

Strategic Priority A: Enhance Partnerships

Outcome: Compared to 2010, the number and quality of partnerships has increased, programmatic and policy leveraging of partnerships have increased, and satisfaction is high and improved

Strategic Objective	Performance Measures
A1 - Apply a health lens to all municipal policies	➤ New municipal policies reflect health priorities and community needs
A2 - Increase integration with other city departments and community agencies: <i>NEW</i>	➤ Programs and services provided in partnership with City departments and/or community groups
A3 - Develop innovative partnerships with private industry and non-traditional partners	➤ New private industry and non-traditional partnerships secured as measured by contracts, memoranda of understanding and identification of new partnerships by OPH teams
A4 - Increase community participation and engagement	➤ % of clients who are satisfied with the quality and effectiveness of Ottawa Public Health (OPH) services

Initiatives and Key Accomplishments

Municipal Health-Related Policy Initiative

- New public skating helmet policy, which requires children aged 10 and under, as well as weak skaters of any age, to wear a certified multi-impact helmet during City of Ottawa public skating sessions
- City council approved the 'Let's Clear the Air: A Renewed Strategy for a Smoke-Free Ottawa' enhanced by-law, banning smoking at 1,200 City parks and sports fields; 4 beaches; 1,109 municipal properties; Byward and Parkdale Market stands; and 600 patios

Strategic Partners Engagement Initiative

- In collaboration with local community health centres, the Ottawa Good Food Box and the Social Planning Council of Ottawa, the Good Food Market pilot project was launched in June 2012. A number of markets are planned for the summer to bring fresh, at cost, food to neighbourhoods that have reduced access to healthy foods. In addition to assisting with the needs assessment and the community survey on preferred foods, Ottawa Public Health has contributed to the translation of materials, and promotion of the events.

Business Development Initiative

- Established a Board of Health Financial Committee to work with OPH to identify and secure alternative funding sources for new, innovative OPH projects and initiatives

Community Engagement Initiative

- Over 2,000 youth were reached through the Photovoice contest where youth submitted 170 photos that showcased what youth see as enablers and barriers to healthy living. The result is a montage of visually striking images revealing youth priorities as the environment, mental health, physical activity and healthy eating.

Strategic Priority B: Address Emerging Community Health Needs

Outcome: Specific emergent health needs are identified for population groups and geography, and programmatic interventions are developed and implemented

Strategic Objective	Performance Measures
B1 - Advance mental health promotion and services primarily for children and youth	<ul style="list-style-type: none"> ➤ # of youth (13-18 years) and their parents who received OPH mental health promotion services ➤ # of intermediaries reached with suicide prevention training and resources
B2 - Increase access to healthy foods through municipal policies	<ul style="list-style-type: none"> ➤ # of municipal policies renewed or developed that result in improved access to healthy foods and beverages
B3 - Increase nutrition skills in priority populations	<ul style="list-style-type: none"> ➤ # of people from priority populations who receive OPH training in nutrition education
B4 - Increase active transportation as well as leisure physical activity	<ul style="list-style-type: none"> ➤ Motorized and active transportation rates among students grades 7-12 ➤ # of municipal policies, plans, and communications that include OPH contributions on health impacts related to utilitarian and leisure active transportation ➤ # of schools, within four publicly funded school board, that promote active transportation
B5 - Reduce health risks related to preventable infectious and non-infectious diseases	<ul style="list-style-type: none"> ➤ In collaboration with physician partners explore ways to increase HIV testing among people who use drugs ➤ % of school aged children who have completed Hepatitis B, HPV, and Meningococcus vaccinations ➤ % of known high risk Personal Service Settings (PSS) that are inspected annually
B6 - Anticipate and respond to emergencies with public health impact	<ul style="list-style-type: none"> ➤ % of OPH staff trained in emergency preparedness and response ➤ Emergency notification system in place for community agencies serving vulnerable populations

Initiatives and Key Accomplishments

Healthy Transitions Mental Health Initiative

- Healthy Transitions launched in all 4 school boards with a reach of over 2,000 students, teachers and parents to date OPH in partnership with Youth Net has delivered education on suicide prevention to over 300 youth
- Expanded Youth Services Bureau walk-in clinics has reached 347 youth and families, with 90 requiring additional follow up from Youth Services Bureau and a total of 21 youth and families referred to other services

Healthy Food and Beverage Municipal Policy Initiative

- Completed draft healthy eating policy and menus for municipal child care facilities with next steps to add physical activity
- Established an OPH Food Policy with nutrition standards for hospitality

Healthy Nutrition Skills Initiative

- Community Food Advisor volunteers delivered food skills presentations to more than 700 residents

Active Living and Transportation Initiative

- 3,570 children reached through school based active transportation
- 4 new walking clubs in Aging in Place buildings
- Completed neighbourhood assessments with walkability assessment in 13 neighbourhoods
- Library Pedometer Lending promotion: staff and Board members promoted walking through social media with uptake by traditional media

Blood Borne Illness Reduction Initiative

- Established 4 new sexual health satellite clinics in Barrhaven, Kanata, Orleans and Pinecrest-Queensway
- OPH served over 11,000 clients at its main Sexual Health Clinic in the first half of 2012. This is an 18% increase over the same time last year
- Consulted with clients and key informants to identify gaps and explore opportunities for enhanced programming that addresses blood borne illnesses
- Engaged young adults in the development of a youth condom campaign to increase condom use and prevent sexually transmitted infections

Dental Health Initiative

- Healthy Smiles Year 1 evaluation completed and Action Plan developed to address recommendations
- The total number of children enrolled in Healthy Smiles was 1,722 as of Q2 2012
- New partnerships with Community and Social Services Department to reach potential clients

Outbreak Management Strategy and Public Health Inspection Initiative

- Significant increase in the number of Personal Service Settings inspections completed
- A project has been implemented to reduce outbreaks in Long-Term Care Homes

Food Safety Initiative

- Implemented an improved tracking system for Provincial Offense Notices/closures
- Increased tracking of food premises with higher frequencies of non-compliance
- Established court liaison to support legal prosecution of premises with demonstrated food safety health risks

Emergency Training and Response

- Established an emergency communication plan for vulnerable populations
- Identified the occurrence of an enteric outbreak among Ottawa residents (primarily children), resulting in the national recall of ground beef products
- Responded to emerging community needs: chronic infection control lapse and drinking water disruptions

Strategic Priority C: Improve Quality of Life for Ottawa Residents

Outcome: General self rated health in Ottawa meets or exceeds 90% who report good or excellent health *REVISED*

Strategic Objective	Performance Measures
C1 - Increase access to services for populations facing health inequities	<ul style="list-style-type: none">➤ % OPH services that improve access by reducing barriers related to:<ul style="list-style-type: none">a. Geographic accessibilityb. Linguistic accessibility<ul style="list-style-type: none">i. Programs and services offered in English and in French (target is 100%)ii. Written resources at grade 6 literacy levels or belowiii. Programs and services offered in languages other than English and Frenchc. Financial means<ul style="list-style-type: none">i. No program feesii. Adjusted program fees for low income➤ % of intermediaries who receive health literacy training
C2 - Increase healthy behaviours including balancing work/life	<ul style="list-style-type: none">➤ % of workplaces surveyed that report programming and/or policies that support healthy lifestyles (physical activity, tobacco, low risk drinking guidelines or breastfeeding)
C3 - Improve road safety for all users	<ul style="list-style-type: none">➤ % child passenger restraints installed correctly➤ % of ER visits related to pedestrian/cycling falls/collisions➤ # of residents and intermediaries reached with helmet/brain injury programming
C4 - Expand smoke-free spaces	<ul style="list-style-type: none">➤ % of youth (ages 12-18) who have never smoked a whole cigarette)➤ % of tobacco vendors in compliance with Youth Access legislation at time of last inspection➤ # of voluntary smoke-free policies adopted by organizations➤ Smoking rates in Ottawa

Initiatives and Key Accomplishments

Health Skills, Health Smart Initiative

- Launched Health Skills Health Smart (HSHS) with pilot sessions targeted to settlement workers

Workplace Health Initiative

- Produced and distributed a resource kit of health promotion resources for employers in addition to providing outreach to 670 clients in workplaces on topics such as tobacco, healthy eating, work/stress, UV exposure, active transportation and diabetes screening
- Prenatal education new online course (“A New Life”) that has received 5,771 visits since August 2011, with an average increase of 50% new visits each subsequent quarter

Road Safety

- Traffic to OPH child passenger safety web pages increased 250% after A1 Secure media campaign initiated and videos posted
- S.E.A.T.S for Kids Canada now offers 2-3 car seat installation clinics per month, double the frequency before partnering with OPH
- 100 maternity ward hospital staff trained on child passenger safety key messages to ensure consistent messaging to new parents
- Promotion of helmet use for cycling through contests such as 'Adopt-a-helmet', events such as Alcatel Bike Days and Velofest with a reach of approximately 1,050 residents in direct interactions
- 24 retailers (with 46 locations) participated in a one day sale on helmets, resulting in increased sales of helmets, positive experiences and willingness to partner with OPH on other initiatives
- CanBike rodeos (bicycle skills training with proper helmet fitting) reached 1,402 children and 347 adults

Smoke-Free Space Initiative

- Community consultations to inform this initiative included an online survey; face-to-face public meetings with residents and business owners; and opportunities to provide input via phone or email
 - Enhanced regulations prohibiting smoking on municipal property (1,200 parks and sports fields, 4 beaches, 1,100 municipal properties, Byward and Parkdale market stands and 600 patios),
 - Ottawa Public Library, Ottawa Police Services and municipal campgrounds adopted the bylaw regulations.
 - Water pipe smoking are prohibited on municipal property
 - By-law and Regulatory Services received 71 complaints and issued 122 warnings as of Q2 2012
 - Over 1,500 residents were reached with cessation services in the first two quarters of 2012
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Strategic Priority D: Respond to Demographic Changes

Outcome: Specific emergent health needs have been identified for population sub-groups, and programmatic interventions have been developed or adapted, and implemented

Strategic Objective	Performance Measures
D1 - Enhance programming to support healthy aging	➤ # of seniors that have a personal health plan
D2 - Improve outreach and supports for caregivers	➤ % of caregivers satisfied with OPH services
D3 – Expand supports for at-risk seniors	➤ # of isolated seniors identified and referred to appropriate services through trained community gatekeepers
D4 - Increase programming to support healthy child development	➤ Progress toward the Baby Friendly Initiative status ➤ % of mothers who provide breast milk until the baby is at least 6 months old ➤ # of families screened at high risk through developmental screening who receive a postpartum home visit (HBHC) ➤ # of parents reached with developmental screening

Initiatives and Key Accomplishments

Healthy Aging Initiative

- Developed falls prevention marketing campaign to complement an enhanced falls risk screening tool and algorithm.
- Over 8,000 senior contacts reached *with the promotion of annual check-ups* (physical, medication and vision) and *Be Active - Strength and Balance* education

Caregiver Outreach Initiative

- Hosted a maximum capacity Caregiver Forum where 165 participants were acknowledged for their contribution and provided access to information and services of 24 community agencies. Evaluation from the event showed that the majority of respondents (80%) found the thematic workshops and relaxation station either good or excellent.

Parenting Initiative (see C3)

- New Baby Express Drop-Ins offered in two library branches (Cumberland and Greenboro) in partnership with Ottawa Public Library served over 120 families and 250 return visits for a total of 370 new contacts with parents
- Almost 2,000 children screened for developmental delays in collaboration with community partners
- Over 700 Nutristep® healthy eating screening tools distributed to parents during Kindergarten Welcome Information Days at 4 school boards
- Progress on becoming Baby-Friendly including designation of dedicated breastfeeding rooms at 100 Constellation Crescent, implementation of a training program for all staff, volunteers and students, and renewal of 3 OPH policies related to breastfeeding

Strategic Priority E: Improve Community Understanding of the Value of Public Health

Outcome: Compared to 2010, the community demonstrates high levels of awareness, satisfaction and confidence in the work of Ottawa Public Health

Strategic Objective	Performance Measures
E1 - Build increased awareness of OPH programs, services and activities	<ul style="list-style-type: none">➤ % of respondents familiar with OPH programs and services➤ # of followers on social media sites
E2 - Leverage technology to extend our services and make better connections with our citizens	<ul style="list-style-type: none">➤ # of programs using technological innovation for on-line registration and/or program delivery➤ # of users of on-line registration and program delivery services➤ # of Twitter messages released in support of public health promotion and disease prevention
E3 - Measure and report publicly on progress	<ul style="list-style-type: none">➤ # population health reports and knowledge sharing activities

Initiatives and Key Accomplishments

Promotion Strategy ^{REVISED}

- 9,270 Twitter followers
- Over 10,000 tweets on @OttawaHealth and 6,291 visits to the OPH blog in Q1 and Q2 of 2012

Technology Leveraging Initiative

- Under development

Develop and Update Ottawa Public Health Information Line Health Assessment Education Guidelines (HAEG) ^{NEW}

- A review is in process of all electronic Breastfeeding HAEGs to ensure that nurse telepractice service reflects current best practices and effectively supports OPH's achievement of the Baby Friendly designation

Measurement and Publication Strategy ^{REVISED}

- Eight health status reports produced in consultation with community agencies
- Project management and management review processes developed and implemented for monitoring and reporting on priority projects

Strategic Priority F: Develop a More Sustainable Resource Base

Outcome: Ottawa has a multi-faceted, plausible long range financial plan with diversified and increased revenue streams

Strategic Objective	Performance Measures
F1 - Explore alternate funding models	<ul style="list-style-type: none"> ➤ Funds acquired through alternate funding sources ➤ # and value of new funding sources pursued
F2 - Support succession planning and professional development in OPH staff	<ul style="list-style-type: none"> ➤ # of staff who participated in professional development activities ➤ % of staff participating in employee movement opportunities ➤ % of staff leaving OPH ➤ OPH staff level of satisfaction with professional activities offered by Staff Development
F3 - Maximize resources through continuous improvement, program adjustments, partnerships and technological efficiencies	<ul style="list-style-type: none"> ➤ Dollar value of annual efficiencies realized and reinvested into OPH strategic priorities
F4 - Influence and align with provincial and municipal long-range strategic and financial plans	<ul style="list-style-type: none"> ➤ # of strategic opportunities pursued that align with provincial and municipal long range strategic and financial plans

Initiatives and Key Accomplishments

Alternative Funding and Sponsorship Initiative

- Established a Board of Health Financial Committee to work with OPH to identify and secure alternative funding sources for new and innovative OPH projects and initiatives
- Negotiated and received prizes valued at \$1,000 for two campaigns

Staff Development and Succession Planning Initiative

- Developed electronic calendar of OPH staff activities
- Continuation of Grand Rounds which provide information to staff on emerging health issues
- Implemented a succession plan, including, identification of key roles in vulnerable areas

Efficiencies Initiatives NEW

- 62 OPH staff to become mobile field workers, with initial deployment of 25 staff in September 2012