

# Health & Social Services Department ANNUAL REPORT

HALDIMAND & NORFOLK  
SOCIAL SERVICES



## Message from the General Manager, **Marlene Miranda**



The retirement of Patti Moore in the summer of 2015 was a significant transition in leadership. I would like to extend one final thank you to Patti for her many years of dedica-

tion and service in Health and Social Services.

As the new General Manager, I am thrilled to be working in my community to help shape the future for our community as health and social services is rapidly evolving in Ontario. I would like to take this opportunity to share a little about myself. I started my career 25 years ago as a registered nurse which has guided me throughout the years to ensure people and families are at the centre of care and services. I hold several certificates in health and leadership and a masters in business. I have held leadership positions over the past 15 years in the community and hospital sectors both in the private and public sectors. On a personal note, I live in Norfolk with my husband and three teenage children and we enjoy the many advantages Norfolk offers.

2015 has been a busy year with many changes and exciting achieve-

ments in all divisions across Haldimand and Norfolk:

- The Gilbertson site saw a fresh new environment to work in as the expansion and renovations were completed to include a new Emergency Operating Centre, Training Lab, Clerk's Record Department and GIS.
- The Health Unit developed a new exciting strategic plan.
- The Social Services and Social Housing divisions were amalgamated to move towards a more modern and integrated human services.
- Norview Lodge achieved their second successful Resident Quality Inspection from the Ministry of Health and Long-Term Care.

These are only a few of the many achievements throughout the 2015 annual report which are a direct result of the commitment and passion of the teams that serve our community. Moving forward we will focus on providing high quality services while ensuring efficiencies.

2016 is shaping up to be another year of transition with "transformation and modernization" within many

ministries. We look forward to 2016 with confidence and a renewed energy. Together we will care for our elderly to make Norview their home, reduce homelessness and poverty, minimize the social determinates of health and build a healthy and vibrant community we love and live in.

Thank you for the opportunity to serve our community.

Marlene

### Health & Social Services Advisory Committee

#### Haldimand Representatives

Councillor Bernie Corbett  
Councillor Tony Dalimonte (Chair)  
Mayor Ken Hewitt

#### Norfolk Representatives

Councillor Doug Brunton  
Councillor Harold Sonnenberg  
Councillor John Wells (Vice Chair)

## Manager's Report, **Heidy Van Dyk**



"Transformation" and "modernization" have been the focus of our provincial Ministries of Community and Social Services, Education and Municipal Affairs and Housing throughout 2015 and into 2016.

Haldimand-Norfolk Social Services and Haldimand-Norfolk Social Housing have started out on a transformation journey locally as well that is aligned with the provincial objectives.

In 2015 we embarked on a two year pilot program to amalgamate the divisions of Social Services and Social Housing with one Manager and the addition of the position of Supervisor, Housing Services. The amalgamation puts us in line with other Consolidated Municipal Services Managers (CMSM's) of comparable size including our neighbours in Oxford and Elgin. The pilot gives us opportunities to explore how we work together across program areas to deliver programs and offer support to some of our most vulnerable community members. This aligns with the province's transformation and modernization agenda that envisions a more coordinated and integrated approach to human services.

Each of the programs in Social Services and Housing is in the midst of legislative and program delivery changes as part of the provincial transformation and modernization agenda. In Social Housing, the province has introduced an update to the Long Term Affordable Housing Strategy, the main policy document that guides the delivery of social housing in Ontario. The update includes legislative changes that take effect immediately and also a commitment on

the part of the province to continue to work on the modernization of the social housing system over the next 18 to 24 months, including the building of a framework for a portable housing benefit. We are also aware that the federal government has announced new financial investments in affordable and social housing and we look forward to seeing how those investments will benefit our communities in Haldimand and Norfolk.

In Ontario Works, we have now experienced one full year with our new service delivery software, SAMS. The Ontario Works team has shown a great deal of patience, perseverance and professionalism as we work through the challenges that have come with transitioning to the new system. I am very proud of our team and everyone's ability to continue to deliver high quality services to our community despite these challenges. The introduction of SAMS was the Province's first step in social assistance modernization with other initiatives on the horizon including the introduction of the paperless drug card, the potential for a reloadable payment card and the client portal which will allow program participants access to increased online services.

Children's Services has also experienced legislative changes and will experience significant program delivery changes over the next two years. These changes will position the CMSM as the service system manager for child care and early years' programs. The phase two regulations of the Child Care and Early Years Act were enacted, bringing much needed updates and modernization to the former Day Nurseries Act. In addition, the Ministry of Education has announced that in 2018 the following provincial programs will be transferred to the CMSM: the

Ontario Early Years Centres, Parenting and Family Literacy Centres, Child Care Resource Centres and Better Beginnings Better Futures. These four programs will all become part of the new Ontario Early Years Child and Family Centres. We are very excited about this change and know that it will be of benefit to our community as we incorporate the new centres into our community service plan for child care and the early years. We are beginning now to research and plan for this transition so that we are ready for implementation in two years' time.

With change comes many emotions: excitement, anxiety, fear, hope. The work that we are all doing locally in Social Services and Housing to plan and get ready for the change puts us in a great position when provincial announcements are made. I know that we will continue to work together as a strong team to respond to the modernization and transformation agenda and provide high quality services to the residents of Haldimand and Norfolk that are responsive to our community's needs.

### Fast Facts

- 1,412 active Financial Assistance cases handled monthly, on average
- 7.9 Social Assistance intake applications completed daily, on average
- 2,660 discretionary payments made for assistive devices (e.g. knee braces, grab bars, aero chamber)
- 138 Ontario Works recipients and families transferred to Ontario Disability Support Program
- 39 Ontario Disability Support Program/Ontario Works funerals funded
- 14 needs-tested funerals funded for Haldimand residents

- 40 Internal Reviews were conducted
- \$2,098.32 in overpayments recovered
- \$173,811.68 annual cost savings due to investigations (total includes overpayments incurred as a result of findings)
- \$745,573.00 annual cost savings due to Family Support Program



## Employment Services

- 430 clients obtained employment
- 321 participants accessed career coach services as a result of finding employment
- 1,268 participants attended various Life Skills workshops and employment information sessions
- 8 participants completed Personal Support Worker programs, all are employed
- 2 participants completed the Auto Mechanic program, all are employed
- 25 participants completed Community Placement programs, 6 obtained employment
- 2 participants accessed employment placement services
- 6 participants completed Security Guard certification and are employed
- 1 participant completed AZ training and is employed
- 127 eligible clients referred for Community Support: 45 participants completed referred activities and 20 clients obtained financial resources from a more appropriate source

## Children's Services

- 170 child care fee subsidy applications completed
- 483 children supported with fee subsidy
- Addition of 37 child care spaces with the opening of CYPRES Children's Centre located at St. Patrick's School in Caledonia
- Addition of 39 child care spaces with the opening of Lakewood Child Care Centre at Lakewood Elementary School in Port Dover
- Addition of two new Before and After School programs within local elementary schools in Norfolk
- Processed wage enhancement applications for 35 licensed child care programs and approved up to \$2 per hour of wage enhancement grant (supported by funding received from the Ministry of Education) for 149 child care program staff within Haldimand and Norfolk



## Social Housing

### Fast Facts

- 459 people in Haldimand and Norfolk spent nearly 5,500 nights in the Emergency Housing Program
- 15 low income homeowners were provided with Ontario Renovates assistance to improve the health and safety, energy efficiency or accessibility of their home
- 136 applicants (individuals and families) were housed in social housing and 233 new households added to the central wait list
- 76% of people waiting for social housing are single individuals and childless couples; 30% of those are seniors age 65 years and older



## Manager's Report, **Jill Steen**



In 2015, the Haldimand-Norfolk Health Unit developed a new strategic plan. While it does not comprehensively cover every aspect of our work, it does focus attention

on key areas we believe will have the greatest need and impact over the next five years.

Our work is guided by the three pillars of public health: to protect the health of the public, to promote the health and well-being of the public and to prevent disease and harm. It supports our vision of healthy vibrant and caring communities for everyone and informs the choices we make fulfilling our mandate.

While developing this new plan, there was careful consideration of our mandated requirements under the Health Protection and Promotion Act. There was an even greater focus on what we, as an organization, need to do to build toward the future we desire for our communities.

Through this process, we:

- Identified the areas of work that need our greatest attention in the next five years
- Set goals so our organization focuses its work and maximizes its impact
- Developed strategies to achieve these goals; and,
- Set targets so we can measure our progress and report our success.

Building healthy, vibrant, caring communities for all is an exciting and daunting ambition that we boldly accept. We believe every person matters and we understand different communities have different needs. We do our best to recognize the health needs, abilities, challenges and strengths of individuals and communities, and seek to remove barriers and provide supports to help

everyone be as healthy as possible.

This hope is shared by many in this community and we cannot achieve these goals alone. We are grateful to all those who contributed their time and perspective to our planning. Their voices helped to shape our plan. We continue to need the help and support of partners and citizens to bring our shared vision to life. As we look to the next five years, we are confident this strategic plan will guide the Haldimand-Norfolk Health Unit in offering quality, equitable programs and services that optimize the public's health. We look forward to collaborating with our communities and partners as, together, we create a healthier tomorrow for all.



## Environmental Health Team

2015 was a busy and productive year for the Environmental Health team.

Some of the Environmental Health Team's 8 FTE's duties included:

- Responding to 53 adverse drinking water incidents
- 86 Recreational water (pools, hot tubs, splash pads, etc) inspections
- Responding to 90 public health hazard complaints
- 320 Tick exposure consultations
- 401 Rabies investigations
- 468 Bunkhouse inspections
- 648 Special event consultations
- 1,055 Food inspections

All of which were tremendously supported by our two program assistants.



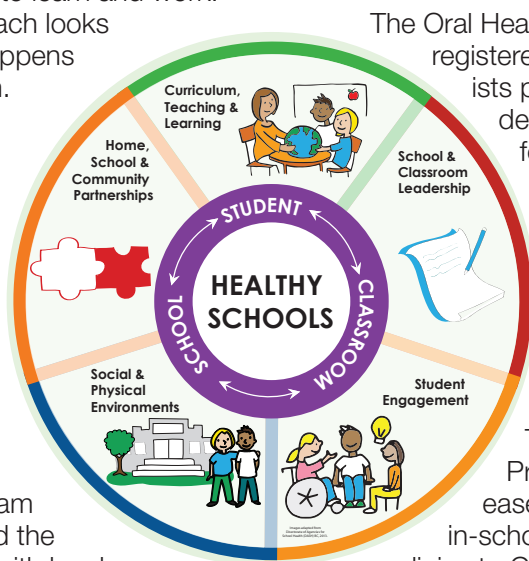
## School Health Team

The School Health Team utilizes a comprehensive school health (CSH) approach to make our schools healthier places to learn and work.

The CSH approach looks beyond what happens in the classroom.

Rather, it encompasses the whole school environment and engages students, staff, and parents on issues of concern to their school community. In 2015, school health team members shared the CSH approach with local elementary principals, and a number of schools have shown interest in

working with the Haldimand-Norfolk Health Unit to improve their school's health.



The Oral Health program's registered dental hygienists provided in-school dental screenings for all JK, SK and grade 2 students. Preventive dental services were also provided via clinics at the Simcoe and Dunnville offices.

The Vaccine Preventable Disease nurses provided in-school immunization clinics to Grade 7, 8 and secondary school students. Community immunization clinics were held

monthly in Simcoe, Caledonia and Houghton. Influenza immunizations were provided through public clinics in October and November.

### Fast Facts

- 15,232 school health newsletters distributed (Healthy Schools elementary newsletter & Student Health Connection secondary newsletter)
- 3,787 children received dental screenings at school
- 772 influenza vaccines administered at HNHU clinics
- 887 contacts made with high school students by public health nurses

## Infectious Disease Team

Infectious disease patterns are constantly changing with the emergence of new diseases and the resurfacing of other diseases thought to be controlled or eliminated. Global trade and travel patterns can impact disease movement internationally. Continued awareness and careful attention to basic practices such as disease surveillance, safer sex, harm reduction, handwashing and infection control are more important than ever.

### Fast Facts

- 368 inspections conducted – 126 personal service settings including tattoo, piercing and nail establishments, 37 daycare facilities, 11 residential facilities, 194 institutional food inspections (hospital, long-term care, retirement home, daycare)
- Collaborated with facilities to manage 28 institutional respiratory and 8 institutional enteric outbreaks
- 914 office visits for sexual health services including 520 sexually transmitted infection (STI) counselling appointments, 340 (STI) tests, 80 blood born infection (Syphilis, Hepatitis C and HIV) testing appointments, 64 treatments for STIs, 669 birth control counselling appointments, 21 emergency contraceptives provided and 87 pregnancy tests
- 415 reportable diseases investigated of which 184 were sexually transmitted infections
- Harm reduction program including community partners distributed approximately 64,000 syringes of which approximately 50,000 were returned to the HNHU for disposal



- October 2015 the ID team co-hosted the 3rd annual Daycare Symposium. The symposium provided training and education regarding safe food handling and infection control in the daycare setting.
- March 2015 an employee of a local business tested positive for measles. The ID team worked collaboratively with the employer, conducting contact tracing and onsite education while keeping the medical community and public informed.

## Community Health Team

The Community Health Team is made up of health promoters, tobacco enforcement officers, a community dietitian, and public health nurses. Our goal is to reduce the burden of preventable chronic diseases, injury and substance misuse within our communities.



Healthy public policies and supportive built environments are wide-reaching and effective means to promote and protect community health. Last year we were pleased to support and enforce the legislative amendments to the Smoke-Free Ontario Act. These amendments led to 83 smoke-free parks and playgrounds within Haldimand and Norfolk, as well as 52 smoke-free restaurant and bar patios.

Advocacy often precedes healthy public policies, and is something our team is often involved with. Advocacy is a community process that can help decision makers understand and make decisions based on what is important to their members, the public or constituents. Last year we created, in partnership, an advocacy toolkit that provides a step-by-step guide to support community members and organizations to take part in advocacy efforts for healthy public policy.

Youth Engagement is another key component to ensuring healthier communities, by building protective factors and resiliency among youth, as well as ensuring effective youth programs and services. Last year we developed a youth engagement framework which was adopted by the HNHU, and all staff received training for implementation.

### Fast Facts

- 601 Smoke-Free Ontario Act inspections completed
- 129 youth received brief interventions to assist with quitting smoking
- 23 community leaders participated in training for the food skills program: You're the Chef
- 430 parents reached through Smoke-Free Movies campaign
- 987 volunteer hours from 17 Health Education and Advocacy Team (HEAT) youth

## HNPSL Program

Haldimand Norfolk Preschool Speech and Language Program provides speech and language services to children from birth to the end of their junior kindergarten year.

In 2015

- 181 children received an assessment by a speech and language pathologist
- The average age of children referred to the program was 31 months
- The average wait time between referral and assessment was 41 weeks



## HPE & CQI Team

The Health Planning, Evaluation and Continuous Quality Improvement Team (HPE & CQI) assists HNHU staff in planning and delivering high impact programs for our population which are based on evidence and local need. We provide assistance through consultation to ensure that our vulnerable populations will benefit from our programs.

- One team level strategic plan and 12 program planning sessions were facilitated by our health planner
- 37 consultations regarding vulnerable populations were provided by our public health nurses
- Our epidemiologist continues to support an evidence-informed public health practice culture within our health unit by assisting staff to develop their research skills and their ability to translate knowledge into action.

## Maternal & Child Health Team

### Online Prenatal Course Launched

Local pregnant women now have access to the Gift of Motherhood e-learning program at no additional cost. Gift of Motherhood is a self-paced online course with modules on pregnancy and birth, baby care, and breastfeeding, and offers more flexibility to accommodate a different learning style or for expectant parents who cannot attend classes for scheduling or other reasons. The program was rolled out November 1st and promoted widely.

We continue to serve our community with well-attended in-person prenatal classes running throughout the year in both Simcoe and Caledonia. In order to give mothers-to-be more access to classes closer to home, three additional series were offered to residents in Dunnville.

### Baby-Friendly Initiative

In accordance with best practice and direction from the Ministry of Health and Long-Term Care, the HNHU has been working hard towards obtaining their Baby-Friendly (BFI) designation. BFI consists of ten evidence based best practices for community organizations to implement along with the adherence to the International Code of Marketing of Breastmilk Substitutes. In 2015, the HNHU took a

big step forward by submitting to assessors all resources, policies, training and data related to infant feeding as part of the “Document Review” step. Other highlights in 2015 related to BFI include the start of the *Breastfeeding Buddies* peer support program, the implementation of a new HNHU Infant Feeding policy, the launch of a successful Adventures in Breastfeeding awareness campaign, the analysis of our first local breastfeeding data collected in 2014 and the support given to Norfolk General Hospital as they start their own BFI process. The HNHU offers many breastfeeding supports in the community including well baby and breastfeeding drop-ins, one-on-one breastfeeding support and resources on feeding baby.

### Fast Facts

- 117 pregnant women and their partners attended in-person prenatal classes
- 1,069 screens completed for the Healthy Babies Healthy Children Program: Prenatal – 78; Postpartum – 854; Early Childhood – 47; External Referral to HBHC – 90
- 2,048 parents, babies and children seen at Well Baby & Breastfeeding Drop-ins in Simcoe, Delhi, Caledonia, and Dunnville.

## Healthy Weights/Adventures in Breastfeeding

### Healthy Weights

The topic of healthy weights, or the weight people naturally are when they are living a healthy lifestyle, was identified as a priority by the HNHU in 2015. The HNHU is developing messages and strategies that focus on health-promoting behaviours and environments rather than weight loss. As a first step, key messages have been established to help staff contribute to a healthy organizational culture and also, as public health ambassadors, convey consistent healthy weights messaging throughout the community.

### Adventures in Breastfeeding – Social Media Campaign

Breastfeeding comes with its own challenges for moms. Choosing where and when to feed your baby shouldn't be one of those challenges. In October 2015, the HNHU launched an awareness campaign with a large social media component called Adventures in Breastfeeding. Local moms were encouraged to share their stories and experiences breastfeeding.

All campaign materials featured local moms breastfeeding in different locations around the community.

The three main goals of the campaign were:

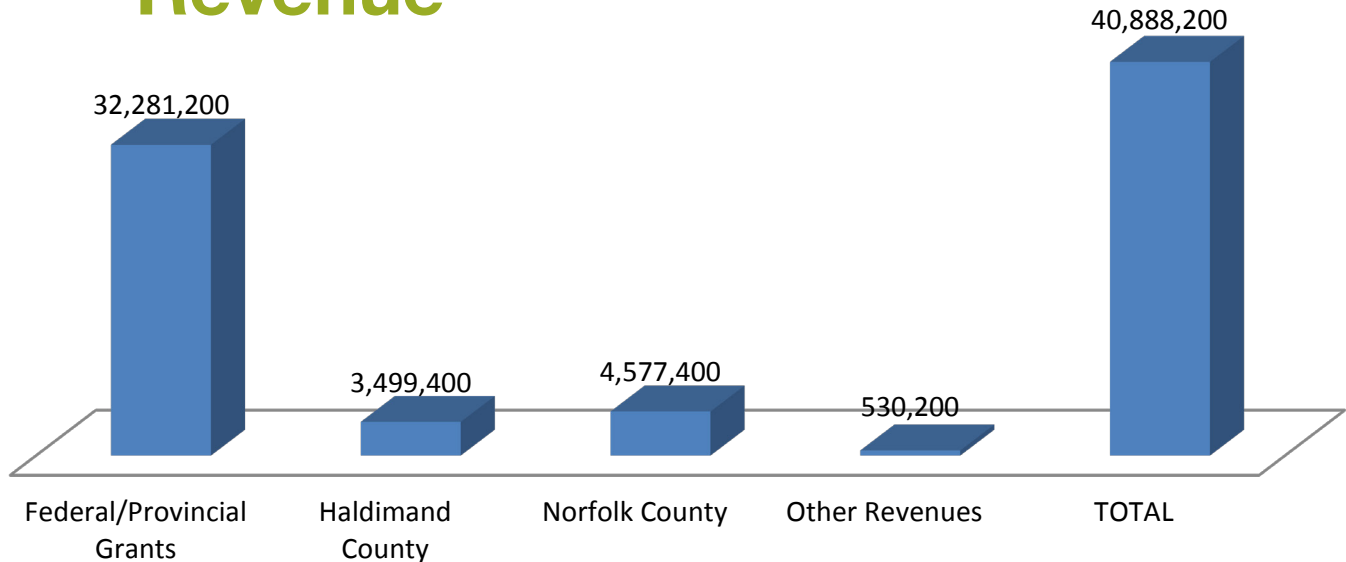
1. To encourage and showcase community support for breastfeeding anytime, anywhere.
2. To highlight the benefits of breastfeeding, including convenience.
3. To promote the HNHU as a source of support for breastfeeding moms.

### Facebook statistics show that:

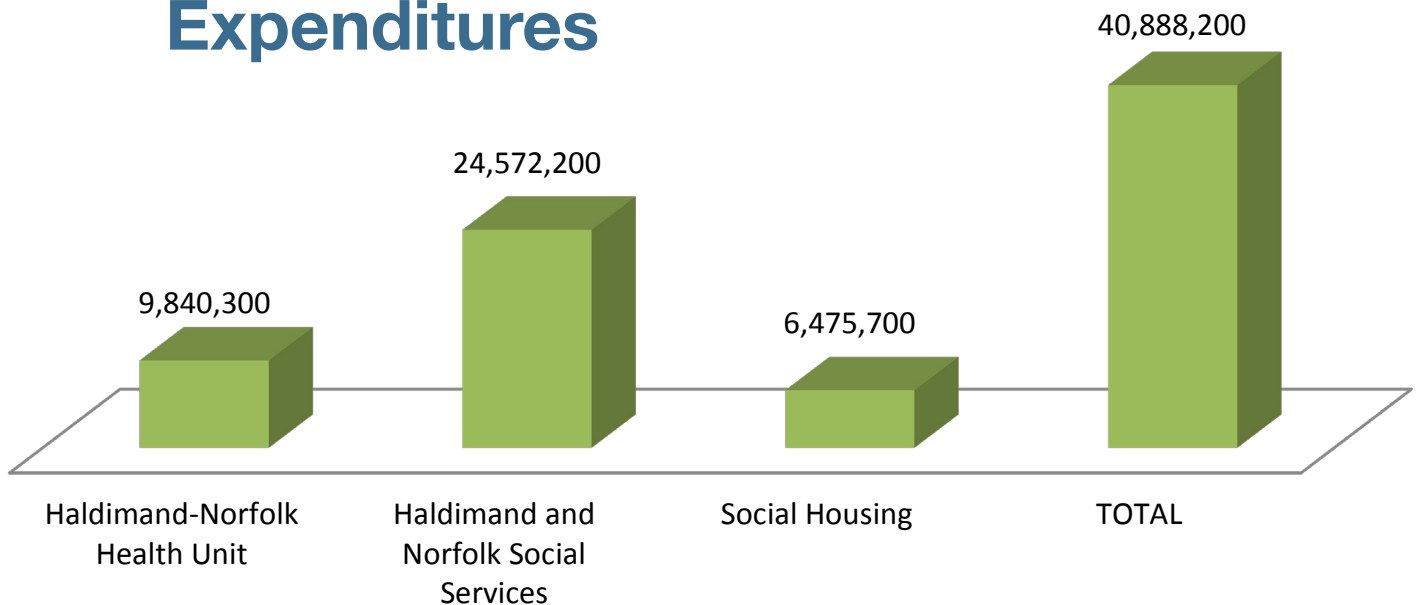
- A total of 7,007 people were reached during the campaign
- By day four of the campaign, there was a 722% increase in number of people engaged [people who liked, shared or posted using campaign hashtag] than the previous week before the campaign
- Gained 42 new followers over the duration of the campaign



## Revenue



## Expenditures



### Health Unit

**Simcoe:** 519.426.6170 or 905.318.6623  
**Caledonia:** 905.318.5367  
 info@hnhu.org • www.hnhu.org

### Social Services

**Simcoe:** 519.426.6170 or 519.582.3579  
**Dunnville:** 905.318.6623  
 hnss@hnss.org • www.hnss.org

### Social Housing

**Simcoe:** 519.426.6170 or 905.318.6623  
 housing@haldimand-norfolk.org  
 www.hnhousing.org