks

- Participated in co-ordination of the Waterloo Wellington Children's Groundwater Festival
- Regularly attended Regional Water Resource Protection Liaison Committee and the Municipal BMP (Best Management Practices) Water and Sewer Committee

Health Education

- Responded to 694 general telephone inquiries

Policy Development and Advocacy

- Consulted with Ministry of the Environment and Grand River Conservation Authority about health-related policies
- Updated boil water/drinking water advisory protocol

Case Management

- Responded to 181 adverse water quality reports

Monitoring and Enforcement

- Routinely inspected swimming pools and beaches for recreational water quality; 70 beach water samples taken from 2 beaches and 1 beach closed
- Processed 3,659 private water sample results from 1,935 private wells (of the 3,659 sample results from private wells, 95 were unsafe)
- Monitored all adverse drinking water reports from both regulated (primarily municipal) and private water systems
- Issued 27 boil water advisories
- Conducted 214 pool inspections and 46 re-inspections
- Responded to 6 complaints about pools and issued 15 pool closures
- Inspected one wading pool 3 times

Goal:

To reduce the incidence of and complications from all sexually transmitted diseases (STDs) including HIV/AIDS.

Objectives:

1. To reduce the incidence rate of gonorrhoea to 15 per 100,000 population by the year 2005.
2. To reduce the incidence rate of genital Chlamydia to 500 per 100,000 women ages 15-24 years by the year 2005.
3. To maintain the incidence rate of primary and secondary syphilis at less than one per 100,000 population by the year 2005.
4. To maintain the incidence of congenitally acquired syphilis at zero.
5. To reduce the number of newly diagnosed human immunodeficiency virus (HIV) infections to less than 800 per year by the year 2005.
6. To reduce the incidence of perinatal HIV infection.

Marketing and Promotion

- Distributed 12,171 pamphlets through Public Health Resource Centre on STD/HIV information and safer sex resources
- Developed Chlamydia campaign:
 - Circulated 2 external and 20 internal bus ads for three months
 - Distributed 500 posters
 - Produced 500 tear off sheets and 100 fact sheets
 - Contributed to 5 publications including Public Health's Physician's Update, Health In Action Newsletter, and Healthy Connections Newsletter
- Continued marketing campaign for HIV testing in pregnant women
- Conducted 75 presentations promoting STD/AIDS awareness
- Conducted 12 media interviews, issued 3 media releases, and received mention in 6 print articles

Research and Evaluation

- Participated in McMaster University cost effectiveness research

Collaborations, Coalitions, and Networks

- Maintained relationship with 5 agencies participating in the distribution of condoms
- Participated in the planning committee of Opening Doors Conference for people with HIV/AIDS and support workers in Central West Region (100 attendees at conference)
- Participated in local committees and initiatives such as:
 - HIV Regional Clinic Planning Group
 - Waterloo Region Sex Trade Worker Initiative
 - Sexual Health and Developmental Disabilities Committee-Waterloo Region
 - Professional networks (i.e. Sexual Health Planning Network)
 - Harm Reduction Strategy for Waterloo Region
 - Men's Sexual Health Committee
 - Access & Equity Committee Region of Waterloo
- Maintained 4 needle exchange sites (2 within Public Health offices in Cambridge and Waterloo; 1 community site in Kitchener and 1 in Cambridge), with 18,843 needles collected and 74,895 needles distributed
- Developed Needle Exchange Program (NEP) protocol
- Established 1 new safe disposal site (total of 6)

Health Education

- Offered 75 presentations and 287 consultations about STD/HIV safer sex skills-building reaching 11,067 participants/attendants
- Received 1,502 phone calls to info line (406 of them from health care professionals)
- Provided 2 John school sessions with 37 participants
- Developed and delivered 3 training workshops on Harm Reduction and the Needle Exchange Program for Public Health Staff (50 attendees)
- Presented resource development information at one public school board conference
- Distributed procedures and protocols for the management and treatment of STD cases to 610 physicians
- Hosted annual AIDS Awareness Week Forum for youth
 - 15 schools participated in Forum
 - 5 schools planned and implemented AIDS Awareness Week activities, including booking the AIDS quilt tour (8,500 viewed quilt)

Case Management

- Managed 100 per cent of HIV patients/contacts
- Managed and treated 98 per cent of STD patients/contacts
- Entered information for 100 per cent of cases into the Reportable Disease Information System (RDIS) and Integrated Public Health Information System (iPHIS)
- Provided annual report on Needle Exchange Program activities to Ministry of Health and Long Term Care (MOHLTC)
- Received calls to the STD/AIDS confidential telephone line: 4,384 clients, 1,281 doctors, and 596 from laboratories
- Distributed a total of 289,000 condoms
- Recruited 1 new site to distribute condoms (total of 5)

Clinical Services

- Provided anonymous HIV clinic services: 348 HIV pre-test counselling sessions and 290 HIV post-test counselling sessions
- Provided STD clinic services with 4,224 clients attending
- Conducted 1,733 serology tests (STD and HIV clinics)
- Vaccinated 96 clients with Hepatitis B vaccine at no cost (as per Ministry eligibility)
- Vaccinated 77 clients with Hepatitis A vaccine at no cost (as per Ministry eligibility)
- Provided provincially approved drugs as required at no cost to the client, according to the MOHLTC STD Control Protocol; 2,988 clients received medications provided via Public Health clinics and community partners

Goal:

To reduce the incidence of tuberculosis (TB).

Objectives:

1. To reduce the annual incidence rate of active and reactivated TB to 3.5 per 100,000 population by the year 2005.
2. To reduce the progression of latent TB infection to active TB.
3. To reduce secondary drug-resistance by the year 2005.
4. To achieve the following completion rates by the year 2005:
 - a. 95 per cent of active TB cases will complete treatment as prescribed;
 - b. 90 per cent of individuals on chemoprophylaxis will complete therapy; and
 - c. 90 per cent of contacts of active cases of TB will be assessed.

Health Education

- Provided annual information updates regarding TB prevention and surveillance to physicians and other health professionals through 5 presentations and TB information packages
- Provided consultation and information to infection prevention and control personnel in long term care and acute care facilities at one meeting
- Informed the public about TB through TB report to Community Services Committee, presentations to community groups, and the production of a TB Public Health Perspective Report

Case Management

- Investigated 15 of cases of reported active TB; 12 cases confirmed
- Referred 169 people for initiation of prophylaxis for latent TB

Clinical Services

- Provided free anti-TB drugs for 12 cases of active TB

Monitoring and Enforcement

- Monitored 100 per cent of TB cases for adherence to drug regimen
- Investigated 72 contacts of people with active TB
- Monitored 70 people with inactive TB

Vaccine Preventable Diseases

INFECTIOUS DISEASES

Goal:

To reduce the incidence of vaccine preventable diseases.

Objectives:

1. To eliminate indigenous measles by the year 2000.
2. To maintain at zero the incidence of tetanus and diphtheria and indigenous polio.
3. To reduce to zero the incidence of invasive *Haemophilus influenzae* type b (Hib) among children under five years of age.
4. To reduce to zero the incidence of indigenous congenital rubella.
5. To reduce the annual incidence rate of mumps to 1.0 per 100,000 and pertussis to 2.5 per 100,000 population by the year 2005.
6. To reduce the annual incidence rate of acute hepatitis B to 1.5 per 100,000 population by the year 2000.
7. To reduce the age-adjusted mortality rate for pneumonia and influenza (using a five-year moving average).
8. To achieve the following vaccine coverage targets by the year 2000:
 - a. 95 per cent coverage for up-to-date vaccination against diphtheria, pertussis, polio, tetanus, *Haemophilus influenzae* type b (Hib), measles, mumps and rubella by the second birthday;
 - b. 95 per cent coverage for up-to-date vaccination against diphtheria, pertussis, polio, tetanus, and measles, mumps, rubella and second dose measles by the seventh birthday;
 - c. 95 per cent coverage for hepatitis B vaccination by the end of grade 7;
 - d. 100 per cent coverage for hepatitis B vaccination of infants born to mothers who are hepatitis B carriers;
 - e. 95 per cent coverage for pneumococcal and annual influenza vaccination of residents of long term care facilities;
 - f. 70 per cent coverage for pneumococcal and annual influenza vaccination for persons age 65 years and older and persons with high-risk conditions; and
 - g. 70 per cent coverage for annual influenza vaccination of health care workers in contact with high risk individuals.
9. To minimize wastage of provincially-funded vaccines to five per cent or less.
10. To monitor adverse events associated with provincially-funded vaccines.

Marketing and Promotion

- Developed and circulated 50,000 pamphlets giving general immunization information to support implementation of 3 new vaccinations and new provincial immunization schedule

Health Education

- Hosted 1 community education event for 106 health care providers to provide information on new products
- Participated in an influenza forum for long term care facilities (70 attendees)
- Issued 12 physician advisory bulletins
- Received 13,000 calls to the Immunization Information line from the general public and physician offices
- Developed educational kit for schools regarding the benefits of Hepatitis B immunization

VACCINE PREVENTABLE

Clinical Services

- Provided 1,700 clinic consultations at general immunization clinic
- Maintained 3 monthly clinic sites targeting rural residents and newcomers with 650 clients seen
- Vaccinated 2,000 secondary school students for Meningitis C
- Vaccinated 6,300 grade 7 students for Hepatitis B, achieving 96 per cent coverage
- Responded to 4 outbreaks related to vaccine preventable disease
- Implemented the annual Universal Influenza program:
 - Immunized 22,020 people at Public Health influenza clinics
 - Distributed 500,000 doses of influenza vaccine to physicians' offices and influenza clinics in workplaces

Monitoring and Enforcement

- Achieved 87 per cent immunization coverage rate for day care centres, 92 per cent for elementary schools, and 50 per cent for secondary schools (Note: this was for 2004/2005 school year)
- Made 5 equipment upgrades to Public Health's immunization storage
- Inspected 209 primary health care sites for proper vaccine storage
 - Investigated 12 sites for fridge failures
 - 12 sites had vaccines temporarily removed
 - 12 sites required repeat visits within the year
 - 197 sites reached 100 per cent compliance by the end of 2005
 - 0.7 per cent of total vaccine was wasted

Policy Planning and Development

- Developed and implemented a work plan for each secondary school in Waterloo Region to introduce immunization record enforcement
- Participated in a quality review of clinical services

Indicators Not Included in Standards

Emergency Medical Services (EMS)

- Recorded 35,997 requests for service during 2005, including 30,597 (85 per cent) emergency calls, 4,621 (12.89 per cent) standby calls where EMS helps with coverage when a neighbouring ambulance service is busy
- Recorded an increase in emergency calls of 10 per cent (2,769) over 2004
- Reached 57 per cent of all emergency calls within 9 minutes and 90 per cent within 15 minutes or less (Regional Council has set an Emergency Response Time target of processing and reaching emergency calls in 9 minutes or less)
- Operated 22 emergency vehicles from 8 stations
- Provided an Advanced Care Paramedic on 79 per cent of all emergency calls

Overview of Public Health Marketing and Promotion

- Received 222 inquiries via Region of Waterloo Public Health website
- Sent 63 media releases from Region of Waterloo Public Health
- Gave 446 media interviews from Region of Waterloo Public Health
- Had 275 print mentions for Region of Waterloo Public Health

Resource Centre

- Provided access to over 6,000 teaching kits, books, audiovisual resources, posters and pamphlets on many different health topics for a variety of age groups
- Distributed 90,735 pamphlets on various health promotion topics
- Maintained partnership with the Waterloo Region District School Board to provide resources to all public schools within Waterloo Region via the Board's courier; used this courier service 66 times
- Maintained partnership with Waterloo Regional Library to allow the public to borrow through rural township libraries: <http://www.rwl.library.on.ca>
- Maintained Resource Centre's catalogue, which may be searched at the Public Health website: <http://www.region.waterloo.on.ca/ph>
- Conducted 57 literature searches for Public Health staff in support of evidence-based public health programs
- Loaned 4,062 teachings kits, books, audiovisual resources, and posters
- Responded to 5,107 requests for assistance in finding information
- Provided 66 training sessions for staff (reaching 93 different staff members) on effective information search strategies, copyright, audiovisual equipment, and other Resource Centre services