



**Board of Health Orientation
Healthy Living Service
Karen Ellis-Scharfenberg, Director
April 2015**

Healthy Living Service

Tobacco Control Area Network

**Chronic Disease Prevention
Tobacco Program**

**Chronic Disease Prevention
Healthy Lifestyle Program**

**Healthy Communities Partnership
Program**

**Injury & Substance Misuse
Prevention Program**

Health Connection Program

Healthy Schools Program

CHRONIC DISEASE PREVENTION MANDATE

CDP Goal:

To reduce the burden of preventable chronic diseases of public health importance.

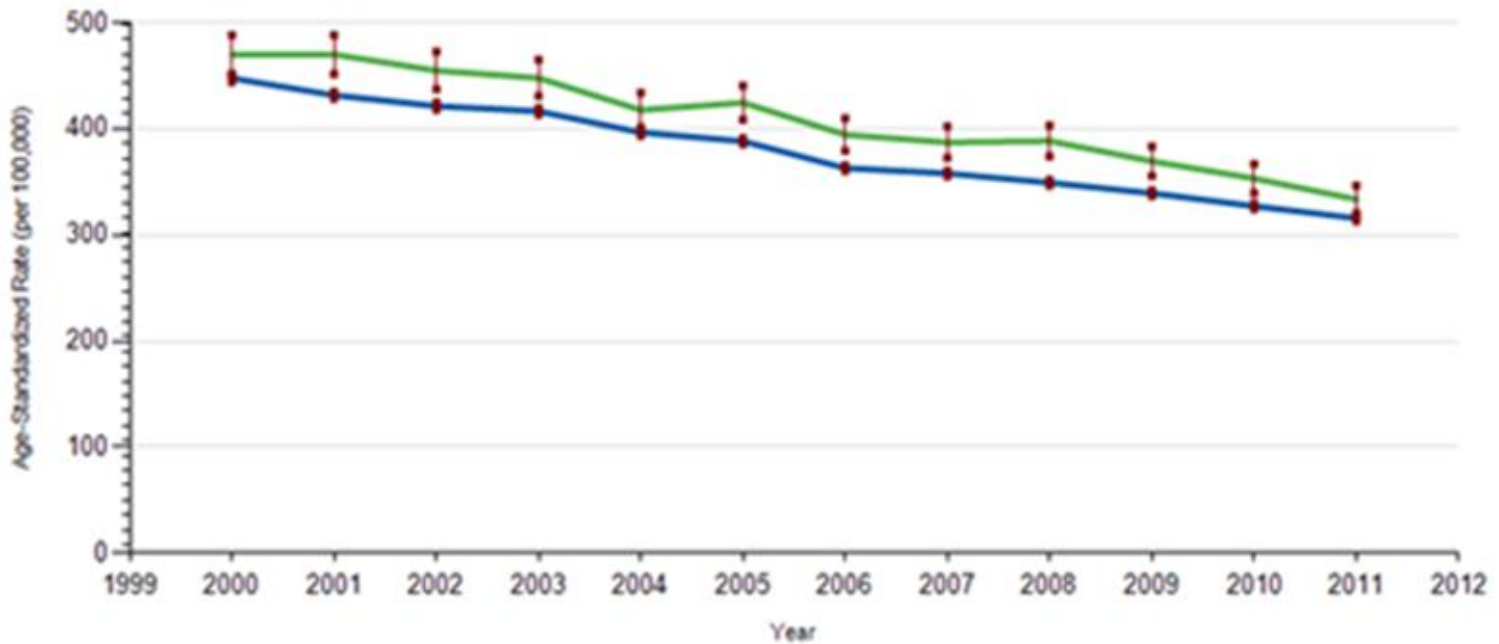
2011 deaths from chronic diseases:

- 2,627 in Simcoe Muskoka
- 58,527 in Ontario.



CHRONIC DISEASE PREVENTION MANDATE

Chronic Disease Mortality, Age-Standardized Mortality Rate, Simcoe Muskoka and Ontario, Both Sexes, All Ages, 2000-2011



CHRONIC DISEASE PREVENTION HEALTHY LIFESTYLE PROGRAM

Integrated primary prevention approach



WHAT PERCENTAGE OF INCOME, OF A SIMCOE MUSKOKA FAMILY OF FOUR - WITH ONE PERSON WORKING FULL TIME AT MINIMUM WAGE, IS NEEDED TO COVER THE COST OF FOOD AND RENT?

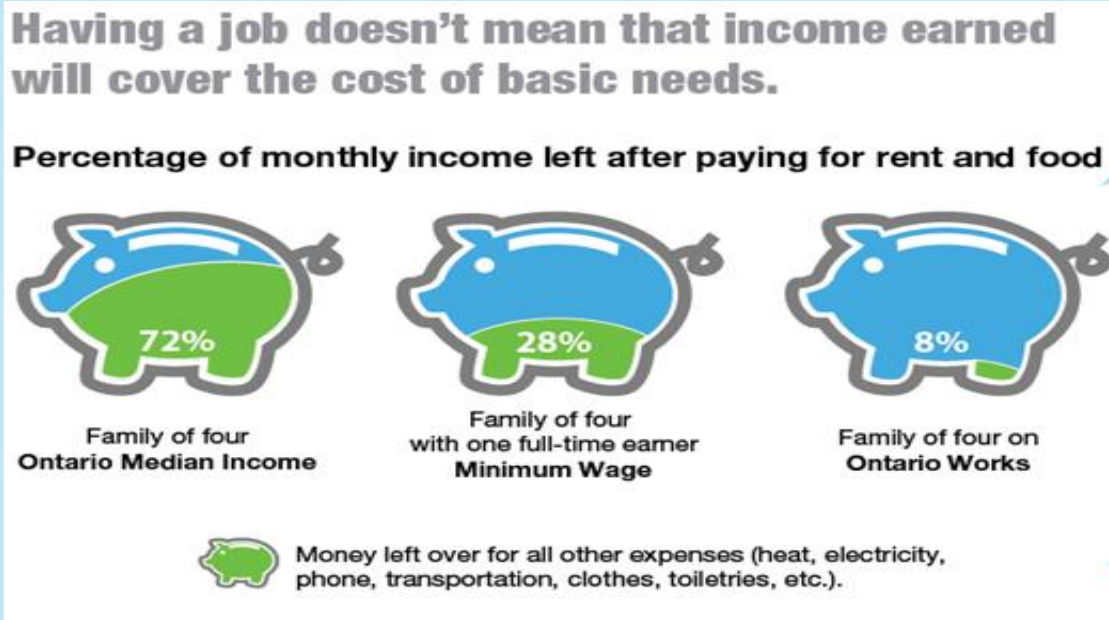
1. 43%
2. 58%
3. 74%

CHRONIC DISEASE PREVENTION HEALTHY LIFESTYLE PROGRAM

Healthy Eating and Food Security

Focus on:

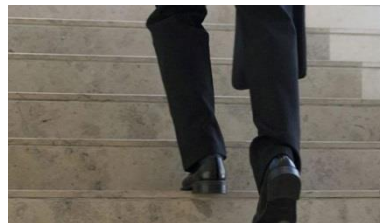
- Food Security
- Household Food Insecurity
- Healthy eating policies and supportive environments



PHYSICAL ACTIVITY

HOW MANY MINUTES A WEEK SHOULD AN ADULT BE ACTIVE TO ACHIEVE HEALTH BENEFITS?

- A. 105 minutes
- B. 140 minutes
- C. 150 minutes
- D. 420 minutes



PHYSICAL ACTIVITY

- Built Environment
- Local and Provincial Advocacy
- Physical Literacy- Schools / Community
- School Travel Planning
- Sedentary Behaviour Project
- Access to Recreation



CHRONIC DISEASE PREVENTION TOBACCO PROGRAM

- Preventing youth and young adults from using tobacco
- Protecting people from exposure to second hand smoke
- Supporting people to quit using tobacco
- Enforcing the Smoke Free Ontario Act



WHAT TOBACCO PRODUCT IS GAINING IN USE BY YOUTH?

1. Chewing tobacco
2. Hookah pipe smoking
3. Cigarillos
4. All the above

TOBACCO PROGRAM POLICY WORK



- Tobacco free sports and recreation policies
- Municipal outdoor smoke free spaces bylaws
- Smoke free hospital and campus policies
- Smoke free multi unit dwellings



TOBACCO CONTROL AREA NETWORK (TCAN)

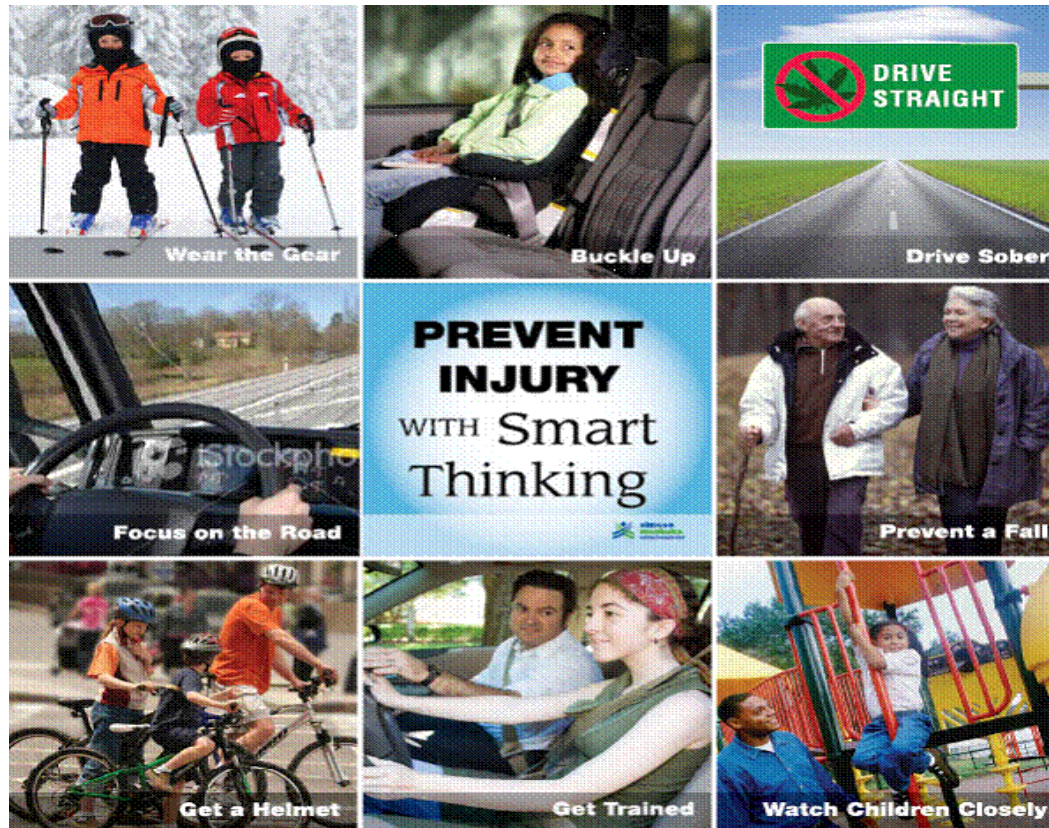
- SMDHU is the lead health unit for one of seven regional structures to support the work related to tobacco use
- TCAN managed by a regional coordinator and a youth development specialist
- The TCAN staff work closely with the 6 other health units within the Central East region to facilitate coordinated regional programming
- TCAN contributes to provincial planning in tobacco

KNOW WHAT'S
IN YOUR MOUTH.ca



INJURY AND SUBSTANCE MISUSE PREVENTION

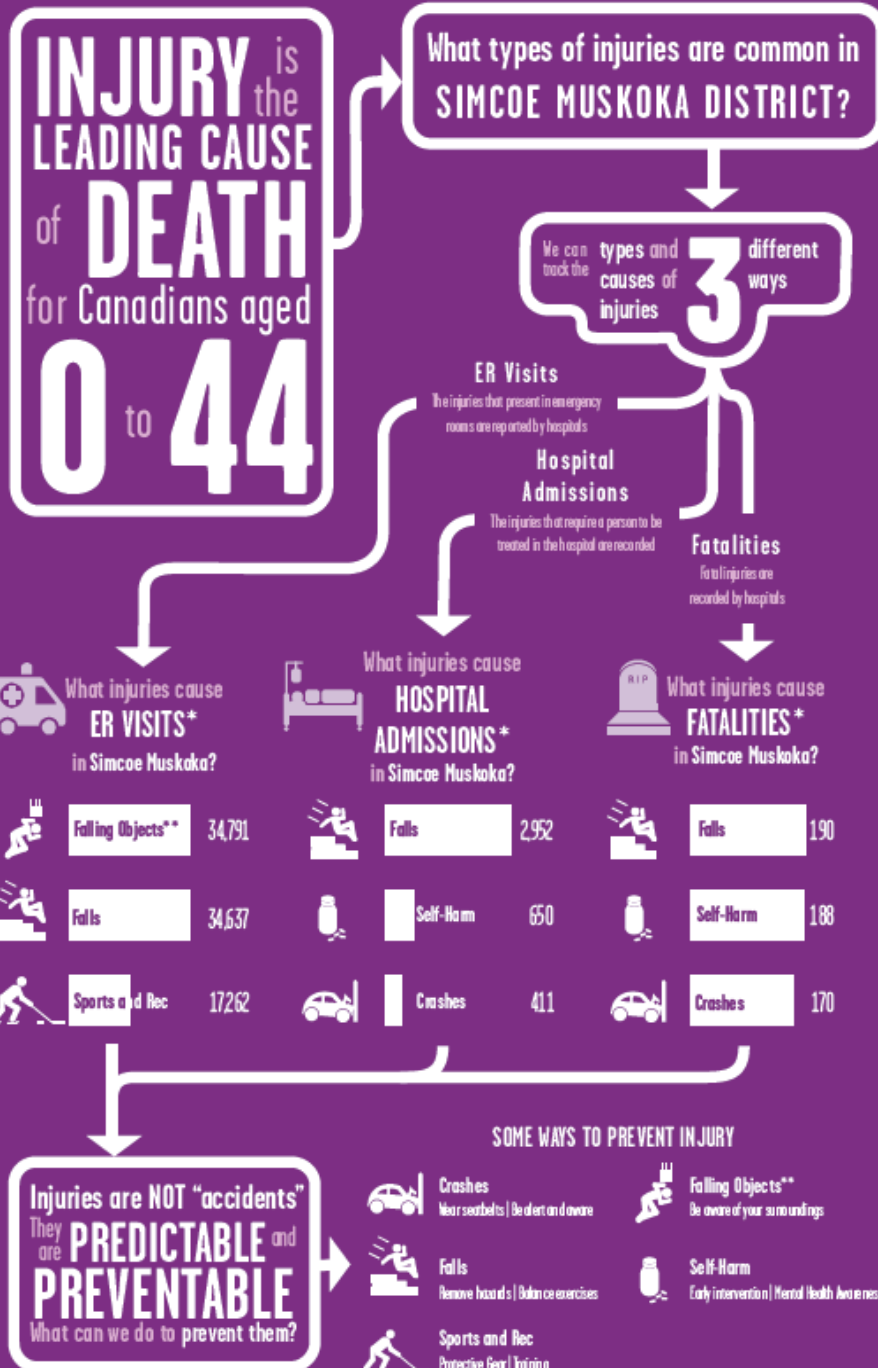
Goal is to decrease the frequency, severity, and impact of preventable injury and substance misuse in Simcoe Muskoka



FALLS

ROAD SAFETY

SUBSTANCE
MISUSE



FALLS PREVENTION



Falls
85% of all injury-related hospitalizations are due to falls in those over 65

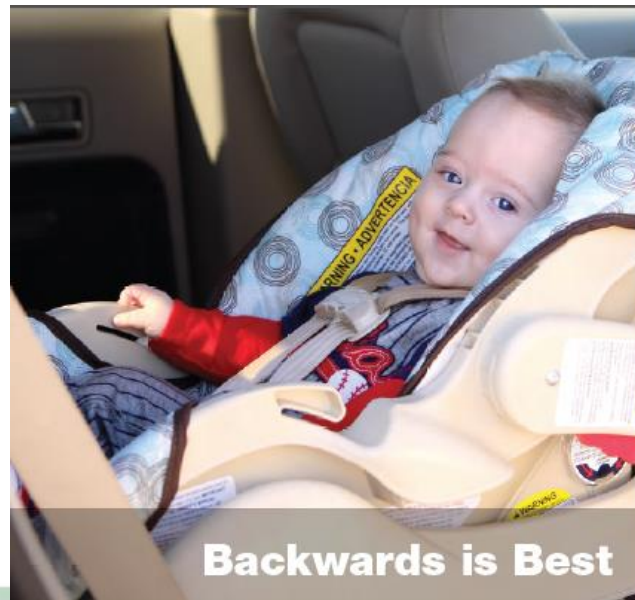


SAFE ENVIRONMENTS FOR TRAVELLING



**SHARE
THE ROAD**

A screenshot of a SoundCloud audio player interface. On the left is a small video thumbnail showing emergency responders at a scene. The main area shows the artist name 'KimMitchell', the track title 'Don't Drink & Drive, Kim Mitchell "...', and a waveform. The duration is 0:30 and the play count is 4,198. A 'Cookie policy' link is visible at the bottom left of the player.



Backwards is Best

SUBSTANCE MISUSE PREVENTION

Medicine Clean Out



Dispose of unused and expired medicines

Instead of flushing or throwing out your medication...

Take them to any pharmacy for safe disposal



Beer and wine in a grocery store near you, and five other possible reforms to Ontario's liquor distribution system

ASHLEY CSANADY | March 13, 2015 | Last Updated: Mar 13 9:59 AM ET
More from Ashley Csanady | @AshleyCsanady



Ontario's liquor-store monopoly could soon open up beer and wine sales to grocery stores. J.P. Maczalski / The Canadian Press



CANADA'S LOW RISK DRINKING GUIDELINES SUGGEST THAT WOMEN CONSUME NO MORE THAN HOW MANY DRINKS OF ALCOHOL IN A WEEK?

- 1. 3
- 2. 5
- 3. 7
- 4. 10



HEALTH CONNECTION



**HEALTH CONNECTION – FREE CONFIDENTIAL
HEALTH INFORMATION AND ADVICE**



HEALTH CONNECTION

*available
where you are*



Tel: 705-721-7520

Toll free: 1-877-721-7520

www.simcoemuskokahealth.org

to email visit www.smdhu.org/HC

Mon. to Fri.: 8:30 am to 4:30 pm



Health Connection

Free confidential
health information
and advice at your
fingertips



- Provides one-to-one access to PHN, PHI or CSR for clients
- Serves as the intake for requests for service and referrals to health unit programs and services
- Links people to community services and supports
- Receives complaints from the public related to public health concerns
- Contact may originate from individual or community clients (e.g. HCP, local business)



HEALTH CONNECTION RESPONDS TO THE PUBLIC THROUGH WHICH OF THE FOLLOWING:

1. Phone
2. Email
3. Drop-ins
4. Social Media (Facebook & Twitter)
5. Any of the above

HEALTH CONNECTION STATISTICS

Over 34,435 inquiries

Reasons for contacting Health Connection

- obtain information
- book an appointment
- access services
- report something

Top five areas of inquiry

- Immunizations
- Healthy Pregnancy
- Sexual Health
- Breastfeeding
- Tobacco



HEALTHY SCHOOLS PROGRAM

Goals:

- Optimal health, developmental potential and learning of school-aged children and youth in Simcoe County and the District of Muskoka.
- Health unit, school/school board staff, students, parents and community partners are engaged in efforts to make school communities a healthy place for all.

Provision of services and programs within schools are included in multiple OPHS requirements.

STUDENTS WHO ATTEND HEALTHY SCHOOLS:

1. Concentrate and learn better in class
2. Attend school more regularly
3. Can interact more effectively with their peers
4. All of the above

ROLES ON HEALTHY SCHOOLS TEAM

- School PHNs
- School Board Liaison PHNs
- All team members support community partnerships with schools

PREVIOUS BOARD ADVOCACY ITEMS FOR HEALTHY LIVING SERVICE AREA

- Smoke-free Ontario, Contraband Tobacco, e-cigarettes
- Food Security, Marketing to Children (Food & Beverages), Sodium & Trans Fat Regulations
- Active Transportation, Walkable Communities, Physical Literacy
- Tanning Bed Legislation
- Increased fines for use of Phones while Driving, Cycling Safety Legislation
- Maintaining one vendor access for alcohol, reducing access to opioids

THANK YOU

