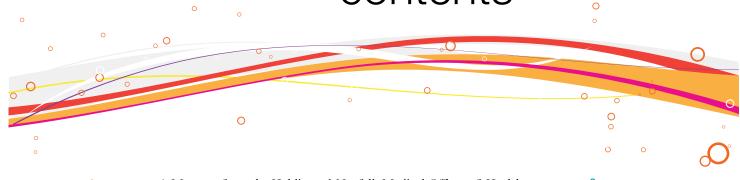


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Designed by Haldimand-Norfolk Health Unit Communications Services

# A Message from the Haldimand-Norfolk Health Unit

The Haldimand-Norfolk Health Unit is a small rural health unit located on the shores of Lake Erie. The unit has approximately 100 staff including both full-time and parttime positions. As a small rural organization we tend to be very connected to our communities and staff know each other very well.

While we are administered by Norfolk County, we serve residents of both Haldimand County and Norfolk County. Governed by our Board of Health, Norfolk County Council, we have a unique reporting structure that includes a Health and Social Services Advisory Committee, made up of councillors from both municipalities. The health unit is a division of the Health and Social Services Department of Norfolk County. Also part of this depart-

ment are the divisions of Social Services, Social Housing and Norview Lodge. This unique structure has provided many opportunities for service integration, particularly as it relates to the social determinants of health.

The leadership of the health unit is shared by the Medical Officer of Health, Dr. Malcolm Lock and the Manager, Public Health, Jill Steen. This shared structure provides a blend of medical, administrative and public health skills at the senior management level.

In recent years the health unit as adopted the tag line "leaders in rural health". We are currently putting a focus on evidence-informed practice particularly as it relates to public health in a rural setting.

\*\*As a small rural organization we tend to be very connected to our communities and staff know each other very well. \*\*?



# Strategic Plan

2009 - 2011



We work with our communities to promote and protect health.

#### **Vision Statement**

We seek optimal health for our communities.

#### **Statutory Mandate**

We are primarily governed by the Health Protection and Promotion Act

(R.S.O. 1990, Chapter H.7).

#### **Value Statement**

We Value...

People-centered services
PARTNERSHIPS OVERSITY
Healthy, safe and sustainable environments
EXCELENCE Evidence-informed practices our employees ACCOUNTABILITY



## **Our Offices**

Haldimand-Norfolk Health Unit offices are located in Simcoe and Caledonia at the following addresses:

#### Simcoe Office:

12 Gilbertson Drive, P.O. Box 247 Simcoe, Ontario N3Y 4L1

#### **Caledonia Office:**

282 Argyle Street South, Caledonia, Ontario N3W 1K7



# Organization of the

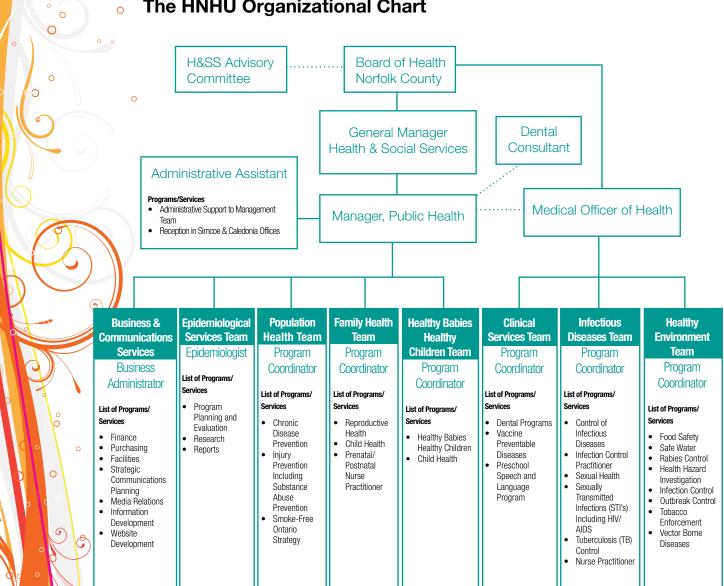
# Haldimand-Norfolk Health Unit

The various teams of the Haldimand-Norfolk Health Unit (HNHU) are responsible to carry out the mandated requirements identified in the Ontario Public Health Standards. The manner and method in which they do so may be adjusted to better suit the needs of the citizens they provide services to, in order to be as effective as possible. This flexibility allows

the Health Unit to adjust to an ever-changing community and the new emerging public health issues threatening it.

For more information on the Ontario Public Health Standards, please visit: www.health.gov. on.ca/english/providers/program/pubhealth/ oph\_standards/ophs/ophsprotocols.html

## The HNHU Organizational Chart



# Teams of the

# Haldimand-Norfolk Health Unit

#### **Business and Communications Services Team**

The Business and Communications Services team is responsible for the management of the Health Unit's financial and administrative services as well as the development of communication materials and tools. Although not assigned specific Ontario Public Health Standard goals or objectives, their roles are vital to the functioning, coordination and delivery of the Health Unit's services.

# Fields of Expertise Employed

Business Administrator
Graphic Designer
Health Promoter

#### **Examples of Duties and Responsibilities**

During the 2009 pH1N1 pandemic, the Communications Team was considered one of the most important assets in the Health Unit's response. Specifically, ensuring the public and our partners received clear and accurate information in a timely manner.

Social media is now a new frontier in the Health Unit's promotional campaigns.

#### **Business Administration**

- Oversee financial operation of the Health Unit
- Prepare budgets (28 program budgets in total)
- Provide strategic financial advice to management

#### **Communications Services**

- Design a full range of print and online materials
- Collaborate with Health Unit staff on design assignments
- · Work with outside print and design contractors
- Ensure quality control of design projects
- Safeguard the Health Unit branding
- Send out media releases to newspapers/radio stations
- Filter communications during Pandemic
- Responsible for getting Health Unit message to the public in a professional & effective manner

## **Epidemiological Services Team**

Although small in its membership, the role of the Epidemiological Services Team is crucial for disease surveillance, program development and evaluation. Through their research, the data they obtain assists the Health Unit in making decisions that affect program planning.

#### **Examples of Duties and Responsibilities**

- Provide various statistics
- Conduct evaluations
- Report on the health status of the population
- Assist other Health Unit teams in program planning, surveillance and evaluation

Expertise
Employed
Epidemiologist
Program Evaluator/

Fields of

**Data Analyst** 

In 2006, a lower percentage of children, youth and adults in Haldimand-Norfolk live in poverty compared to the province.

There are formidable challenges for youth in the area with respect to negative lifestyle behaviours and poverty.







### **Population Health Team**

The Population Health Team covers a broad range of public health issues in the area of Chronic Disease Prevention, Injury Prevention and Substance Misuse. Their topics are often challenging but are currently considered some of the major public health issues facing our population today.

#### **Examples of Duties and Responsibilities**

- Health issues addressed include: healthy eating, active living, alcohol and drug abuse, injury prevention, tobacco use prevention and early detection of cancer
- Work with individuals, groups, community partners, workplaces and schools to help the community achieve optimal health
- Offer programs and initiatives working towards policy changes to create healthier school and community environments
- Spearhead the Healthy Communities plan for Haldimand and Norfolk Counties

# Fields of Expertise Employed

Youth Engagement Coordinator
Program Coordinator
Public Health Nurse
Health Promoter
Program Assistant
Dietitian

In 2009, over 65% of the population 15 years of age and older were either overweight or obese.

In 2007, the percentage of local teenagers, age 12 to 19 years, who smoked was more than twice as high as the percentage for Ontario as a whole (24.7% and 9.5%, respectively).

In 2010, unintentional injuries in Haldimand and Norfolk were higher compared to the province.

In 2009, a higher percentage of Haldimand and Norfolk males, age 20 years and older, were at high risk for alcohol health related problems compared to Ontario.

# Seamily Health Team

The Family Health Team covers a variety of health issues that impact families within our community. This team is organized by assigning 'leads' to each topic the team addresses. The 'lead' is the nurse who then

organizes and strategizes the team's direction in delivering services to the community that will raise awareness, mitigate and prevent the public health issue of concern. On average (2000-2005) we have more deaths attributed to suicide in Haldimand and Norfolk compared to Ontario.

In 2011, 150 community members of Haldimand and Norfolk were trained in applied suicide intervention skills training (ASIST). This also includes health professionals, school support staff and students, clergy, and other concerned members of the community.

# Fields of Expertise Employed

Nurse Practitioner Public Health Nurse Program Coordinator Program Assistant

#### **Examples of Duties and Responsibilities**

- Support students in the high schools with their health and well being
- Support teachers with curriculum on healthy lifestyles
- Advocate for families through home visits and telephone support
- Breastfeeding support and well baby drop-ins at the Ontario Early Years Centres
- Prenatal classes in Haldimand and Norfolk
  - Coordinate prenatal fairs in Haldimand and Norfolk
  - Educate the community through presentations on various health topics
  - Create community-based resources and community development
  - Organize community forums, networking, fundraisers and community events

## **Healthy Babies Healthy Children Team**

Healthy Babies, Healthy Children is a two-part province wide program assisting mothers and caregivers with their newborns and young children. This assistance often lessens the strain on parents and families experiencing problems associated with babies and young children by providing caregivers with the information and/or link to community services that will help them achieve a successful future for their family.

#### **Examples of Duties and Responsibilities**

#### Part One:

• Call all mothers with new babies within 48 hours after discharge from hospital. Public Health Nurses will complete an assessment, provide information to new mothers and offer a home visit.

#### Part Two:

- Involves caregivers/families who are assessed to be high risk (CAS involvement, age of the caregiver, mental health issues or health concerns of caregiver can be considered high risk). This can occur anytime from the prenatal period until the child is six.
  - Once the family has been deemed high risk, the
     nurse will make a referral to a Family Home
     Visitor. This is a parent who has been trained by
     the nurses at the Health Unit. They provide the
     family with support, education, information and
     linkage to community services.
  - The Public Health Nurse (PHN) and a Family Home Visitor (FHV) will set up an individual service plan for each family.

In Haldimand and Norfolk, the average number of live births among teens between 2005-2008 was slightly higher (14.9/1000) compared to Ontario (12.1/1000).

Fields of Expertise Employed

Public Health Nurse Program Coordinator Program Assistant Family Home Visitor

Over a 7 year period, 34,272 elementary school students have been screened by dental hygienists, of which 10.5% (n=3,266) were identified with urgent dental needs that required immediate treatment.

#### **Clinical Services Team**

The Clinical Services Team also has numerous varying job fields contributing the service of three major programs. Each program is very different from the other but all are considered critical clinical services for the people of Haldimand and Norfolk. These services are often overlooked and, as such, have resulted in a challenging program delivery requiring unique planning strategies to raise public awareness.

#### **Examples of Duties and Responsibilities**

- The Preschool Speech and Language (PSL) Program provides assessments and treatment programs for children with communication concerns from birth to five years of age, as well as the local Infant Hearing Program.
- The Dental Program provides in-school dental screening, oral health teaching and administration of the Children in Need of Dental Treatment (CINOT), which subsidizes emergency dental treatment for children up to the age of 17. It also provides the Healthy Smiles Ontario program which provides subsidized dental care for eligable children under 17 years who do not have access to dental coverage.
- The Vaccine Preventable Disease Program monitors community immunization levels, and delivers school-based vaccine programs and community clinics, including our annual influenza clinics. The Vaccine Preventable Disease program also has a part time staff of seven Public Health Nurses to help with clinics.

# Fields of Expertise Employed

Speech/Language Pathologist
Public Health Dental Hygienist
Communicative Disorders Assistant
Speech & Language Support Personnel
Certified Dental Assistant
Program Coordinator
Public Health Nurse
Program Assistant

#### **Infectious Diseases Team**

The Infectious Disease Team employs a number of staff with varying fields of expertise, all having the ultimate goal of preventing, reducing and responding to the spread of infectious diseases. The wealth of specialized skills utilized from Public Health Nurses, Public Health Inspectors, a Nurse Practitioner and an Infection Control Practitioner all come together to take on this task in a unique but

effective and highly adaptable manner.

#### **Examples of Duties and Responsibilities**

- Assist, coordinate and/or manage disease outbreak investigations in nursing homes, retirement homes, community and day cares, and report findings to the Ministry.
- Promote infection control practices.
- Inspect various public and private institutions including day cares and tattoo parlours.
- An Infection Control Practitioner (ICP) works with local hospitals, health care institutions/ businesses to educate their staff on infection prevention and control. They conduct surveillance and provide expert consultation as needed. They are also responsible for the delivery of the Needle Exchange Program.
- Investigate positive reportable disease lab results.
- Our Nurse Practitioner (NP) works with both the Sexual Health & Family Health teams, providing services primarily to clients without physicians. Her services include cervical screening and immunization.
- The NP & two Public Health Nurses (PHN) provide pregnancy testing/referral, birth control (& counselling), Emergency Contraceptive Pill's, Sexually Transmitted Infection/HIV testing, treatment of Chlamydia/Gonorrhoea, and sexuality/sexual orientation counselling and information.



Public Health Nurse
Infection Control Practitioner
Nurse Practitioner
Public Health Inspector
Program Coordinator
Program Assistant

### **Healthy Environment Team**

Largely made up of Public Health Inspectors, the Healthy Environment Team (HET) may be considered the police officers of public health in Haldimand and Norfolk counties. This team deals with a vast array of public health issues requiring immediate attention, including enforcement actions.

#### **Examples of Duties and Responsibilities**

- Act as educators in the dissemination of environmental health information and the instruction of individuals by facilitating seminars, presentations and training courses on public health matters, such as rabies, food safety, water quality, health hazards and vector-borne diseases (e.g. Lyme Disease).
- Inspect and ensure compliance with applicable regulations for certain public premises as required by the Ontario Public Health Standards and Protocols. Premises include, but are not limited to, public pools, food premises, recreational campgrounds, group homes, migrant worker accommodation, lodging/boarding homes, ice arenas, schools and tobacco vendors.
- Investigate and enforce applicable regulations for health hazards involving, but not limited to, communicable diseases, air quality, housing, malfunctioning sewage systems, food poisoning, rabies, occupational and environmental health
- Collect water, food and environmental samples for bacteriological and chemical analysis, interpret the results and initiate corrective action and follow-up
- The inspection and investigation processes are done using risk assessment, risk abatement, and risk communication to mitigate, reduce or eliminate health hazards.
- Public Health Inspectors function as a Provincial Offences Officer under applicable legislation. Enforcement actions may include, but are not limited to, collecting evidence, legal record keeping, issuing orders, provincial offence notices, summons and/or citations where necessary, developing crown brief(s) and court appearance(s).
- The Tobacco Enforcement Officer is responsible for enforcing, and providing education on, the Smoke-Free Ontario Act.
- The HET Health Promoter develops and delivers various initiatives and campaigns addressing healthy environment issues including sun safety, rabies, water safety, tobacco, air quality, West Nile virus, Lyme disease and food safety.

# Fields of Expertise Employed

Public Health Inspector
Tobacco Enforcement Officer
Program Coordinator
Health Promoter
Program Assistant

# **Interesting Facts**

Norfolk County has 2 of the 7 known endemic areas for Lyme disease in Ontario.

Haldimand and Norfolk have the most seasonal housing units for farm workers in the province.





#### Nurse Practitioner

#### **Duties**

- · Registered Nurse's duties and responsibilities.
- Has ability to make a diagnosis, prescribe medications, order certain diagnostic tests to prescribe treatment for some episodic illnesses and monitor chronic illnesses.

#### **Education**

- Bachelor of Science degree in nursing.
- Primary Health Care Nurse Practitioner.
- Registration in the Extended Class with the College of Nurses of Ontario.

"It's great
working with a bright
bunch of individuals. I
really enjoy the people and
the flexibility my job
allows me to have a life
on the outside."

Jackie Esbaugh, Program Evaluator/ Data Analyst

# **Epidemiologist**

#### **Duties**

- Produce health statistics for the Haldimand-Norfolk.
- Produce health status reports can be interpreted by the public and/or used by health professionals.
- Support the Health Unit's Program Coordinators by assisting with data management, survey design and program evaluation.

#### **Education**

- University Master's degree in science specializing in epidemiology and biostatistics.
- Several years experience with health databases and production of statistical reports.

# Speech/Language Pathologist

#### **Duties**

- Part of the preschool speech and language program.
- Evaluate preschoolers (age zero to five) with communication disorders using a wide variety of assessment measures.
- Provide intervention including individual/group therapy, home programs and parent/caregiver training.
- Direct and supervise support personnel who may provide individual therapy.

#### **Education**

- Master's degree in communication disorders or equivalent.
- New graduates must be mentored.
- As regulated health profession, Speech and Language Pathologists must be a member of the College of Speech-Language Pathologists and Audiologists of Ontario.

"There are **built-in opportunities** for partnering and collaborating to better meet the needs of **families** by virtue of working in a Health Unit (e.g. infants for hearing screens with questions about car seats and nursing; medically fragile child **accessing** speech and immunization at same appointment). The **staff** is great, able to roll with the punches and the winds of change and keep smiling! The **management** know where and when to give praise and credit, and genuinely appreciate the efforts of staff.

have lived in many different places, including big cities. I chose this community because it was small and picturesque and friendly, and I am still here 23 years later! We don't have the same big fancy resources as the big cities, such as transportation and specialists. That's a challenge when raising children. But there are advantages: everybody knows your name!"

Lori Holstein, Speech and Language Pathologist

#### Business Administrator

#### **Duties**

- Oversee the financial operation of the Health Unit, ensuring cost efficiency and compliance with the Ministry of Health and corporate directives.
- Prepare budgets and provide strategic financial advice to Health Unit management.
- Responsible for a budget of approximately \$7 million.

#### Education

- Bachelor Degree in Business Administration or Commerce.
- Minimum of three years experience in Health Administration.

# Family Home Visitors

#### **Duties**

- Provide support, encouragement and education on a wide variety of topics applicable to families with children aged 0-6 years.
- Work in collaboration with Public Health Nurses.

#### **Education**

- Grade 12 education plus experience working with children aged 0-6 years.
- Receive specialized training by the Health Unit in the Healthy Babies, Health Children program.

# Public Health Inspector

#### **Duties**

- Handle the environmental aspects of Public Health (air, water, soil, etc.).
- Enforce the Health Protection and Promotion Act (HPPA) and its regulations.
- Educate the public about proper environmental health and infection control practices.
- Identify health hazards and take appropriate action.
- Inspect various public facilities and institutions to ensure compliance with regulatory requirements.
- Ensure food is handled in a manner consistent with accepted public health practices.
- Investigate cases of reportable diseases as per the HPPA.
- Ensure community drinking water systems and recreational water facilities meet health-related parameters.
- Ensure proper infection control practices and reduce communicable disease transmission.
- Enforce the Smoke Free Ontario Act.

#### **Education**

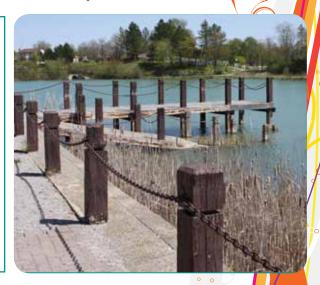
- Honours University degree in Applied Science Environmental Health (Public Health option).
- Must be certified by the Canadian Institute of Public Health Inspectors.

"In (Haldimand and) Norfolk there is a **strong** sense of "**community**" that everyone takes **pride** in. Working with the public, getting to know them and **helping** to protect their health and safety, produces a sense of **belonging** and **importance**. Working with other **dedicated** and committed Norfolk County employees has made me feel a part of something **special**.

My co-workers at the Haldimand-Norfolk Health Unit are truly a **hard working**, dedicated, and caring group of professionals, and I am proud to be a part of this great team.

Together, we DO make a difference!"

Greg Mychajluk BSc, BASc, CPHI(C), Public Health Inspector



#### Public Health Dietitian

#### **Duties**

- Plan health promotion strategies and educate the community about healthy eating.
- Work with schools, workplaces, community groups and the public.
- Address issues such as heart disease prevention, healthy eating for children, body image, and obesity.

#### Education

- Education involves a Bachelor of Science degree (four years) plus an internship (one year) or Master's degree.
- One to two years experience in public health or community nutrition.
- Must be a registered member in good standing with the College of Dietitians of Ontario.



# Public Health Dental Hygienist

#### Duties

- Work with individual clients, communities and a wide variety of health and community professionals to prevent tooth, gum and mouth diseases and injuries that can affect overall health.
- Patients range from parents in pre-natal classes to the elderly in long-term care centres.

#### Education

- OPEntal Hygiene diploma and Bachelor post-secondary program.
- Must be a member in good standing with the College of Dental Hygienists of Ontario.

### Health Promoter

#### **Duties**

 Plan, facilitate, implement and evaluate population-based health promotion initiatives, in order to effectively meet the Ontario Public Health Standards specific to chronic disease and injury prevention.

Research and develop programs/plans that are evidence based and responsive to community needs and develop health promotion strategies that are based on accurate and up-to-date knowledge.

 Assist with/promote relevant policy development and implementation in community sectors such as schools, workplaces.

#### **Education/Experience**

- Four year University degree in a related discipline (Health Education/Health Promotion/ Sciences), or equivalent.
- One to two years experience in health promotion.

"Working at a smaller Health Unit like ours is great for someone who enjoys variety, as you get to be involved in a number of projects at the same time, and play a part in every aspect of those projects, from the research, planning and budgeting stages through to the implementation and evaluation. Plus, as an added bonus, the staff at the Health Unit is fun, professional and knowledgeable, and our local schools, workplaces and community organizations are great to partner with on campaigns and projects."

Josh Daley, Health Promoter

## Communicative Disorders Assistant

#### Duties

• Provide interventions including weekly therapy in individual or group settings, and home programs under the direction of a Speech/Language Pathologist in accordance with the guidelines of the College of Speech-Language Pathologist and Audiologist of Ontario.

#### Education

Post-graduate certificate as a Communicative Disorders Assistant

#### Public Health Nurse

#### **Duties**

- Perform duties and functions within the scope of practice of a Registered Nurse.
- Conduct and provide activities/programs that promote, protect and preserve the health of residents of Haldimand and Norfolk.
- Provide education and counselling to prevent illness and injury.

#### **Education**

- Bachelor of Science degree in nursing.
- As a regulated health profession, Public Health Nurses must be a member of the College of Nurses of Ontario

# Program Assistant

#### **Duties**

- Perform a variety of support functions key to the successful Public Health program delivery.
- Use a variety of computer applications, problem solving and judgment skills to develop and maintain effective processes.

"I am here working in my own community with Public Health because I value and recognize the features of rural community nursing and its practice. I receive a great deal of job satisfaction working to meet the needs of the rural communities. Working in Public Health allows me to practice in a variety of areas such as mental health, reproductive health, disease prevention and health promotion in community settings, team settings and in a

Angela Swick RN, BScN

self directed manner."

#### Education

- Ontario Secondary School Diploma plus an additional Administrative or related program of one year and up to two years.
- Over one year and up to two years related experience.

# Certified Dental Assistant

#### **Duties**

• Work as a member of the Oral Health Program to provide individuals and communities with oral health surveillance and prevention programs.

#### Education

- Community college program in Dental Assisting studies plus an additional course in Preventative Dental Assisting or equivalent.
- Preventative Dental Assistant Certificate
- Member of the Ontario Dental Assistants Association

# Speech & Language Support Personnel

#### **Duties**

- Provide assistance and support to Speech Language Pathologist.
- Provide and assist with community screenings for the infant hearing program

#### **Education/Experience**

• Post secondary student with further education in a related discipline e.g. early childhood educator.

# Graphic Designer

#### Dutie

- Designs a full range of print and online materials for the Health Unit, geared to both internal and external audiences.
- Assumes project management of design assignments, including collaboration with other Health Unit staff, and liaison with outside print and design contractors.
- Ensures quality control of design projects, including safeguarding of Health Unit branding.

#### **Education/Experience**

- Two- to three-year community college diploma in graphic design and related software, or equivalent.
- Superior design skills.
- Competence in website management and development, editing and project management.





# Our Area

# Haldimand and Norfolk Counties

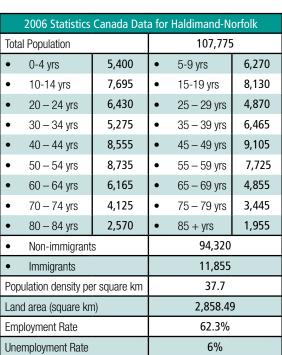
#### Location

Situated on the northern shore of Lake Erie, Haldimand and Norfolk counties are a quick and welcome escape from the hustle and congestion of larger cities. The rural nature of our area offers residents a relaxed, satisfying quality of life, backed by beautiful natural landscapes and charming towns and villages. Major city centres and destinations, including London, Hamilton and Niagara Falls are easily accessible, at approximately an hour away, and Toronto is approximately a 90 minute drive.











Norfolk County		
Town	Population	
Simcoe	14,522	
Port Dover	5,949	
Delhi	4,070	
Waterford	2,931	
Port Rowan	1,139	
Haldimand County		
Town	Population	
Caledonia	9,740	
Dunnville	5,729	
Hagersville	2,527	
Cayuga	1,575	
Jarvis	2,417	

#### **Economy**

Although there is a heavy reliance on agriculture, the manufacturing and tourism sectors are increasing in the area. More recently, green energy has been introduced with the development of wind and solar farms in both counties. The Nanticoke Industrial Park in Haldimand employs numerous local residents for various producers including steel production, an oil refinery and hydroelectric generation. Also, with their numerous festivals, beaches and campgrounds, both counties offer residents and tourists a great place to get away, have fun and relax in the sun

The Friday the
13th event in Port
Dover during August
of 2010 attracted
approximately
175 000 visitors.

### **Sports and Recreation**

Both counties offer a wealth of sport and recreational activities year-round. Numerous museums, parks and historic sites are spread throughout Haldimand and Norfolk, along with a growing network of hiking and cycling trails. The close proximity to Lake Erie also gives direct access to the various recreational pleasures available on the water.

A variety of community festivals and fairs, farmers' markets, beaches, downtown shopping districts and casual and fine dining restaurants provide a wealth of entertainment options to explore. Motorsports are also popular in Haldimand and Norfolk, with both motocross tracks and speed racing stadiums offered for both viewers and participants.

Contributing to its 'green' identity, Norfolk County was even boasted as the Forest Capital of Canada in 2008-2009 as declared by the Canadian Forestry Association; an award that focuses on the valuable role forests play in the socio-economic and environmental health of our communities – past, present and future.

For the avid outdoorsmen, Haldimand and Norfolk counties have reputable fishing and hunting grounds. Eco-adventures and a world-renowned biosphere can also be found in the Long Point area.

For more information on county run programs, visit the following sites:

**Haldimand County Leisure Link:** 

www.haldimandcounty.on.ca/LeisureLink.aspx

**Norfolk County Activities and Services Guide:** 

www.norfolkcounty.ca





# www.hnhu.org • info@hnhu.org