

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health

DATE: 2015 February 19

SUMMARY INFORMATION REPORT FOR FEBRUARY 2015

Recommendation

It is recommended that Report No. 016-15 re Information Summary Report for February and the attached appendices be received for information.

Key Points

- Implementation of the share the road signage pilot project, a multi-channel, interactive education campaign, indicated the ongoing need to address education, infrastructure and enforcement in order to improve cycling safety within London and Middlesex.
- The Child and Youth Network (CYN) Youth framework provides a menu of outcomes and indicators that can be referenced in the design, implementation, and evaluation of activities for youth age 12-29. The framework allows community partners working with youth to collaboratively engage and support youth to develop positive skills and healthy lifestyles.
- Addressing Substance Use Level One Champion Workshop was an opportunity for MLHU and other agency staff to develop knowledge and skills in working with individuals with substance use disorders. Additional educational opportunities will be planned once the Registered Nurses' of Ontario (RNAO) best practice guideline on substance use is released winter 2015.

Background

This report provides a summary of information from a number of Health Unit programs. Appendices and links will provide further details, and additional information is available on request.

Share the Road Signage Pilot Project

Cyclists are considered vulnerable road users and as such, provincial and local statistics indicate there is a need to address safety issues related to cycling. A multi-channel, interactive education campaign was developed and implemented to address safety concerns of local cyclists using the roads on the west side of London and within the Municipality of Middlesex Centre. Evidence of campaign reach was noted through enthusiastic community discussion using Facebook where over 91,000 individuals saw the ads and posted over 380 comments. An online survey on the MLHU share the road webpage, also provided evidence of reach with 367 respondents completing the survey and providing 216 comments. With over 600 comments and opinions being gathered, three common themes emerged identifying the need for ongoing evidence-based efforts focused on education, infrastructure and enforcement, in order to continue to improve cycling safety within London and Middlesex. Further information about the share the road signage pilot project is available in [Appendix A](#).

The Child and Youth Network (CYN) Youth Framework

The Middlesex London Health Unit Young Adult Team was involved in the design of the initial components and the building of the [Framework](#) with partners and young people. ([Appendix B](#)). The team will continue to be involved in consultation meetings to further support the development of the metrics and validation tools for the framework. The work of the Child and Youth Program team aligns well with the guiding principles and core components of the framework. Education on the framework will be provided to all Health Unit staff in programs that involve youth; including Smart Start for Babies, Sexual Health and the One Life One You youth tobacco group. The PHN lead for Developmental Assets will consult with the CYN Youth Framework Advisory Committee to see how this work aligns with the framework.

Addressing Substance Use Level One Champion Workshop

On Thursday January 22, MLHU hosted the Registered Nurses' Association of Ontario (RNAO) *Addressing Substance Use Level One Champion* workshop. ([Appendix C](#)). Forty-eight participants registered for the day-long event from various local and regional agencies. In total, 26 MLHU public health nurses attended. Information shared was based on the best available evidence in a soon to be released best practice guideline on substance use. Topics included: stigma and attitudes, impact of social determinants of health, drug classifications, disorder criteria, screening and assessment, as well as treatment approaches. Under consideration is the hosting of a more advanced workshop at a later date. An implementation plan for MLHU regarding the best practice guideline will be developed by members of the Nursing Practice Council and various service area public health nurses.



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