



envisioning a
strong & healthy
COMMUNITY

ANNUAL REPORT 2013-2014



A MESSAGE

from the **MEDICAL OFFICER OF HEALTH**

DR. G. ALLEN HEIMANN

As I will be retiring from the Health Unit in December, this will be my last Annual Report. This report provides me the opportunity to reflect on the 25 years that I have been with the Health Unit. Since I came to the Health Unit in January 1989, the programs have increased in size and complexity. Health Promotion programs such as Healthy Babies Healthy Children, Smoking Cessation, Oral Health, and Workplace Wellness have been established and grown exponentially. We've also won national awards for excellence, such as the Workplace Wellness program for Chrysler Canada.

Over the years, Health Protection programs have grown to enhance infection control measures for the community. The immunizations which our nurses provide have increased including Hepatitis A, Meningococcal, and Human Papilloma virus vaccines. Hemophilus Influenza, Pneumococcal, Rotavirus, and varicella vaccines have been added to the vaccines now distributed to our local physicians as part of the Publicly Funded Immunization Program. To meet the demands of these new programs our staff has more than doubled in size. The new staff include Health Promotion Specialists, Tobacco Enforcement Officers, Graphic Designers, Communications Coordinators, and Epidemiologists, just to name a few. Our Information Technology Department has grown from literally nothing to a complex network of computers, servers, and programs. When I came to the Health Unit in 1989, we had only one small computer for processing financial information. We now rely on technology to connect with our community online and through social media networks. No one can imagine how we would do our work without these vital tools and networks.

We have had our challenges. Almost every year, there has been a major incident such as a fire, spill, or weather event to which the Health Unit responded in cooperation with our emergency responders. The SARS outbreak in 2003 showed how a new international disease could come home to Ontario and highlighted the need for a strong public health system. The Influenza outbreak of 2009 showed the need for continual surveillance and preparedness by the Health Unit.

We have also had our critics. Whether it was focused on public health inspection such as the egg salad incident or the kibbeh controversy, the staff responded with dignity and professionalism.

We have had our successes as well as our disappointments. The campaign to ban smoking in public places was a major success, while the removal of fluoride from the drinking water in Windsor was a major setback for the community. We still have a long way to go in many areas. Obesity will be the major health promotion challenge of the 2010s, as tobacco was in the 1990s. The recent outbreak of Ebola shows us that we cannot neglect our Infection Control defenses.

As I leave, I am confident that the Health Unit is in good hands, with a supportive Board, excellent leadership, and a highly trained professional staff.



A MESSAGE

from the **CEO & ASSOCIATE MEDICAL OFFICER OF HEALTH**
DR. GARY KIRK

2013 and 2014 have been marked by positive changes. 2013 saw the Health Unit fully develop and implement its first operational plan, affording us the opportunity to determine what we might do better in subsequent planning. Formal planning assisted us in making several necessary structural changes. For example, the Knowledge Management Division, an amalgamation of the Communication Resources and Epidemiology, Planning, Evaluation and Quality Departments, was created to facilitate the acquisition, analysis and use of knowledge so we can better serve our community's needs. Other significant changes occurred within Human Resources (as it changed from a Division to a Department) and within several Departments in both Health Protection and Health Promotion.

Changes were also seen in Senior Management leadership. Julie Fraser became the Director of the

Knowledge Management Division. Liz Haugh and Nancy Whited, Directors of the Health Promotion and Human Resources Divisions, respectively, retired at the end of 2013 and were replaced by Nicole Dupuis and Dan Sibley (as the Human Resources Manager), respectively. And, as part of our succession planning, Dr. Wajid Ahmed joined us in August, 2014 as a Public Health Advisor. Dr. Heimann, after twenty-five years of excellent service to the community as our Medical Officer of Health, will retire from the Health Unit at the end of December, 2014. I will succeed Dr. Heimann and Dr. Ahmed will succeed me as the Associate Medical Officer of Health.

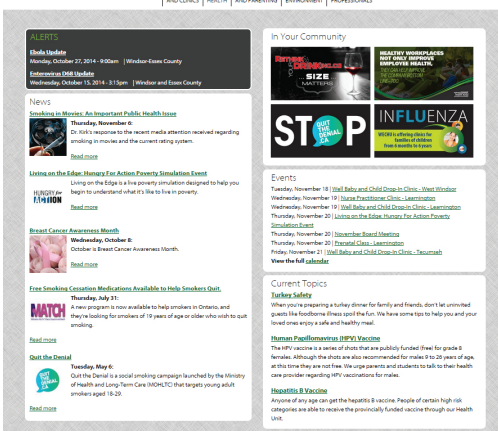
Once again, I am thankful we have had dedicated and skilled employees to help us plan, steer and manage these important changes.

NEW WEBSITE LAUNCHED **wechu.org**

On June 11, 2014, the new Health Unit website went live, after months of research, planning, and development. Our goal was to create a website that provided local, current, and relevant public health information for our community. Some key features to highlight include:

- A responsive design, whereby the site displays content optimally based on the screen size, whether it is a computer, tablet, smart phone, or other device.
- A new information architecture that makes public health information easier to find, optimizing navigation.
- Local public health reports and statistics in the new Reports section of the site.
- Pages built to meet the Accessibility for Ontarians with Disabilities Act (AODA) requirements, as it relates to new websites.

Visit us at **wechu.org** and explore the site for yourself.



Blue-Green ALGAE



The 2014 Blue Green Algae season proved to be an active year for the residents bordering Lake Erie. It started on August 2, when 400,000 Toledo Ohio residents were told not drink the city water.

As the month of August progressed, the bloom continued to travel eastward eventually impacting Pelee Island. On August 26, Dr. Gary Kirk, AMOH and CEO, closed the beaches and issued a do not drink the water alert to the residents of Pelee Island as the levels of total microcystins (toxins from the blue green algae) were high. The municipal water system was utilized as an emergency water source for Island residents affected by the alert.

On September 9th, 2014 Dr. G. Allen Heimann MOH, lifted the beach closures and downgraded the Alert to an Advisory as the algae bloom dissipated.

Rethink YOUR DRINKING

In 2013, WECHU collaborated with seven health units in South West Ontario to develop an awareness campaign called Rethink Your Drinking (RYD). The goal of the campaign is to increase public understanding of the Low-Risk Drinking Guidelines (LRDG), which are a tool to assist those who choose to drink alcohol. They can help someone best decide when, where, why and how much alcohol they can safely consume with low risk.

The RYD Campaign was divided into five key themes for promotion:

1. Size matters – standard drink size information
2. Time matters – speed and time of consumption consideration
3. Sex matters – understanding the higher vulnerability for women
4. Choices matter – reducing consumption amounts
5. Everything matters – reducing risk of alcohol related harms

Visit the www.rethinkyourdrinking.ca website for more information.



ORAL HEALTH and the community

Although community water fluoridation is supported by public health as an effective method of preventing dental cavities, Windsor City Council voted to end the practice of adding fluoride to its water supply. Costs saved from the removal of fluoride are being spent on the planning and development of effective public health oral health promotion/communication campaigns by health unit staff to improve the oral health of the residents of the City. The oral health department has implemented a baby oral health screening program for children 0-4 years of age and offers fluoride varnish to children at high risk for cavities. As well we are monitoring the oral health status of junior kindergarten, senior kindergarten and grade two students in the elementary school population on a yearly basis.

FREE
DENTAL
SCREENING
FOR INFANTS
AND TODDLERS



Baby teeth matter!
Did you know?
Children should have their first dental screening by their first birthday.

SCREENINGS BY A PUBLIC HEALTH DENTAL HYGIENIST INCLUDE:

- Checking for cavities.
- Checking for healthy tooth development.
- A fluoride treatment at no cost if needed.

CALL TO BOOK YOUR FREE SCREENING!
519-258-2146 ext. 1159
• 1005 Chuellette Avenue, Windsor
• 5601 Sanderson Avenue West, Suite 215, Essex
(in the Civic Centre)
• 215 Talbot Street East, Leamington
(in the mini mall next to Superstore)



boHP **WINDSOR ESSEX COUNTY HEALTH UNIT**
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Financial INFORMATION

Expenditures

General Funding	\$16,578,420
General Funding - 1X Capital	\$100,340
Vector Borne Diseases	\$128,727
Enhanced CINOT	\$184,438
Healthy Babies, Healthy Children	\$2,603,400
Smoke Free Ontario	\$559,251
Nurse Practitioner	\$139,000
Genetics	\$187,899
Healthy Smiles Ontario - Operating	\$740,117
Small Drinking Water Systems	\$13,733
Infection Control	\$450,267
Infection Control Nurse	\$76,951
Enhanced Food Safety	\$38,707
Enhanced Safe Water	\$14,128
Medical Officer of Health Compensation	\$74,370
Healthy Communities Fund	\$117,165
Public Awareness Initiatives	\$14,799
Needle Exchange Program Initiative	\$31,985
Public Health Nurses Initiative	\$176,910
Chief Nursing Officer	\$113,913
Panorama	\$33,742
TOTAL	\$22,378,262

Funding Sources

Province of Ontario Ministries	\$18,171,878
City of Windsor	\$2,279,712
County of Essex	\$1,924,836
Township of Pelee	\$1,836
Other	\$0
TOTAL	\$22,378,262



2013-2014 Board of Health

Joe Bachetti	County of Essex Appointee (As of Dec. 1/14)
Kenneth Blanchette	Provincial Appointee
Mark Carrick	County of Essex Appointee (Term ended Nov. 30/14)
Eleanor Groh	Provincial Appointee
Ron Jones	City of Windsor Appointee (Term ended Nov. 30/14)
Irek Kusmierczyk	City of Windsor Appointee (Jan. 20/14 – Nov. 30/14)
Bill Marra	City of Windsor Appointee (Sept. 23/13 – Jan. 20/14)
Penny Marrett	Provincial Appointee (Until Aug. 21/14)
Gary McNamara	Board Chair, County of Essex Appointee
Richard Meloche	County of Essex Appointee
Rob Modestino	Provincial Appointee
Lynda Monik	Provincial Appointee (Until June 21/14)
Hilary Payne	City of Windsor Appointee
Gord Queen	County of Essex Appointee (As of Dec. 1/14)
Ed Sleiman	City of Windsor Appointee
Tamara Stomp	County of Essex Appointee (Term ended Nov. 30/14)
Michelle Watters	Provincial Appointee



Accountability INDICATORS

In 2013 there were 14 indicators in the Ministry of Health and Long-Term Care Accountability Agreement. Achievements of the indicator targets is a central part of WECHU's core business. Year-end status for indicators, as determined by the Ministry, is reported in the following table.

ACCOUNTABILITY AGREEMENT INDICATORS 2013	2013 TARGET	2013 ACTUAL
% high risk food premises inspected once every 4 months while in operation	100%	99%
% Class A pools inspected while in operation	100%	91.7%
% high-risk SDWS inspections completed for those that are due for re-inspection	100%	100%
% confirmed gonorrhoea cases where initiation of follow-up started within 2 business days	100%	89.4%
% confirmed iGAS cases where initiation of follow-up started same day as receipt of lab confirmation of a positive case	100%	100%
% of HPV vaccine wasted that is stored/administered by the public health unit	≤*	0.7%
% of influenza vaccine wasted that is stored/administered by the public health unit	≤*	0.2%
% tobacco retailers inspected for compliance with Section 3 of the Smoke Free Ontario Act (SFOA)	≥ 90	97.6%
Baby Friendly Initiative Status (category)	Intermediate	Partially Complete

* ≤ maintain or decrease wastage from 2012/2013 stats to reflect school year and flu season statistics 2013 actual rates as indicated in the Windsor-Essex County Board of Health Performance Summary tables (October, 2014).

PROGRAM STATS 2013

6287 Visits made to the sexual health clinic.

4,130 Cases of reportable sexually transmitted and blood borne infections.

3,955 People attended the 91 Reasons (anti-smoking) presentations for children and youth in 16 schools and 2 community settings.

375 Primary grade students participated in the Physical Activity/Healthy Eating interactive presentations at the GECSDB summer literacy program.

187 Influenza cases reported to the Health Unit.

52 Influenza patients requiring hospitalization.

1,410 Health inspection service requests including complaints from the public, epi referrals from the infectious disease department, and requests for service.

20,321 Children received dental screening's at 123 schools in Windsor and Essex County.

133 Additional children were able to access the Healthy Smiles Ontario Program due to changes in financial eligibility criteria.

28,217 Estimated number of employees working at the 29 Windsor-Essex County workplaces that received Gord Smith Healthy Workplace Awards.

70,200 Estimated number of Windsor-Essex County employees and family members reached through the 29 Workplaces that received the Gord Smith Healthy Workplace Award in 2014.

577 Students enrolled in food handler course.

539 Food handler certificates issued for completion of course.

556 Women received prenatal education.

504 Children between the ages of birth to 5 assessed or screened at Well Baby clinics.



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www.wechu.org

519-258-2146

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