



2013 ANNUAL REPORT

**BUILDING A COMMUNITY WHERE PEOPLE ARE HEALTHY,
SAFE AND ACTIVELY ENGAGED IN THEIR WELL-BEING**





"In 2013, Ottawa Public Health once again served our community by championing health promotion and disease prevention in Ottawa. Through key initiatives, including the Child and Youth Mental Health strat-

egy, Healthy Eating, Active Living program and Stop Smoking efforts, Ottawa Public Health has expanded its reach to provide programming and services to a growing number of residents, particularly those who are most vulnerable."

Jim Watson, Mayor, City of Ottawa

For more than 125 years, Ottawa Public Health has provided public health programs and services to individuals and communities, while advocating for public policies that make Ottawa and its residents healthier. Protecting and promoting health and preventing disease is embedded in all that we do.

VISION

Ottawa is a community where people are healthy, safe and actively engaged in their well-being.

MISSION

In partnership with the people and communities of Ottawa, Ottawa Public Health improves and advocates for health and well-being through prevention, promotion and protection.

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Message from the Chair of the Ottawa Board of Health

As the Chair of the Board of Health, I am pleased to present Ottawa Public Health's 2013 Annual Report. 2013 marked the start of many new initiatives at Ottawa Public Health (OPH) and across the city. Health perspectives were built into the essence and fabric of the City's new Official plan, Transportation Master Plan and Pedestrian and Cycling Plan, which will guide us into a healthier future. In the meantime, the Ottawa Board of Health invested in school-based active transportation, encouraging children to use any form of human-powered transportation – walking, cycling, wheeling, inline skating or skateboarding – to get to school. Public health nurses also began working on the ground to develop active transportation plans with Ottawa's 230 elementary schools to encourage and facilitate daily physical activity.

This past year also marks the third year of the OPH's Children and Youth Mental Health Strategy, a first of its kind in the city and the province. In 2011, the Ottawa Board of Health recognized mental health programming as an important community need. The Board endorsed OPH's strategy to work with all four local school boards, Youth Services Bureau, The Royal Ottawa, and the Children's Hospital of Eastern Ontario to better coordinate mental health promotion and suicide prevention services. This work would be impossible without the funding provided by municipal and provincial governments, the leadership of the Board of Health and the efforts of OPH volunteers, staff and community partners.

Community leaders also came together this year to take part in OPH's first Healthy Eating,

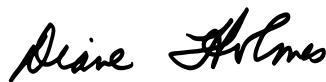
Active Living Forum. The forum gave members of the public the opportunity to learn about innovative initiatives that are taking place in their community and to think about how they could implement similar ideas in their own backyards.

In 2013, OPH continued its day-to-day efforts to create a vibrant, healthy and safe communities.

From dental screenings in schools to monitoring water quality at beaches, from school immunization to case management of communicable diseases, OPH continued to protect residents from illnesses and promote healthy behaviours that will enhance the quality of life of residents for years to come.

I am very proud of our achievements and look forward to this coming year.

Sincerely,



Councillor Diane Holmes
Chair, Ottawa Board of Health



Message from the Medical Officer of Health

Working for the residents of a city as diverse as Ottawa is never dull. Some services – tracking reportable diseases and providing influenza vaccinations – have been the cornerstone of OPH’s work for many years. Our work in the community is, however, always changing and evolving. Within my memory is a time when OPH nurses shared a phone line, as a means to connect with the community. Now, our employees have embraced many new technologies and become truly mobile, community-based workers. Just for example, OPH’s public health inspectors and school health nurses spend their day in the community inspecting restaurants and working with elementary school teachers and students.

Also in 2013, OPH achieved Baby-Friendly Initiative Designation, which demonstrates our efforts to create supportive environments in the community, to increase awareness of the benefits of breastfeeding and to encourage the provision of breastmilk. OPH was awarded this designation thanks to the collective work and dedication of our community partners and over 900 staff, students and volunteers.

This past year, in staff surveys over ninety per cent of our team reported that they are passionate about their work, which translates into a dedicated workforce aimed at improving the



health of our community and better serving the needs of Ottawa residents. I am fortunate to work with these professionals who make a difference in our community every day. I look forward to seeing our programs and services continue to grow and evolve as we work with community partners to address the most compelling health challenges in this community.

Sincerely,

[Signature]

Isra Levy
Medical Officer of Health,
Ottawa Public Health

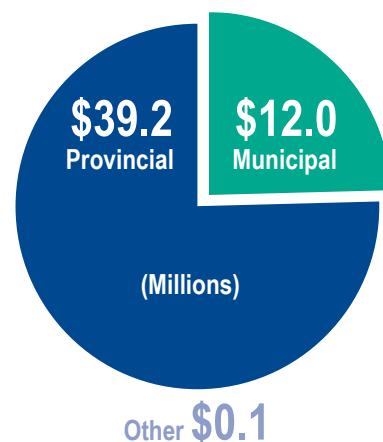
Thank you to our funders

OPH 2013 SOURCES OF FUNDING

Sources of funding

Ministry of Health and Long-Term Care	34,459
Ministry of Children and Youth Services	4,720
City of Ottawa	11,968
Fees & Services	152
Total	51,299

\$ in thousands



What does public health mean to you?

We asked our Board members and now we're asking you! Let us know what you think by connecting with us on Twitter [@ottawahealth](https://twitter.com/ottawahealth), Pinterest www.pinterest.com/otthealthsante or Facebook www.facebook.com/ottawahealth.



Board Members from left to right: Timothy Hutchinson, Gisèle Richer, Atul Kapur, Katherine Hobbs, Merrilee Fullerton, Keith Egli, Mathieu Fleury, Diane Holmes, David Chernushenko, Shad Qadri. Marguarite Keeley said that public health was fundamental for a healthy community.

Supporting Moms, Supporting Babies

After the birth of her daughter, Elizabeth Popovich was grateful to have the support of an Ottawa Breastfeeding Buddy. Elizabeth's Breastfeeding Buddy was another Ottawa mother, with breastfeeding experience, whom she could contact for support or advice. After Elizabeth was discharged from the program, she wanted to give back, so she became a breastfeeding buddy herself. Many of the current volunteers started out as clients first.

The Ottawa Breastfeeding Buddies program boasts 58 volunteer mothers who speak over 17 languages. They were paired up with close to 120 moms in 2013. Many mothers, like Elizabeth, appreciate the technical breastfeeding support as well as the emotional support they receive from speaking with someone who has been through the same experience. The World Health Organization, the Canadian Paediatric Society and Health Canada recommend exclusive breastfeeding up to six months of age, with continued breastfeeding for up to two years and beyond. Ninety-three per cent of Ottawa mothers start breastfeeding



after their child is born however, once mothers leave the hospital, only half of them exclusively breastfeed.

To further support mothers starting and continuing breastfeeding, OPH aims to bring a better understanding of breastfeeding to the broader community. This year, OPH received Baby-Friendly Initiative Designation from the Breastfeeding Committee of Canada. This designation recognized OPH's support to families with evidence-based infant feeding and infant care practices. OPH also hosted the eleventh annual Breastfeeding Challenge at the St. Laurent Shopping Centre. The challenge was part of a global initiative, with countries around the world competing for the honour of having the most babies breastfeeding in one location at one time. The event aims to promote the message that breastfeeding mothers and their children have the right to breastfeed anytime, anywhere.



“I became a volunteer with OPH’s Breastfeeding Buddy program because I wanted to give other new moms the sort of care and support I received from my buddy after the birth of my daughter.”

Elizabeth Popovich



The poster features a red and white checkered border. At the top, the text "BISTRO BÉBÉ" is written in a stylized font, with "BREASTFEEDING CHALLENGE | DÉFI ALLAITEMENT" below it. A small icon of a baby's head is centered. Below this, the text "BREASTFEEDING CHALLENGE 2013" is written in red. The main text reads: "HELP OTTAWA SET A RECORD FOR THE MOST BABIES BREASTFEEDING AT ONE TIME." The location is listed as "ST. LAURENT CENTRE, 1200 ST. LAURENT BOULEVARD, ROOTS COURT". The date is "OCTOBER 5TH 2013". Registration begins at 9:30 AM and the event begins at 10:30 AM. At the bottom, there are logos for 105.3 KISS, Ottawa Public Health, and St. Laurent Centre.

BISTRO BÉBÉ
BREASTFEEDING CHALLENGE | DÉFI ALLAITEMENT

BREASTFEEDING CHALLENGE 2013

HELP OTTAWA SET A RECORD FOR
THE MOST BABIES BREASTFEEDING AT ONE TIME.

LOCATION:
ST. LAURENT CENTRE, 1200 ST. LAURENT BOULEVARD,
ROOTS COURT

DATE:
OCTOBER 5TH 2013

REGISTRATION BEGINS AT 9:30 AM
EVENT BEGINS AT 10:30 AM

105.3 KISS
Ottawa Public Health
ST. LAURENT CENTRE

ottawa.ca/health 613-580-6264
ottawa.ca/sante TTY/ATS : 613-580-9656 @OttawaHealth @OttawaSante



Under Construction – Working with the Trades to Quit the Smoke Break

O PH initiated a pilot program with construction companies to expand smoke free workspaces on construction sites in Ottawa. This is the first smoking cessation program of its kind in Canada targeting the construction industry and the program is having promising results.

The smoking rate in the Canadian construction industry (34%) is nearly double the national average. Sixty-six per cent of Ottawa residents who smoke want to stop smoking and 77% of current tobacco users identified the workplace as their preferred place to receive quit smoking support. While most people realize that smoking can increase their risk of heart and lung disease, being around smoking in social settings or at work can make quitting difficult.

The *Construction Industry Cessation Project* offers quit-smoking tools, supports and incentives available on job sites. Workers interested in quitting smoking attend lunch-and-learn sessions, participate in the Fresh Air Contest



and use telephone counselling services offered through a smokers' helpline. Nicotine replacement therapy is also available through the Centre for Addiction and Mental Health's STOP Study, which is funded by the Ministry of Health and Long-Term Care.

Close to 500 workers from 17 companies participated in the Fresh Air Contest where participants were encouraged to either quit for a month, support a worker to quit smoking or go smoke-free. One-hundred and forty workers quit smoking with help from nicotine replacement therapy and telephone support.

Creating a healthier and smoke-free workforce improves the bottom line for companies. The *Construction Industry Cessation Project* is improving the health and productivity of its workers.



140 workers quit smoking with help from nicotine replacement therapy and telephone support.



The poster features three workers in hard hats. The central figure is a woman with a red bandana, flanked by a man on the left and another man on the right. The text on the poster is as follows:

I can **QUIT** the **SMOKE BREAK**

Je PEUX **ARRÊTER** de fumer

With help, I can quit too!
Avec de l'aide, je peux arrêter!

Please support / Soutenez votre collègue
Smokers' Helpline / Téléassistance pour fumeurs:
1 877 513-5333
Ottawa Public Health / Santé publique Ottawa:
613-580-6744 | TTY/ATS: 613-580-9656

Online program / Programme en ligne
dontquitquitting.ca | dontquitquitting.ca/fr
ottawa.ca/quitsmoking | ottawa.ca/cesserfumer

Online & text messaging / En ligne et messagerie texte
smokershelpline.ca | teleassistancepourfumeurs.ca

EllisDon Ask your site safety coordinator for more information.
Pour information, adressez-vous à votre coordonnateur de sécurité.

Ottawa | Public Health / Santé publique | Ontario | UNIVERSITY OF OTTAWA / UNIVERSITÉ D'OTTAWA | DISTRICT DE CATHOQUISME DE CATHOQUISME D'OTTAWA | SMOKERS' HELPLINE / TÉLÉASSISTANCE POUR FUMEURS



Sex It Smart

In 2013, youth between the ages of 15 to 29 accounted for 75% of Chlamydia and Gonorrhea cases in Ottawa. Not using a condom was the top risk factor among individuals diagnosed with a sexually transmitted infection (STI), prompting Ottawa Public Health (OPH) to launch *Sex It Smart*. *Sex It Smart* is a youth condom awareness campaign that OPH launched on Valentine's Day at the Rideau Centre with partners from Planned Parenthood Ottawa, AIDS Committee of Ottawa, the Youth Zone and the Somerset West Community Health Centre. From designing the logo to kicking off *Sex It Smart* at the Rideau Centre, youth were a big part of both the development and execution of the campaign.

Sex It Smart encourages residents to go to OPH's mobile friendly website, sexitsmart.ca. The website had 11,086 hits in 2013. It includes an Ottawa condom finder, STI prevention messages and information on proper condom use.

A key part of the website is a new online condom ordering system that lets organizations and residents get free condoms.



Any organization or member of the public can go to sexitsmart.ca and click “Get Some” to complete their order and pick it up at OPH's Sexual Health Centre within 3-5 business days or have a condom package mailed directly to them. This service improves access to condoms, which are one of the most effective methods of preventing the transmission of STIs, such as gonorrhea.

In Ottawa, there's been a recent significant increase in diagnosed cases of gonorrhea. Gonorrhea can be transmitted without one even knowing that one is infected, which is why the *Sex It Smart* campaign also provides links for residents to get tested for STIs.

OPH staff and volunteers promoted *Sex It Smart* at many local events including Hope Volleyball Summerfest, the Escapade Music Festival and the Ottawa Pride Parade.



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Walk, Wheel and Roll to School

In Ottawa, one in five Grade 7 to 12 students report they are overweight or obese, and only 22 per cent meet the recommended 60 minutes of physical activity per day. In an effort to increase physical activity levels among children and youth, OPH starting working with elementary schools to encourage students to cycle, walk or wheel to school, and to develop school-based active transportation plans in all schools.

Recent national and provincial reports have shown that school is the ideal setting to bring change in children's lives through healthy habits. School is at the heart of a child's daily routine. It's the place that opens doors to new possibilities, including the opportunity to live a healthy and active life.

OPH is working with Ottawa's 230 elementary schools to develop school-based active transportation plans. The public health nurse for each elementary school worked with principals, teachers and parents on a plan to get more students to walk or wheel to school.



A pilot project is underway with 11 schools, to put in place enhanced plans to make getting to school the active way, easier and safer for students. Promoting active transportation in schools helps children and their families embrace physical activity.





Inspect and Protect

Food carts and trucks serving classic street food favourites have been a part of Ottawa's streetscape for years. In 2013, Ottawa welcomed the addition of 17 new food trucks and carts to its streets. From Asian cuisine to Mexican culinary treats these new vendors offer delicious dishes for Ottawa residents and visitors to enjoy in more than 60 locations. For public health inspectors, the inspection process involved with all food carts and trucks in Ottawa provides the opportunity to educate operators on the importance of vigilant food safety practices to reduce the likelihood of foodborne illness.

In addition to the regular inspections of over 5,000 fixed food premises, Inspectors oversee and inspect a wealth of events that attract thousands of people from all over the world. These events include Canada Day, Ottawa Bluesfest, the Tulip Festival, the Ottawa Jazz Festival and Winterlude. In 2013, OPH protected the health of residents and tourists by performing more than 1,000 special event premises inspections.



OPH provided residents with a sneak peak of one of these inspections earlier this year on our YouTube channel. Hundreds have viewed the video and followed the inspector as she explains the type of hand hygiene, food storage, cooking, refrigeration and dishwashing practices she looks for during an inspection.

In 2013, OPH also certified 1,900 residents and operators in safe food handler techniques in English, French and Cantonese. For more information on food handler training or to view restaurant inspection results by street name, restaurant name or restaurant type, visit ottawa.ca/en/restaurant-inspections.



Ottawa Public Health protected the health of residents and tourists by performing more than 1,000 special event premises inspections.

Ottawa  **WINTERLUDE**



BAL DE NEIGE

Snow'Art & Activities | Neig'Art & Activités
JAN 31 - FEB 17

Stew Cook-Off | Concours de ragoûts
FEB 7 11:30hrs - 14hrs
55 ByWard Market Square

www.byward-market.com



Eat Well, Be Active, Feel Good

Children at municipal child care centres are eating better and moving more with the introduction of Municipal Child Care Healthy Eating and Active Living Guidelines. OPH and the City of Ottawa's Community and Social Services Department developed the guidelines, which were piloted in five centres in the spring of 2013 and have now been adopted in 11 municipal child care centres.

The guidelines set the stage for healthy living by recommending that all children have healthy meals, a positive eating environment and a wide range of opportunities to be active while in care. They also improve the quality of food being served to children by choosing whole ingredients such as fresh fruits and vegetables, as well as replacing processed and pre-packaged food. Child care providers also sit and eat the same healthy snacks with the children to provide a good role model for healthy eating.

The new guidelines also encourage adult-led activities as well as active free play indoors and



out, which means children spend less time sitting and more time learning basic movement skills through play.

With one in every five preschool Ontario children at an unhealthy weight, OPH is focused on providing caregivers and parents with the best support possible to help their children eat well, be active and feel good.





Look, Listen and Connect!

Older adults are among one of the fastest growing age group in Ottawa. The proportion of Ottawa's population aged 65 years or older is predicted to rise from the current 14 per cent (129,000) to 21 per cent (266,000) by 2031. For many seniors, remaining in their own home is an important marker of independence and a source of pride. However, living independently can become challenging for older adults as their health deteriorates. Having the support of family and friends becomes crucial to staying safe and living alone. Many older adults who don't have those supports are at an increased risk of losing their independence prematurely. This is why OPH launched Community Connect in 2013.

Community Connect aims to link people to the services and support they need to stay safe and independent in their homes. The referral-based program is part of the City of Ottawa's Older Adult Plan, and works collaboratively with community agencies to respond to deteriorating health and living conditions of individuals across the city. Part of the program involves



training residents who have regular contact with older adults to locate, identify and refer at-risk older adults to OPH for follow-up and connection to community support services.

In 2013, OPH provided Community Connect training to more than 2,300 residents including employees of businesses who serve older adults and community resource centre volunteers.



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Ottawa | Public Health
Santé publique

COMMUNITY CONNECT

Do you know someone who:

- Lives alone with little or no help?
- Finds it hard to do daily activities?
- Recently had a fall?
- Just lost a loved one?



Ottawa Public Health can help!

We can connect people to services to help keep them safe and living at home.

613-580-6744
healthsante@ottawa.ca

ottawa.ca/health | 613-580-6744 | @OttawaHealth | Facebook.com/OttawaHealth
ottawa.ca/sante | TTY/ATS : 613-580-9656 | #OttawaSante | Facebook.com/OttawaSante



Influenza Vaccination

While the flu may cause some individuals to stay at home in bed for a few days, it can have serious consequences for some of the city's most vulnerable residents. Seniors, children under age five and pregnant women are at higher risk of influenza complications such as pneumonia and infection. Healthy residents of any age can become ill with the flu or can spread the virus to those at highest risk of complications. This is why every fall, OPH gears up for the flu season with the goal of getting all Ottawa residents aged six months and older vaccinated to reduce the spread of the virus in the community. The 2013-2014 influenza season was no exception.

The biggest change this season was the increased participation by pharmacies in Ottawa's influenza vaccination program. This year, Ottawa residents had the convenient option of visiting close to 140 pharmacies in the city to get their flu vaccine. The number of pharmacy locations offering the flu vaccine more than doubled from the previous year.



To support the expanded availability of vaccine in the community, OPH visited pharmacies in the late summer and early fall to ensure that the vaccines were stored appropriately. Staff provided support to pharmacists, many of whom were administering the vaccine for the first time. In collaboration with the Ottawa-Carleton Pharmacists Association, OPH worked to make the flu vaccine more accessible than ever for Ottawa residents.



In December, a surge of the H1N1 flu strain, which affects younger children and adults more than other flu strains, also prompted increased demand for the flu vaccine. To meet the needs of the community, OPH added two additional flu immunization clinics in January for the general public and added extra clinics for children under the age of five and their families. During the 2013-2014 flu season, OPH distributed 10 per cent more vaccine to doctors' offices, walk-in clinics, pharmacies and other health care providers compared to the previous year, along with offering the vaccine at 25 public flu immunization clinics operated by OPH.

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Ottawa Public Health by the Numbers

Every day, OPH is in the community, working with individuals, families and groups to help them be healthy, safe and actively find their pathway to health. Here are some examples of what we have accomplished with our partners in 2013.

