

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health

DATE: 2014 June 19

---

## SUMMARY INFORMATION REPORT FOR JUNE 2014

### **Recommendation**

*It is recommended that Report No. 042-14 re Information Summary Report for June and the attached appendices be received for information.*

### **Key Points**

- This year's International Nursing Week (May 12-18) was marked at MLHU with a workshop and luncheon attended by ninety Public Health Nurses.
- The Preparation for Parenthood Project, launched in May 2014, addresses the impact of parenting practices on families.
- The Ministry of Children & Youth Services (MCYN) has provided funds for enhanced hearing screening equipment in order to more accurately screen the hearing of over 10,000 infants in our region each year.
- The One Life One You Youth Leaders developed and implemented the "Tobacco and the Environment" initiative to educate environmentally conscious youth about the severe environmental impacts of harvesting, manufacturing and packaging tobacco products.

### **Background**

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

### **International Nursing Week May 12-18, 2014**

Health Unit nurses celebrated National Nursing Week on Tuesday May 13<sup>th</sup> with a professional development workshop and celebratory luncheon. ([Appendix A](#)). Public Health Nurses welcomed the President of the Registered Nurses' Association of Ontario (RNAO), Dr. Vanessa Burkoski, and she spoke to of the importance of nurses as change agents and advocates for community health. Dr. Shannon Sibbald of the Faculty of Health Sciences and the Shulich Interfaculty Program at Western University presented a thought-provoking presentation on public health practice and ethics. Funding for the celebratory luncheon was paid for through fund-raising activities by the nurses. Event planning was supported by the Nursing Practice Council and the Nursing Week Committee. For more information about National Nursing Week see <http://www.cna-aicc.ca/en/events/national-nursing-week>.

### **Preparation for Parenthood Project/iParent Campaign**

The transition to parenthood brings about more profound changes than any other developmental stage of the family life-cycle. A MLHU evaluation completed in 2013 supported earlier reports that prior to the birth of a first baby 44% of parents felt prepared for parenthood. Following the birth of their child, the percentage of parents who felt confident about their parenting abilities dropped to 18%. The "Life's About to Change" iParent campaign, launched in May 2014, aims to engage parents in contemplating the impact of parenthood prior to the arrival of their baby and to actively prepare for parenthood. The campaign drives the community to the MLHU hosted [www.iparent.net](http://www.iparent.net) where parents are encouraged to "find answers together". The

campaign also includes county newspaper ads, transit shelter advertising, Facebook ads, and the use of twitter ([Appendix B](#)).

### **Infant Hearing Program – Enhanced Hearing Screening Equipment**

In 2013/2014, the Ministry of Children and Youth Services (MCYS) provided \$52,608 to upgrade the hearing screening equipment in our region. The Finance and Facilities Committee reviewed this funding proposal and the Board approved it in March of this year. The new equipment is more portable, easier to use and has greater accuracy. As part of the rollout we are re-training hospital nurses and community hearing screeners in the use of the new equipment and in the new protocols. This past year we have been able to increase hearing screening at LHSC over the weekends so that more families can leave the hospital having their babies' hearing screened. In 2013/2014 10,691 infants were screened and 35 were identified with permanent hearing loss.

### **One Life One “Tobacco and the Environment” Initiative**

Throughout the month of April and in conjunction with Earth Day (April 22nd), the Health Unit's One Life One You targeted environmentally conscious youth, profiling the negative impact that the tobacco industry has on the environment. Youth were encouraged to take the pledge to be tobacco-free because they care about the environment. Harvesting, manufacturing and packaging tobacco products contribute to a number of severe environmental impacts including deforestation and pollution.

Cigarette butts are the most littered product in the world, leaching chemicals into the ground and water systems. They can take up to 25 years to fully decompose. Cigarette butts are often consumed by animals and birds, causing illness or death. Using creative messages, infographics, interactive displays, school announcements and banners to collect youth pledges to be tobacco-free, One Life One You exposed how the tobacco industry is harming the environment. Engaging and working with youth who care about the environment is a unique strategy to help shift tobacco use behaviours and social norms.



Christopher Mackie, MD, MHSc, CCFP, FRCPC  
Medical Officer of Health