



A message from Dr. Nancy Cameron, Medical Officer of Health

I am pleased to present this year's Annual Report and to highlight some of the accomplishments of the health unit in 2010.

We have continued our expansion in the realm of social media. We launched a **new web application** and **Twitter account** for Huron County beach and weather conditions. Based on the number of followers, it was a highly successful way of helping people make informed decisions about beach water quality and swimming. We also successfully launched our nutrition and food blog, **HereOnFood**, which offers information on nutrition issues, local events and festivities, and of course, cooking and recipes. We look forward to continuing to use technology in ways that serve our residents well.

2010 was a year of transition for Huron Addiction Services as it became part of **Choices for Change**. The change was prompted by the recognition that addiction services would be better aligned with an agency that focuses on and has expertise in addictions. Huron residents continue to get free, confidential counselling for alcohol, drug or gambling addictions through Choices for Change.

We received a \$10,000 grant from the Ontario Neurotrauma Foundation to work with hospitals in Clinton, Goderich and Stratford to implement the **Period of Purple Crying Program**. All families that have a baby in these hospitals receive a DVD and information that they watch in the hospital and take home that educates about **shaken baby syndrome** and gives parents ideas on how to handle normal newborn crying.

We also targeted fathers of children 6 months to 2 years in our **Dads Make a Difference** campaign, which gives ideas to dads on how to handle difficult behaviours in young children.

I am proud of our many achievements this year and would like to thank our staff for their dedication and commitment to the public health of Huron County residents.

244 immunization records reviewed of children attending licensed child care to help parents ensure vaccination is up to date. [Know the immunization schedule.](#)

342 school students attended Young Active and Healthy! Workshops. [Learn more.](#)

34 Life After Baby sessions held in Zurich, Goderich, Exeter and Wingham, a six week information and peer support group for parents of infants under 1 year of age.

12,089 page views of HereOnFood, a blog about food and nutrition by our Public Health Dietitian. [Check it out.](#)

Nancy Cameron

2010 Highlights

Unsafe Body Piercing

The health unit partnered with Youth Health Ambassadors to target unsafe self-body piercings. Young people are more and more often piercing themselves and friends rather than going to a safe body artist. We created eye-catching posters and distributed them to highschools and businesses across Huron County.

School Surveillance

The Infectious Diseases Team monitors daily the student illness absentee rates that are submitted electronically by Huron County schools. Absentee rates greater than 10% of the school population are reported to the health unit. We work with the schools on infection control messaging such as **hand hygiene**, environmental cleaning, and staying home if you are ill. School surveillance absentee rates are a good indication of illness occurring in the community.

Emergency Preparedness

PRISM-911 is a valuable notification system to keep people informed about emergencies in their area and about what they can do to stay healthy and safe. In early 2010 older adults had significantly lower registration levels than other age groups in Huron County. The health unit targeted older adults in a **campaign** to encourage them to register for PRISM-911. This resulted in an increase in registration levels of older adults who live in Huron County.

The Cost of a Nutritious Food Basket

The food costing survey shows it's a challenge for Huron County residents living with low incomes to feed themselves and their families. The food costs for a reference family of four (a man and a woman aged 31-50 years; boy aged 14 and girl aged 8) in Huron County in May 2010 was \$172.12/week or \$745.28 per month.

Youth Website Sparked Up

SPARK got a revamp by Huron youth in 2010. The website, created by youth, features health and lifestyle information. The largest change is the development of a new SPARK brand.

Healthy Toddler Visit

This new preventative health screening initiative enables potential developmental delays to be identified early at an 18 month old visit to a physician or nurse practitioner. In 2010, the Clinton and Maitland Valley Family Health Teams screened 126 toddlers. 25% of the children were referred to community programs and services and 7% had health issues identified. North Huron and Bluewater Area Family Health Teams will be implementing this initiative in 2011.

109,620 visits to our health unit website.

41 baby cribs provided to families in need in collaboration with Ontario Works.

20 outbreaks in health facilities lasting an average of 18 days each.

192 animal bite investigations. [Protect yourself.](#)

2,411 private drinking water samples received and reviewed. [Read more.](#)

96 health hazard complaint investigations.

245 people certified in Safe Food Handling courses.

745 inspections of restaurants, grocery stores etc. [Read more.](#)

2010 Highlights

Positive Parenting

Public Health Nurses saw parents and children at various parenting groups on a weekly or monthly basis in communities around Huron County at Early Years Centres, Best Start Child and Family Centres, Just Kidding and Room2Grow.

Car Seat Safety

8 car seat clinics were held in 2010 and 101 car seats provided to families in need. These were purchased with the assistance of a \$5,000 grant from Bruce Power and we work with Ontario Works to ensure families in need receive them.

Safe Beach Water

1,510 water samples taken from 14 beaches along Huron County's shoreline. Based on **sample results** from the last five years, no Huron County beaches will be posted as unsafe for swimming at the beginning of 2011.

Sexual Health

The health unit received STI Clinic designation in 2010. Medication for the treatment of sexually transmitted infections was provided to Family Health Teams and physician offices across the County to help improve access to free treatment. **Chlamydia** remained the most common reportable STI in 2010.

2010 Operating Costs

Total 2010 Operating Costs \$6,322,989

