



# Board of Health

Minutes - April 7, 2011

CLINTON, ONTARIO

creating healthy communities  
*together*

## BOARD OF HEALTH

Clinton, Ontario  
April 7<sup>th</sup>, 2011

The Board of Health met in the Auditorium at the Health and Library Complex south of Clinton on the 7<sup>th</sup> of April, 2011.

In Chair B. MacLellan's absence C.A.O. Adams requested a Motion to appoint Vice-Chair B. Dowson to Chair this meeting.

MOTION:

Moved by: Member N. Vincent and Seconded by: Member D. Jewitt:

THAT:

Board Member Dowson be appointed Vice-Chair for the April 7<sup>th</sup>, 2011 Board of Health Meeting.

CARRIED

Vice-Chair Dowson called the meeting to order at 9:14 a.m. All members of the Board of Health were present except for Chair MacLellan. Also present were Medical Officer of Health/CEO, Dr. Nancy Cameron, Board Secretary/CAO Larry Adams and Clerk Barb Wilson.

MOTION:

Moved by: Member G. Robertson and Seconded by: Member R. Rognvaldson:

THAT:

The minutes of Board of Health meeting of March 3<sup>rd</sup>, 2011; be adopted as circulated.

CARRIED

### **Declarations of Pecuniary Conflict of Interest and the General Nature Thereof:**

There were no declarations of pecuniary conflicts.

MOTION:

Moved by: Member D. Jewitt and Seconded by: Member N. Rintoul:

THAT:

Motion Con't. on Page 2.

Motion Con't. from Page 1.

The Board of Health Agenda for April 7<sup>th</sup>, 2011; be accepted and all Reports included in the Agenda; be received.

CARRIED

**Board Member's Issues:**

**Administrative Issues:**

**7. Information Session:**

**7.1 Huron-Perth *in motion* 2010 Physical Activity Survey:**

Alycia Collins, Public Health Promoter – Community Health, presented a Report entitled Huron-Perth *in motion* 2010 Physical Activity Survey; for the information of the Board.

**8. SPARK:**

Angela Ritchie, Public Health Promoter – Youth Engagement Lead, provided a presentation; for the information of the Board.

**9. Smoke-Free Movies:**

Angela Ritchie, Public Health Promoter – Youth Engagement Lead, presented a Report entitled Smoke-Free Movies; for the information of the Board.

**MOTION:**

Moved by: Member G. Robertson and Seconded by: Member D. Jewitt:

**THAT:**

WHEREAS tobacco use is the leading cause of preventable death and disability in Canada, accounting for the deaths of approximately 13,000 people in Ontario alone each year;

AND WHEREAS the tobacco industry has a long, well-documented history of promoting tobacco use and particular brands on-screen, while obscuring its true purpose in doing so;

Motion Con't. on Page 3.

Motion Con't. from Page 2.

AND WHEREAS adolescents watch more films than any other age group: movie-going is a universal experience and tobacco imagery in films is currently unavoidable;

AND WHEREAS nearly 90 percent of tobacco impressions delivered to theatre audiences in Canada in 2009 were delivered by large US media conglomerates;

AND WHEREAS Canadian movie rating systems classify more movies as 14A or PG that are rated R in the US resulting in 60% more tobacco imagery exposure by youth-related films;

AND WHEREAS exposure to smoking in movies is estimated to be responsible for 44% of youth uptake;

AND WHEREAS an estimated 130,000 Canadian smokers aged 15-19 have been recruited to smoke by exposure to on-screen smoking, and 43,000 of them will eventually die of tobacco-caused diseases;

AND WHEREAS the World Health Organization has advised all nations that have ratified the *Framework Convention on Tobacco Control*, a global treaty obligating Parties including Canada to prevent youth smoking and end tobacco promotion through all channels, to give an adult rating to all new films that depict smoking, whether domestically produced or imported;

NOW THEREFORE BE IT RESOLVED THAT The Huron County Board of Health endorses the following policies to reduce the exposure of youth to smoking in movies;

- 1) Rate new movies with smoking "18A" in Ontario, with the sole exceptions being when the tobacco presentation clearly and unambiguously reflects the dangers and consequences of tobacco use or is necessary to represent smoking of a real historical figure.
- 2) Require producers to certify on-screen that no one involved in the production of the movie received anything of value in consideration for using or displaying tobacco.
- 3) Require strong anti-smoking ads to be shown before any movie with tobacco use at the distributor's expense, regardless of rating and distribution channel.
- 4) Require producers to stop identifying tobacco brands.
- 5) Require that films with tobacco imagery assigned a G, PG, or 14A rating be ineligible for federal and provincial film subsidies.

CARRIED

**10. Safe Water Program:**

Bob Worsell, Public Health Manager – Safe Water, prepared a Report entitled Safe Water Program that was presented by Dr. Cameron; for the information of the Board.

**11. Ontario Public Health Organizational Standards:**

Dr. Nancy Cameron, Medical Officer of Health/CEO, presented a Report entitled Ontario Public Health Organizational Standards; for the information of the Board.

MOTION:

Moved by: Member N. Vincent and Seconded by: Member D. Jewitt:

THAT:

The Board of Health; direct Dr. Nancy Cameron to develop a report outlining the Health Unit's status with respect to meeting the standards;

AND FURTHER THAT:

This report will include those areas requiring further development during 2011 to meet the Ministry's timeline of implementation by the end of 2011, except for the Chief Nursing Officer (implementation January 2013).

CARRIED

**12. Report of the Medical Officer of Health/CEO:**

Dr. Nancy Cameron, Medical Officer of Health/CEO, presented a Report entitled Medical Officer of Health Update; for the information of the Board.

Position Changes:

Dr. Cameron reported that due to a recent program support resignation and a retirement program, there have been some changes in the program support team assignments, to provide for a more equitable distribution of work. As noted previously a graphic artist position was created in place of a program support position. We continue to work closely with IT to recruit a web designer.

MOTION:

Moved by: Member G. Robertson and Seconded by: Member R. Rognvaldson:

THAT:

The SPARK presentation by Angela Ritchie, Public Health Promoter – Youth Engagement Lead; be brought forward to Huron County Council.

CARRIED

**13. Budget:**

**14. Correspondence:**

There was a brief discussion on a documentary on energy drinks. There was a request from Huron County Council to have the presentation on energy drinks brought forth to a future Council meeting.

**15. Accounts:**

Accounts up to and including March 31<sup>st</sup>, 2011 were reviewed.

General Health Programs	\$153,326.05
Healthy Hearts Program	\$25,317.10

MOTION:

Moved by: Member G. Robertson and Seconded by: Member N. Vincent:

THAT:

The accounts up to and including March 31<sup>st</sup>, 2011; be received.

CARRIED

**Next Meeting:**

The next meeting of Board of Health will be on Tuesday May 3<sup>rd</sup>, 2011 at 9:00 a.m. at the Health Unit in Clinton.

**Adjournment:**

MOTION:

Moved by: Member G. Robertson and Seconded by: Member D. Jewitt:

THAT:

The Board of Health meeting adjourn at 11:51 a.m.

CARRIED

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Vice-Chair B. Dowson