

**Report to
Rapport au:**

**Ottawa Board of Health
Conseil de santé d'Ottawa
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**SUBJECT: BUILDING A HEALTHIER OTTAWA: OTTAWA PUBLIC HEALTH
STRATEGIC PLAN 2015 – 2018 – FINAL REPORT**

**OBJET: FAIRE D'OTTAWA UNE VILLE PLUS SAINE : PLAN STRATÉGIQUE DE
SANTÉ PUBLIQUE OTTAWA 2015-2018 – RAPPORT FINAL**

REPORT RECOMMENDATION

That the Board of Health for the City of Ottawa Health Unit receive this report for information.

RECOMMANDATION DU RAPPORT

Que le Conseil de santé pour la circonscription sanitaire de la Ville d'Ottawa prenne connaissance de ce rapport à titre d'information.

EXECUTIVE SUMMARY

In April 2015, the Board of Health approved Ottawa Public Health's (OPH) 2015-2018 Strategic Plan, which addressed key public health challenges in Ottawa and identified a series of strategic directions to advance population health. As the current term is coming to an end, this report presents a summary of the 2015-2018 accomplishments. More detailed information can be found in the Discussion section of this report as well as in previous Board reports on these strategic initiatives.

Strategic Direction #1 – Inspire and Support Healthy Eating and Active Living

Building on the childcare Healthy Eating Active Living (HEAL) guidelines, OPH partnered with over 400 intermediaries in afterschool programs, retirement homes and shelters to expand these guidelines and provide partner organizations with the skills to promote healthy behaviours for their clients through more supportive environments.

To increase access to healthy food and empower residents to make healthier choices at point-of-purchase, the Good Food Corner Store (GFCS) initiative was piloted in eight Ottawa corner stores.

OPH continued to calculate Nutritious Food Basket (NFB) information about the cost of a nutritious diet in relation to individual and family incomes. This information is used to advocate for policies and funding to ensure healthy food is available to everyone, regardless of income.

To promote cycling safety, OPH collaborated with Safer Roads Ottawa to host over 50 events, engaging with approximately 3,000 residents. In addition, walkability and walking safety were promoted through 90 assessments in school communities.

Finally, OPH collaborated with partners to advance the natural and built environment from a health perspective. Most notably, OPH contributed to the development of *My Community My Health* videos to raise awareness about the health impacts of the built environment and to foster and inform community input into planning.

Strategic Direction #2 - Foster Mental Health in Our Community

The ***have THAT talk*** campaign sought to decrease stigma while increasing awareness and knowledge of community resources for mental health. The campaign has also supported children, youth, families, caregivers and professionals to talk about mental health in a safe and open way.

OPH developed and launched the first **mental health surveillance report** in Ottawa's history. Following its release, OPH began engaging community partners and stakeholders to share findings and explore opportunities for additional mental health promotion work.

OPH has engaged stakeholders and the public through a series of online and in-person discussions on excessive alcohol use. The information gathered laid the foundation for the ***Status of Alcohol in Ottawa*** report, which contained community perspectives and local epidemiological data, including acute, chronic and second-hand effects of alcohol use.

OPH has sought to **reduce harms from prescription and other opioids** by: making recommendations on prescription guidelines; initiating discussions with partners on opportunities for local collaboration; and launching the "Secure Your Meds" awareness campaign. OPH also created overdose awareness training (OAT) and naloxone administration training (NAT) that includes information on opioids and fentanyl, and their presence in Ottawa. OPH also started the first government-approved supervised consumption service in Ottawa, leading to reversals of overdoses and referrals of clients to substance use treatment and other support.

In 2015, *safeTALK - Suicide Alertness for Everyone* training was made available to all City staff, volunteers, and learners and, in 2016, OPH developed a ***Suicide Prevention Guideline***, which further supports internal staff, volunteers, and learners. Finally, because community mobilization and knowledge exchange are key to preventing suicide, OPH maintains key clinical partnerships with various agencies.

Strategic Direction #3 - Enhance Collective Capacity to Reduce Preventable Infectious Diseases

Beginning in 2015, OPH implemented a multi-phase **immunization strategy** that has: increased the number of up-to-date immunization records of all children and youth attending schools and licensed childcare centres; included best practices for serving under-immunized residents who are at greater risk for vaccine preventable diseases; and expanded promotion of immunization for all ages.

In 2015, OPH launched a three-year [Sexual Health Strategy](#) to address the rise in most Sexually Transmitted and Blood Borne Infections (STBBIs). Most notably, OPH's health equity approach emphasized meeting the service needs of priority populations that have difficulty accessing health services and populations known to experience the greatest burden of STBBIs (including HIV), unplanned pregnancy and harm from drug use.

A **rapid response team** was created to support specific programs experiencing additional workload pressures. This team was deployed for larger institutional outbreaks, as well as clusters of infectious diseases.

Finally, several advancements were made to build capacity to prevent, treat and control the spread of infectious disease in Ottawa. Most notably, OPH's **Infection Prevention and Control team** works collaboratively to share expertise through a blended model of education and capacity building. Additionally, OPH developed capacity to ensure a 24-hour IPAC response and re-designed its website to include IPAC resources and educational materials for health professionals and the public.

Strategic Direction #4 - Develop an Adaptive Workforce for the Future

To enable OPH to more efficiently and effectively address the community's changing needs and to improve the impact of public health services through more culturally-appropriate services, OPH expanded interdisciplinary team-based service models to respond rapidly to community needs, improved employee engagement, advanced learning and development opportunities, and expanded outreach and engagement of diverse communities.

Strategic Direction #5 – Advance Healthy Public Policy

OPH has employed a range of approaches and worked with a number of sectors and stakeholders to address emerging issues of public health significance. Public health issues that were, and in many cases continue to be, advanced include:

- **Smoke-Free Legislation:** Worked to address regulatory gaps in local by-laws and sought to influence at the municipal, provincial, and federal level.
- **Legalization of Cannabis:** Sought to influence legalization of cannabis by analyzing the public health impacts and providing input into the development of legislation.
- **Health Equity:** Developed a framework for OPH's role in the reduction of health inequities and support for action to improve the social, economic and physical environments that influence health.
- **Advancing Healthy Built Environment Policies:** Sought to influence policies at the municipal and provincial level by providing a health perspective on policies and plans that influence the built environment's growth and development.

- **Reducing Harms from Gambling:** Established the Ottawa Gambling Harm Prevention Network, in collaboration with key partners and stakeholders, to implement interventions aimed at preventing harms from gambling.

RÉSUMÉ

En avril 2015, le Conseil de santé a approuvé le plan stratégique 2015-2018 de Santé publique Ottawa (SPO), qui traitait des principaux enjeux à Ottawa en matière de santé publique et proposait une série d'orientations stratégiques en vue d'améliorer la santé de la population. Le mandat du Conseil tirant à sa fin, le présent rapport propose un résumé de ce qui a été réalisé de 2015 à 2018. De plus amples renseignements se trouvent dans la section « Analyse » du présent rapport ainsi que dans les précédents rapports du Conseil portant sur ces initiatives stratégiques.

Orientation stratégique n° 1 – Promouvoir et appuyer l'adoption d'une alimentation saine et d'un mode de vie actif

S'appuyant sur les lignes directrices pour une saine alimentation et une vie active (SAVA) dans les garderies, SPO a collaboré avec plus de 400 intermédiaires des programmes parascolaires, des maisons de retraite et des refuges pour élargir ces lignes et donner l'occasion aux organismes partenaires d'acquérir les compétences nécessaires pour favoriser des comportements sains chez leurs clients au moyen d'environnements plus favorables.

De plus, l'initiative « Dépanneur bonne bouffe » (« Dépanneur santé ») a été lancée en tant que projet pilote dans huit dépanneurs d'Ottawa afin d'accroître l'accès à la nourriture saine et de permettre aux résidents de faire de meilleurs choix dans les points de vente.

Par ailleurs, SPO a continué de calculer le coût d'une alimentation équilibrée avec l'outil du panier de provisions nutritif (PPN) en fonction du revenu des personnes et des familles. Cette information sert à promouvoir l'élaboration de politiques et l'octroi de fonds visant à ce que toutes les personnes, quel que soit leur revenu, aient accès à des aliments sains.

En vue de promouvoir la sécurité à vélo, SPO a organisé, en collaboration avec Sécurité des routes Ottawa, plus de 50 événements auxquels ont participé environ 3 000 résidents. De plus, 90 évaluations ont été réalisées dans les milieux scolaires afin de promouvoir le potentiel piétonnier et la sécurité des piétons.

Enfin, SPO a collaboré avec différents partenaires pour promouvoir l'angle de la santé dans l'environnement naturel et bâti. Plus particulièrement, elle a participé à la création des vidéos *Ma communauté, ma santé*, qui visent à sensibiliser la population aux répercussions de l'environnement bâti sur la santé et l'inciter à se prononcer sur la planification.

Orientation stratégique n° 2 – Favoriser la santé mentale dans la communauté

La **campagne temps D'EN parler** vise à lutter contre la stigmatisation et à informer la population des ressources communautaires existantes en santé mentale. La campagne encourageait aussi les enfants, les jeunes, les familles et les professionnels et prestataires de soins à parler de santé mentale ouvertement et sans crainte.

SPO a produit et lancé le tout premier **rapport de surveillance de la santé mentale** d'Ottawa. Suivant sa publication, SPO a commencé à solliciter les partenaires communautaires et les intervenants pour échanger sur leurs constats et explorer les occasions d'accroître les efforts de promotion de la santé mentale.

En outre, SPO a mobilisé les intervenants et le public par une série de discussions en ligne et en personne sur la consommation excessive d'alcool. L'information recueillie a jeté les bases du rapport **L'alcool à Ottawa**, qui présente une perspective communautaire et des données épidémiologiques locales, notamment sur les effets aigus, chroniques et secondaires de la consommation d'alcool.

Pour tenter de **réduire les risques liés aux médicaments sur ordonnance et aux opioïdes**, SPO a pris différentes mesures : formulation de recommandations concernant les lignes directrices en matière d'ordonnances, discussions avec des partenaires sur les occasions de collaboration à l'échelle locale et lancement de la campagne de sensibilisation *Sécurisez vos médicaments*. De plus, SPO a conçu une formation de sensibilisation à l'égard des surdoses et une autre sur l'administration de la naloxone, qui fournit des renseignements sur les opioïdes et le fentanyl, et leur présence à Ottawa. En outre, SPO a mis en œuvre le premier centre d'injection supervisée d'Ottawa approuvé par le gouvernement, ce qui a permis de renverser des symptômes de surdose et d'aiguiller les clients vers les services de traitement de la toxicomanie ou d'autres types de ressources.

Dès 2015, la formation *safeTALK – Vigilance à l'égard du suicide pour tous* a commencé à être offerte au personnel, aux bénévoles et aux apprenants de la Ville d'Ottawa, puis, en 2016, SPO élaborait le document **Ligne directrice : Prévention du suicide** afin d'offrir plus de soutien à ces derniers. Enfin, comme la mobilisation

communautaire et l'échange des connaissances sont des ingrédients essentiels pour prévenir le suicide, SPO poursuit ses partenariats clés avec différents organismes qui œuvrent en cliniques.

Orientation stratégique n° 3 – Améliorer la capacité à réagir aux menaces pour la santé publique

À partir de 2015, SPO a mis en œuvre une **stratégie d'immunisation** en plusieurs étapes, qui a permis d'accroître le nombre de dossiers d'immunisation à jour pour les enfants et les jeunes fréquentant une école ou un centre de garde agréé, de proposer des pratiques exemplaires en matière de prestation de services aux personnes insuffisamment immunisées ou à risque de maladies évitables par la vaccination, et d'augmenter la promotion de l'immunisation à tout âge.

Aussi en 2015, SPO lançait sa [stratégie en matière de santé-sexualité](#) triennale afin de réagir à la hausse de la plupart des infections transmissibles sexuellement et par le sang (ITSS). Entre autres, l'approche d'équité en matière de santé de SPO visait à répondre aux besoins des populations prioritaires qui peinent à accéder aux services de santé et aux populations aux prises avec le fardeau le plus élevé d'ITSS (y compris le VIH), de grossesses non planifiées et de méfaits causés par la consommation de drogue.

Par ailleurs, une **équipe d'intervention rapide** a été formée pour soutenir certains programmes pour lesquels la charge de travail était importante. Elle a notamment été dépêchée lors d'importantes éclosions en établissement et pour intervenir dans des foyers de maladies infectieuses.

Enfin, plusieurs mesures ont été prises pour accroître la capacité à prévenir et à traiter les maladies infectieuses à Ottawa ainsi qu'à en contrôler la propagation. Plus particulièrement, l'**Équipe de prévention et de contrôle des infections** de SPO travaille en partenariat en vue d'un échange d'expertise au moyen d'un modèle mixte d'éducation et de renforcement des capacités. La SPO a notamment augmenté sa capacité à intervenir dans un délai de 24 heures en matière de prévention et de contrôle des infections (PCI), et a procédé à la refonte de son site Web pour y inclure les ressources et le matériel informatif en la matière destinés au public et aux professionnels de la santé.

Orientation stratégique n° 4 – Développer une main-d'œuvre adaptable pour l'avenir

Pour permettre à SPO de répondre efficacement aux besoins en constante évolution de la population, et pour accroître l'incidence des services de santé publique par une intervention mieux adaptée sur le plan culturel, SPO a élargi ses modèles de services axés sur les équipes interdisciplinaires afin d'intervenir rapidement, favorisé l'engagement des employés, multiplié les occasions d'apprentissage et de perfectionnement et amélioré la sensibilisation et la mobilisation de communautés diverses.

Orientation stratégique n° 5 – Promouvoir une politique publique saine

SPO a utilisé une vaste gamme d'approches et travaillé avec différents secteurs et intervenants pour faire face aux nouveaux enjeux d'intérêt public. En voici certains qui ont été ou continuent d'être prioritaires :

- **Réglementation sans fumée** : Efforts visant à résoudre les lacunes de la réglementation et à exercer de l'influence aux échelles municipale, provinciale et fédérale.
- **Légalisation du cannabis** : Efforts visant à influencer les tenants et aboutissants de la légalisation du cannabis par l'analyse des répercussions sur la santé publique et participation à l'élaboration de la loi.
- **Équité en matière de santé** : Élaboration d'un cadre de référence sur le rôle de SPO dans la réduction des inégalités en matière de santé et appui aux mesures visant à améliorer l'environnement social, économique et physique ayant une incidence sur la santé.
- **Promotion des politiques en matière d'environnement bâti sain** : Efforts visant à influencer les politiques municipales et provinciales par l'ajout d'une perspective santé dans les politiques et les plans ayant une incidence sur la croissance et le développement de l'environnement bâti.
- **Réduction des méfaits découlant du jeu** : Mise sur pied du Réseau de prévention des méfaits du jeu d'Ottawa en collaboration avec des partenaires et intervenants clés en vue de concevoir des interventions visant à prévenir les méfaits découlant du jeu.

BACKGROUND

A strategic plan creates a four-year vision to guide decision-making and orient the delivery of public health programs and services in order to advance and improve population health. The strategic planning process provides a valuable opportunity for clients, the public and Board Members to inform and shape the delivery of public health services.

At its meeting of April 20, 2015, the Board of Health approved a report titled [Building a Healthier Ottawa: Ottawa Public Health Strategic Plan 2015 – 2018](#), which set out a roadmap and vision for the organization for the duration of the Board's term and provided a framework to guide future decision-making. The Strategic Plan addressed key public health challenges in Ottawa and identified a series of strategic directions to advance population health.

Strategic Direction #1 – Inspire and Support Healthy Eating and Active Living

Strategic Direction #2 - Foster Mental Health in Our Community

Strategic Direction #3 - Enhance Collective Capacity to Reduce Preventable Infectious Diseases

Strategic Direction #4 - Develop an Adaptive Workforce for the Future

Strategic Direction #5 – Advance Healthy Public Policy

Throughout the term, OPH has reported on plans for implementing these strategic priorities and on progress made.

DISCUSSION

Reporting back on progress enables OPH to demonstrate accountability to the Board, the Ministry of Health and Long-Term Care (MOHLTC), community and health care partners, as well as to the public and the communities it serves. Accordingly, the purpose of this report is to inform the Board of the sum of accomplishments in advancing the five (5) strategic priorities adopted for the 2015-2018 term.

Strategic Direction #1 – Inspire and Support Healthy Eating and Active Living

In February 2016, the Ottawa BOH approved five (5) strategic initiatives under Strategic Direction #1. These related to expansion of the Health Eating Active Living (HEAL) guidelines to other sectors, organizations and workplaces; improving access to and uptake of healthier choices where food is purchased; working with food security

partners to strengthen local food systems; promoting active transportation and leisure; and advancing natural and built environments.

Over the past four years, OPH has worked to create social and physical environments that support healthy eating and active living and enable people to improve their health.

Using lessons learned from the development and implementation of the childcare HEAL guidelines, OPH partnered with over 400 intermediaries in afterschool programs, retirement homes and shelters to expand these guidelines and provide partner organizations with the skills to support healthy behaviours for their clients. In particular, 67 childcare cooks received OPH's newly developed training, which facilitates sustainable learning options for cooks to optimize nutritional quality and eating environments in institutional settings. Food skills and physical literacy were promoted through easy to use tools to implement HEAL guidelines, such as the *I Love to Cook and Play* and *I Love to Garden* programs. Furthermore, the *Sip Smart* program was implemented in 44 schools, with key messages being delivered to over 15,000 students and 250 teachers/coaches at track and field events. This was an engaging strategy that influenced children and youth to make healthy beverage choices. The materials and capacity created continue to be used by community partners.

Influencing changes to the retail food environment has been an area of focus for OPH, with the goals of increasing access to healthy food and empowering residents to make healthier choices at point-of-purchase. To this end, the Good Food Corner Store (GFCS) initiative was designed and pilot tested in eight Ottawa corner stores. Its objective is to increase access to fresh fruit, vegetables and other healthy staples in some of the city's most vulnerable neighbourhoods, where access to grocery stores is limited. All corner stores who took part in the pilot project experienced an improvement in the stocking of fresh produce and/or healthier food staples. Eighty six percent of corner store owners were either satisfied or very satisfied with the GFCS pilot. All store owners said they would continue selling fresh produce after the end of the pilot and they reported improved skills on how to display fresh produce to make it more attractive to customers. The results of this innovative, practice-based research were shared with other municipalities looking to implement similar strategies. OPH also played a key role in implementing the *Healthy Menu Choices Act, 2015* in over 1,200 restaurants and food vendors to help residents make informed food decisions when eating away from home.

Food insecurity, meaning the inadequate or insecure access to nutritious food due to lack of money, impacts 1 in 15 Ottawa households. Every year, OPH collects the

Nutritious Food Basket (NFB) data to calculate the cost of a nutritious diet in relation to individual and family incomes. In the past three years, NFB data has been disseminated to over 100 individuals and community partners. This information is used to advocate for policies and funding that aim to ensure healthy food is available to everyone, regardless of income. OPH has partnered with a number of food security organizations to advance collective goals, notably establishing and implementing nutrition guidelines for food purchasing with the Ottawa Food Bank and member agencies to increase the availability of healthy, affordable and culturally-appropriate foods.

Putting measures in place to increase safe walking and cycling can reduce air pollution, greenhouse gas emissions and traffic while achieving better health through increased physical activity. To promote cycling safety in the community, OPH collaborated with Safer Roads Ottawa to host over 50 events, providing over 500 helmets and engaging with approximately 3,000 residents. Walkability and walking safety were promoted through 90 assessments in school communities and the establishment of a tier system to recognize schools committed to making school active transport sustainable. In the past 3 years, OPH has offered presentations to over 250 classrooms and 40 parents' meetings on supporting a safe and walkable/wheelable environment.

The built environment and time spent in nature have substantial impacts on the health and well-being of individuals and communities. OPH has collaborated with a number of partners to advance the natural and built environment from a health perspective. A key partnership with the City Planning, Infrastructure and Economic Development department and other stakeholders led to the development of *My Community My Health* videos, which raise awareness about the health impacts of the built environment, to foster and inform community input into planning. Additionally, OPH developed three seasonal educational videos, collaborated with the Canadian Public Health Agency to develop a toolkit for decision makers, and hosted a professional development forum for over 100 people, in collaboration with the Healthy Kids Community Challenge, to raise awareness of the benefits of outdoor play. OPH also used a health lens in reviewing selected community design plans and policies to support creation of environments that promote active transportation, as well as participated in the development of the City's Urban Forest Management Plan.

In addition to the above, and also related to Strategic Priority #1, OPH has worked to protect vulnerable populations through restrictions on marketing of foods and beverages. Specifically, in April 2017, the Ottawa BOH approved OPH's consultation plan on restricting marketing of foods and beverages to children and youth (M2CY). The main objective was to ensure that Ottawa residents, City of Ottawa departments and

other interested parties had the opportunity to provide input on the potential for reducing marketing to children through municipal actions.

Policies focused on improving our food environments, such as restricting M2CY, can help improve Canadians' eating habits. To understand the community's perspectives on this issue, OPH conducted citywide consultation with over 1,500 people who participated through various methods. The process showed that the vast majority of the community supports restricting M2CY and it generated ideas on actions to reduce M2CY in Ottawa.

Further to the above, in February 2018, the Ottawa BOH approved OPH's 2018 approach to the marketing of unhealthy food and beverages to children and youth, which included two focus areas: community action and supporting federal legislation.

OPH disseminated the 2017 consultation results to the public, partners and stakeholders and provided additional opportunities for action through further discussion with these groups. OPH staff met with key stakeholders, such as the Ottawa Public Library, Ottawa School Boards and childcare facilities, to discuss the implementation of actions identified through the consultation. These actions are ongoing and will continue to be a priority for OPH in order to create supportive and healthy environments for children and youth. To advance healthy public policies at the national level, OPH has supported federal legislation by participating in consultations such as the August 2018 Health Canada Marketing to Children Consultation.

In the next term, HEAL activities will build on these accomplishments with a focus on engaging the community to create supportive environments that make it easier to eat healthy and be active.

Strategic Direction #2 - Foster Mental Health in Our Community

In June 2016, the Board of Health approved OPH's plan to *Foster Mental Health in Our Community*, which included six strategic initiatives in the broad areas of mental health awareness and stigma reduction; building a more resilient community by reducing harms from substance use; and suicide prevention. Below are highlights and impacts from each of the strategic initiatives for Strategic Direction #2.

a) *have THAT talk*: Optimal Mental Health and Stigma Reduction Campaign

The *have THAT talk* campaign, including videos, activity guide and workshops, has aimed to decrease stigma while increasing awareness and knowledge of community resources. The campaign has also supported children, youth, families, caregivers and

professionals to talk about mental health in a safe and open way. With the workshops for professionals, OPH has helped increase capacity of intermediaries to support priority populations' mental health needs and better support them to access community mental health supports.

The videos and activity guide have been promoted, and are being used by a number of organizations with their staff, including: Bell Canada, the Children's Hospital of Eastern Ontario, the Centre for Addiction and Mental Health, the Canadian Mental Health Association (CMHA), Federal Government Departments, School Boards, Ontario Health Units, Community Health and Resource Centres and many more.

To date, the videos have received 1.4 million views and the activity guide is being used by all Ottawa area school boards as well as by Carleton University. A voluntary online survey accompanies the videos and 89% of respondents reported that the videos increased their knowledge on the mental health topic covered.

Two (2) additional videos, and an accompanying activity guide, are currently being developed to focus on newcomer and ethno-cultural mental health promotion. These resources are scheduled to be launched in 2019.

OPH delivers five (5) workshops framed with the *have THAT talk* videos. These capacity-building and educational workshops reached 515 staff and intermediaries from 40 different local organizations that support priority populations. The workshops increased service providers' capacity to promote mental health, reduce stigma and increase awareness of community resources. Recent evaluations show that 91% of participants state they now have greater knowledge of mental health and will include information from workshop in their work.

b) Mental Health Epidemiological Report

OPH developed and launched the first mental health surveillance report in Ottawa's history and is the first public health agency to apply the Public Health Agency of Canada framework on the determinants of mental health at the local level. To help translate knowledge about the factors that promote positive mental health, the *Status of Mental Health in Ottawa Report 2018* was accompanied by the *Promoting Mental Health in Ottawa Summary Report 2018*.

Following the release of these documents, OPH began engaging community partners, policy makers, service providers, and individuals and groups with lived and living

experience, to share findings from the report and explore opportunities for mental health promotion.

To date, 65 service providers from 24 organizations have attended community engagement sessions, including: Capital Rainbow Refuge, Centretown Community Health Centre, Sout-East Ottawa Community Health Centre, MAX Ottawa, Ottawa Hospital, Mothercraft Ottawa, Conseil des écoles publiques de l'est de l'Ontario (Public French Board), Rideau-Rockcliffe Community Resource Centre, Centre Psychosocial (Guy Bouchard), Collège La Cité, La Cité des Affaires, Conseil économique et social d'Ottawa-Carleton and Université d'Ottawa.

Findings from the report, combined with feedback from the community, will inform future program planning and help identify next steps for promoting positive mental health at OPH and in our community. A follow-up report will summarize the findings from the community engagement sessions.

c) Mentally Healthy Workplaces

OPH supports the implementation of the National Standard for Psychological Health and Safety in the Workplace, both internally and externally to OPH, through consultations with workplaces and by hosting workshops.

OPH's work to promote mental health within Ottawa workplaces highlights the important role that workplaces play in the prevention of mental harm and the promotion of employees' well-being. Our partners continue to embrace and promote the workplace *have THAT talk* videos locally, provincially and nationally.

The Department of National Defense and Canada Border Services Agency have been using the Workplace *have THAT talk* videos and guide for staff training. In addition, the Canada School of Public Service, which is the learning department for the Federal Government of Canada, has signed a copyright agreement with OPH to use the videos on their internal website. This initiative will reach over 220,000 employees with the Workplace *have THAT talk* video series. Further, the videos have been incorporated into two national workplace e-modules: the Mental Health Commission of Canada and the Canadian Centre for Occupational Health and Safety's online training called "Being a Mindful Employee: An Orientation to Psychological Health and Safety in the Workplace"; and the Great West Life Centre for Mental Health in the Workplace training called "On the Agenda".

In collaboration with *Workplace Safety and Prevention Services*, OPH supported the delivery of a series of Workshops on the Psychological Standard in the Workplace. Twelve Ottawa workplaces participated in the series, including The Ottawa Hospital, The Ottawa Mission, Hospice Care Ottawa, the Centre for Addiction and Mental Health, Royal College of Physicians and Surgeons, and more. In addition, OPH provides ongoing support and engagement to the Ottawa Carleton District School Board, the Crossroads Children's Mental Health Centre, Correctional Services Canada, and United Way EARN (Employment Accessibility Resource Network).

d) Towards a Culture of Alcohol Moderation

This strategic initiative aimed to create a supportive environment for mental health and increase community resiliency by working to shift the culture of drinking towards a culture of moderation and thereby decrease alcohol-related harms.

OPH engaged stakeholders and the public through a series of online and in-person discussions to reframe heavy and binge alcohol consumption from an issue of individual choice and consequence, to an issue that affects the community at large.

Following the survey, OPH engaged with over 40 organizations to discuss collective actions that could be taken to promote a culture of moderation related to alcohol use. These discussions focused on evidence-based alcohol policies, approaches and interventions targeted at a population level and with at-risk populations, and exploration of opportunities and readiness for community and policy action in the future.

Information gathered from community and stakeholder consultations laid the foundation for the *Status of Alcohol in Ottawa: Let's Continue the Conversation* report. The report contained community perspectives on alcohol use from the online "*Have Your Say*" survey, statements from collaborating organizations, and local epidemiological data. It provided a picture of the current status of alcohol use in Ottawa and included acute, chronic and second-hand effects of alcohol use.

Following the release of the report, OPH:

- **Disseminated the *Status of Alcohol in Ottawa: Let's Continue the Conversation* report** to community members and stakeholders. OPH specifically focused on drawing attention to the documented second-hand effects of alcohol consumption and to the stories from the online survey to highlight alcohol excessive consumption is a community issue.
- **Sought opportunities for collaborative action** by bringing multiple sectors from the community in order to discuss alcohol issues and how to address them.

- **Adapted best practices** to Ottawa. OPH has worked to increase self-referral by promoting self-screening tools, using the *Check Your Drinking* self assessment website, and developing the Alcohol Standard Drink Activity for adults and post-secondary schools.

e) Reducing Harms from Prescription Medications

OPH has sought to reduce harms from prescription and other opioids, with a specific focus on supporting medical professionals and parents by: making recommendations on prescription guidelines; initiating discussions with partners on opportunities for local collaboration; and launching the “Secure Your Meds” awareness campaign.

With the rapid evolution of the opioid crises in 2017, OPH: undertook a strategy to address the community needs and demand to better address substance use in our community including:

- Expanded the Ottawa Overdose Prevention and Response Taskforce
- Launched the stopoverdoseottawa.ca website
- Trained principals and vice principals in all 4 school boards on intranasal naloxone administration and naloxone was made available in all high schools and some elementary schools
- Launched various campaigns regarding Reducing Harms from Prescription Medications and Illicit Drugs, including: Secure your Meds, Party Safe, Emoji Opioid Awareness Campaign, Your Minute Campaign and PROMise2018
- launched a promotion campaign to increase opioid awareness during welcome week in partnership with Ottawa Paramedics, OC Transpo and Ottawa’s post-secondary institutions

OPH also created overdose awareness training (OAT) and naloxone administration training (NAT) that includes information on opioids and fentanyl, and their presence in Ottawa. The training prepares participants to recognize the signs and symptoms of an opioid overdose and learn how to respond quickly and effectively to an opioid overdose, including how to administer naloxone.

To date, this training has reached over 550 people through seven post-secondary sessions, almost 2,000 people through 56 sessions hosted by community agencies and 120 employees of local bars. OPH was also able to reach 130 community partners through a two-part Opioid Awareness Web Series and offered Parent Info Sessions on opioid awareness at different school locations across the city.

OPH also worked with many partners, including pharmacists, to offer Naloxone administration training for residents of the City. One example of these collaborations is the monthly Opioid Awareness and Naloxone Administration training to St John Ambulance employees, first aid participants and the general public. St John Ambulance provides training logistics and promotion, OPH provides opioid awareness training, and Sobeys Pharmacy provides the naloxone kits and administration training. Fourteen sessions have been provided to date with approximately 500 participants trained.

In addition, OPH employees attended local music festivals to provide overdose awareness outreach directly to attendees. During these festivals, OPH had over 3,400 interactions related to *sex it smart*, opioid awareness and other health related questions.

As a result of these interventions and an increased presence in the media, residents have increased awareness of the risks of opioid use and knowledge of naloxone administration, including recognizing the signs and symptoms of an opioid overdose.

f) Suicide Safer Ottawa

Ottawa Public Health has contributed to suicide prevention, building capacity with City of Ottawa employees, and various community partners.

In 2015, *safeTALK - Suicide Alertness for Everyone* training was made available to all City staff, volunteers, and learners via the City of Ottawa Learning Centre and, in 2016, OPH developed a *Suicide Prevention Guideline*, which was disseminated via the City's intranet portal in order to further support internal staff, volunteers, and learners.

Also in 2016, the *safeTALK Implementation Procedure* was approved to support the delivery and coordination of all safeTALK activities, as well as supporting safeTALK trainers and community support resources. To date: 2,463 people have received safeTALK training from OPH's mental health team. Through training evaluation forms, 92% of participants reported feeling more confident in conducting a suicide prevention intervention after receiving the training.

Community mobilization and knowledge exchange are key to preventing suicide. To this end, OPH maintains key clinical partnerships with various agencies, including: the Children's Hospital of Eastern Ontario, the Royal Ottawa Hospital, the Youth Services Bureau, Crossroads, the Walk-In Counselling Clinic, Centre Psychosocial, and Parents' Lifelines of Eastern Ontario (PLEO). In addition, OPH has built a strong presence with various organizations, such as: The Community Suicide Prevention Network; The

Ottawa Suicide Prevention Coalition; The Ottawa Bullying Prevention Coalition; The Ottawa Youth Justice Service Network; and the CMHA's Post-Suicide Support Team.

For the past three years, OPH has partnered with the Ottawa Suicide Prevention Coalition (OSPC) to host the annual *World Suicide Prevention Day Breakfast* event which brings together over 100 health care providers, educators and persons with lived experience to raise awareness about suicide prevention initiatives in our community, exchange knowledge on suicide prevention and post-vention evidence, and show support for those whose lives have been impacted by suicide.

In partnership with the Canadian Mental Health Association (CMHA), the Ottawa Police, and the OSPC, a resource was developed on the topic of responsible suicide reporting by media, and three (3) forums were held with over 45 media representatives on how to report on suicide in a safe and effective manner.

Finally, working with the *Community Suicide Prevention Network*, OPH is developing the first Post Suicide Plan for Ottawa. This will provide communities and agencies with a helpful manual and checklist to use following a death by suicide in the community.

Strategic Direction #3 - Enhance Collective Capacity to Reduce Preventable Infectious Diseases

This strategic direction aimed to enhance Ottawa's collective capacity to reduce preventable infectious diseases and build OPH's capacity to prevent, treat and control the spread of infectious disease in Ottawa. As described in the "[Reducing Preventable Infectious Diseases Strategic Direction](#)", there have been historic advances in the prevention, control and treatment of infectious disease worldwide. Despite these advances, infectious diseases continue to pose an ongoing public health threat.

Similar to most other jurisdictions, Ottawa has seen notable fluctuations in infectious diseases over the four years of this strategic plan, such as increases in flu activity during the 2017-2018 flu season, vector-borne illnesses, and sexually-transmitted infections.

Overall, the rate (and number) of infectious diseases reported to Ottawa Public Health increased between 2015 and 2017, and the rate of infectious diseases during 2018 is likely to be the highest reported during the strategic direction period.

With an underlying principle of enhancing partnerships to address infectious diseases, OPH has realized the following achievements:

a) Increase immunization coverage rates and reported coverage rates

Since 2015, OPH has implemented a multi-phase immunization strategy that has: increased the number of up-to-date immunization records of all children and youth attending schools and licensed childcare centres; included best practices for serving under-immunized residents who are at greater risk for vaccine preventable diseases; and expanded promotion of immunization for all ages.

Surveillance

Since the 2014-2015 school year, OPH has performed an annual review of immunization records of all students in Ottawa, which resulted in a 46% reduction (8505 to 4651) in students receiving a suspension order by the 2017-18 school year. Prior to reviewing student records in 2017, 82% of students' immunization records were up to date. After surveillance, 95% of students' records were up to date. Up to date records provide data required for the effective management and prevention of vaccine preventable diseases, which protects the community against these diseases.

In 2017, OPH began to offer provincially required parental education sessions for parents who opt for a non-medical exemption to a vaccine for their child. To date over 200 sessions have been offered.

OPH also worked with 227 licensed childcare providers in implementing the new provincial infection prevention and control protocol, by assisting them to maintain up-to-date immunization records for children and licensed childcare staff.

To facilitate reporting of vaccines, the immunization unit implemented an online tool (ICON) for parents to submit and report their child's immunizations and collaborated with *CANimmunize* in the development and promotion of a mobile application to report vaccines.

Immunization clinics

In 2017, the OPH Immunization Centre provided 8,790 doses of vaccines to individuals who either had no health care provider or who had limited access to a health care provider. OPH is also working with community partners to reduce barriers to immunization, which includes service adjustments to ensure clinics are offered in neighbourhoods that have higher a number of students with incomplete records and providing immunization services to newcomers at the family YMCA, in partnership with Centretown Community Health Centre.

b) Enhancing preparedness to respond to infectious diseases

In 2015, the Healthy Sexuality and Risk Reduction Unit launched a three-year [Sexual Health Strategy](#) to address the rise in most Sexually Transmitted and Blood Borne Infections (STBBIs). Informed by stakeholders, staff and clients, OPH implemented a health equity approach to ensure access to sexual health and harm reduction services for all residents. This put an emphasis on meeting the service needs of priority populations that have difficulty accessing health services and populations known to experience the greatest burden of STBBIs (including HIV), unplanned pregnancy and harm from drug use.

Improving Services to Priority Populations

OPH conducted 31 in-person community consultation meetings to determine perceived community needs, and options for enhanced partnership going forward. Many of these stakeholders provided additional feedback through a “walk-through” of OPH sexual health and harm reduction services. OPH took action to improve the acceptability and safety of services for their respective communities as a result.

In September 2017, in response to an increasing number of overdoses in Ottawa, OPH began offering supervised consumptions services. One of the goals of a SCS is to reduce the transmission of STBBIs among people who inject drugs by reducing the sharing of drug-usage equipment.

Increased Condom Distribution

OPH engaged Ottawa residents in the development of its first branded condoms for Ottawa. Over 5000 citizens voted for their favorite condoms. The overall goals of the campaign were to increase condom use, decrease the rates of chlamydia and gonorrhea, increase comfort levels in discussing condom use and decrease the risk for HIV/AIDS transmission. In 2017, the program distributed over 1,000,000 condoms.

Sexual Health Promotion

OPH launched a new website for youth (thelinkottawa.ca), with over 64,000 hits to the sexual health pages in its first five months of operation. This interest in the website resulted, in part, from a social media campaign that encouraged youth to protect themselves against STBBIs in Ottawa.

a) Reducing the negative impacts of outbreaks; including responding to Infection Prevention and Control lapses

Development of a Rapid Response Team

In 2016, a rapid response team was created to support some specific programs experiencing additional workload pressures. This team was deployed for larger institutional outbreaks, as well as clusters of infectious diseases, such as several Measles cases in 2016. Outbreak management education sessions are now scheduled well in advance of outbreak season, targeting Long Term Care and Retirement Homes, as well as childcare centers. This has resulted in an increased awareness and prevention of influenza-like illnesses.

The work of this team, now referred to as the Surge Response Team, will be shifting to include additional areas of support to programs; most notably to assist with regular seasonal shifts in infectious diseases, as well as to assist with more complex infectious disease case management.

Infection Prevention and Control (IPAC)

OPH has seen a rise in the number of IPAC complaints from Ottawa residents that result in IPAC lapse investigations. In 2018, as of October 15th, OPH has received 49 IPAC complaints related to health professionals. Comparatively, OPH received and responded to 12 complaints in 2016 and 24 in 2017. This is a 104% increase from the previous year. This continues to be an opportunity to build capacity, both internally and externally, to be better able to prevent community IPAC lapses and reduce the ongoing risk to the public.

Within OPH, the IPAC team is comprised of a multi-disciplinary team that includes a public health nurse and a public health inspector working collaboratively to share expertise through a blended model of education and capacity building. Additionally, OPH has developed capacity to ensure an IPAC response 24-hours per day, including weekends and holidays.

Significant work was done by OPH increase capacity for health providers to meet IPAC standards in their practice. A health care providers' needs assessment survey was launched in September 2018. The survey, which continues into 2019, has had 295 community-based healthcare providers and clinic owners respond since its launch (as of October 15, 2018). Preliminary data has begun to yield a better understanding of health care providers' IPAC knowledge and needs. These findings will be used to develop targeted awareness development strategies. Also, OPH re-designed its website to include IPAC resources and educational materials targeting the public and health professionals.

Increased partnership with Public Health Ontario (PHO) and the Ottawa Dental Society allowed for the successful delivery of an IPAC education session that reached an audience of more than 800 delegates. Additional educational opportunities were made available through work with PHO and the Ottawa Medical Association, resulting in meeting additional health care providers' needs with the goal of protecting the public from infections related to IPAC lapses.

In summary, several advancements have been made to build OPH's and partners' capacity to prevent, treat and control the spread of infectious disease in Ottawa. Despite these, infectious diseases continue to pose an ongoing public health threat. The prevention and control of infectious disease is core public health work that requires continued focus.

Strategic Direction #4 - Develop an Adaptive Workforce for the Future

OPH has reported twice on this Strategic Direction; in June 2016 through the report titled "Developing an Adaptive Workforce for the Future" (ACS2016-OPH-IQS-0005) and in September 2017 through an IPD memo titled "Adaptive Workforce Strategic Direction: Update" (ACS2017-OPH-PCS-0001-IPD) (September 2017).

The aim of this strategic direction was to enable OPH to more efficiently and effectively address the community's changing needs through greater use of technology, expand the health unit's reach, and ultimately improve the impact of its public health services through more culturally appropriate services. Key accomplishments include:

- Expanded interdisciplinary team-based service models to respond rapidly to community needs, including; Ottawa 2017 Special Events; infection prevention and control lapses; the opioid crisis response, and seeking Emergency Management Accreditation in 2018;
- Launched the Transform, Enable, Connect (TEC) Digital Health Strategy, resulting in an updated contact centre infrastructure, website consolidation and increased web interaction with clients, and progress towards implementation of an OPH electronic public health record (EPHR);
- Improved employee engagement, including fostering the ability of supervisors to ensure employees provide input into decisions and to support decision-making by front-line employees, and celebrating successes through recognition events and recognition given on an ongoing basis;

- Advanced learning and development opportunities, including on the following content: evidence informed decision-making, technology and social media, leadership development, and Indigenous Cultural Safety training (more than one-quarter of OPH employees completed on-line or other training); and
- Expanded outreach and engagement of diverse communities through job fairs and community events, and adoption of inclusive hiring practices.

OPH's increasingly diverse and adaptive workforce has enabled the health unit to respond to emerging issues such as the late 2015, early 2016 arrival of approximately 650 refugees. OPH was able to quickly mobilize to provide public health services such as dental screening, immunization, IPAC, and maternal/child services.

OPH has a talented and vibrant workforce that will continue to face many challenges in meeting Ottawa's evolving needs. The efforts initiated in the Adaptive Workforce Strategic Direction will continue into the next OPH strategic cycle, as workforce planning, employee engagement, and continuous quality improvement are critical components to OPH's continued success.

Strategic Direction #5 – Advance Healthy Public Policy

OPH has moved forward on this strategic direction in a number of areas, as directed through each of the aims:

- Enhance awareness and understanding of health implications of public policy;
- Influence municipal and provincial decisions that impact health; and
- Be a public health knowledge resource.

OPH has employed a range of approaches and worked with a number of sectors and stakeholders to address emerging issues of public health significance through advancing healthy public policy. For example, OPH has been actively engaging with stakeholders to build new relationships and to communicate the public health perspectives on issues, such as safe and active transportation, and climate change. OPH also participated in local, provincial, and federal public policy discussions, including the submission of formal feedback, as described below.

Public health issues that were, and in many cases continue to be, advanced include:

- **Smoke-Free Legislation:** Addressed regulatory gaps through local by-laws, including prohibition of waterpipes in public places and workplaces. Sought to

influence at the municipal, provincial, and federal level: included addressing regulatory gaps, supporting implementation of new smoke-free legislation, and providing input for provincial and federal legislations

- **Legalization of Cannabis:** Ongoing efforts to influence legalization of cannabis by analyzing the public health impacts and providing input into the development of federal and provincial legislation. Ongoing participation on the City's task force to integrate public health principles into local policy decisions.
- **Enhanced Harm Reduction Strategy:** Seeking to influence harm reduction policies at the municipal, provincial, and federal levels including working with community partners to prevent and respond to overdoses.
- **Health Equity:** A 2016 report to the Board of Health demonstrated, with local data, the relationship between socioeconomic disadvantage and health outcomes in Ottawa. This led to the approval of a framework for OPH's role in the reduction of health inequities and support for action to improve the social, economic and physical environments that influence health (i.e. the social determinants of health). OPH made recommendations to the province on the Basic Income Guarantee Pilot Project. OPH has also been working closely with Indigenous and non-Indigenous health sector partners on the development of an Indigenous Health Strategy for Ottawa and has adopted a Reconcili-ACTION Plan to address the Truth and Reconciliation Commission of Canada's health-related calls to action.
- **Advancing Healthy Built Environment Policies:** Influenced policies at the municipal and provincial level by providing a health perspective to policies and plans that influence the growth and development of the built environment. This included Community Design Plans, policies such as the Urban Forest Management Plan, and transportation projects. In addition, OPH provided a health perspective to the Ottawa Next, Beyond 2036 study and is participating in the forthcoming City of Ottawa's Official Plan review.
- **Food Safety Program:** Expanded the "Ottawa Safe" initiative, which provides greater transparency in sharing inspection results, raises consumer awareness of food safety issues, and seeks to reduce the risk of food-borne illness.
- **Creating Healthy Food Environments:** Responded to the federal government's consultation on their proposed Healthy Eating Strategy, including a revised Canada's Food Guide.

- **Reducing Harms from Gambling:** Established the Ottawa Gambling Harm Prevention Network, which, through collective action, seeks to implement interventions to prevent gambling harms across the continuum of use in Ottawa, including supporting the implementation of responsible gambling practices at the Ottawa Hard Rock Casino.
- **Provincial Health System Transformation:** Provided feedback to the Ministry of Health and Long-Term care regarding the implementation of the previous government's Patients First legislation. Initiated and led the locally driven collaborative project (LDGP) on *Strengthening a Population Health Approach for Health System Planning*. Established a Memorandum of Understanding between Ottawa Public Health and the Champlain Local Health Integration Network, identifying collaborative opportunities to promote a population health approach to health programs and services across the region. Disseminates

In addition, a range of epidemiological reports have been published to support knowledge exchange, evidence-informed decision making, and communication of population health information that can support the work of OPH as well as other agencies and sectors seeking to improve health through public policy. OPH has also contributed to public health knowledge base through authoring and co-authoring a number of peer-reviewed articles on topics, such as alcohol, falls prevention for older adults, web-based testing service for sexually transmitted and blood-borne infections, and healthy eating in daycares. OPH also disseminates credible, evidence-based health information to almost 94,000 followers on Facebook, Parenting in Ottawa and Twitter, in addition to receiving over 1 million views on OPH's YouTube channel. This contributes to supporting OPH's role as a public health knowledge resource in advancing healthy public policy. Finally, through this work, OPH has developed a more refined and informed understanding of the mechanisms and approaches that can help foster healthier public policy. This has helped position OPH as a public health knowledge resource.

NEXT STEPS

As outlined in April 2018 in the report titled [Planning Approach for the New Ottawa Public Health Strategic Plan \(2019-2022\)](#), the planning process for the Board of Health's 2019-2022 Strategic Plan is already underway and will continue into the new year, with the goal of having a new strategic plan approved by the Board early in 2019. Accordingly, staff will continue to implement the strategic planning process and related consultations, as described in the aforementioned report.

RURAL IMPLICATIONS

There are no rural implications associated with this report.

CONSULTATION

As this report is administrative in nature, no public consultation was undertaken.

LEGAL IMPLICATIONS

There are no legal impediments to receiving the information in this report.

RISK MANAGEMENT IMPLICATIONS

There are no risk management implications associated with this report.

FINANCIAL IMPLICATIONS

There are no financial implications associated with this report.

ACCESSIBILITY IMPACTS

There are no accessibility impacts associated with this report.

DISPOSITION

This report is presented to the Board for information purposes.