

TO: Chair and Members of the Board of Health

FROM: Christopher Mackie, Medical Officer of Health

DATE: 2015 October 15

SUMMARY INFORMATION REPORT FOR OCTOBER 2015

Recommendation

It is recommended that Report No. 64-15 re Information Summary Report for October 2015 be received for information.

Key Points

- The Baby-Friendly Initiative (BFI) is a global evidence-based strategy that promotes, protects, and supports the initiation and continuation of breastfeeding. Health units are required by the Ministry of Health and Long-Term Care to be BFI accredited. MLHU is currently preparing for the final stage of External Assessment October 2015.
- Components of the *Electronic Cigarette Act – 2015 (ECA)* will come into force on January 1, 2016. The Health Unit has received new base funding of \$39,500 annually to enforce the provisions of the *Act*. This funding will be used to increase required staff resources.

Background

This report provides a summary of information from Health Unit programs. Additional information is available on request.

Baby-Friendly Initiative Update

The Baby-Friendly Initiative (BFI) is a global, evidence-based strategy that promotes, protects, and supports the initiation and continuation of breastfeeding. The implementation process for BFI includes a comprehensive mix of policy implementation, staff education, review and revision of curricula and resources, practice changes, data collection and community outreach. All Ontario Health Units are required to work towards achieving Baby-Friendly designation, which confirms adherence to all BFI provisions. MLHU is currently preparing for the final step towards becoming designated Baby-Friendly, called the External Assessment. Our External Assessment has been booked for October 28-30, when a team of Assessors from the Breastfeeding Committee for Canada will be speaking with staff and clients, reviewing documents, and observing programs. They will rate MLHU using a standardized assessment tool, and will provide a report to at the end of the visit, outlining whether or not MLHU has been successful in achieving Baby-Friendly status.

Electronic Cigarette Act – 2015 Update

Components of the [*Electronic Cigarette Act – 2015*](#) (*ECA*) will come into force on Jan 1st, 2016. The *Act* bans the sale of e-cigarettes and their component parts to anyone under the age of 19 years and bans the use of e-cigarettes in all places where smoking tobacco products is already prohibited under the *Smoke-Free Ontario Act*. Additional components of the *ECA* will come into effect in 2017 including rules around the display, promotion and handling of electronic cigarettes and the prohibition of the sale of electronic cigarettes at certain places. As part of the Program Based Grant process, the Ministry of Health and Long Term Care provided the Health Unit with \$39,500 (prorated at \$29,625 for 2015 only) of ongoing 100% annual funding to support the added education and enforcement demands of these legislative enhancements. This funding will be used to increase our Tobacco Enforcement Officer and Program Assistant resources on the Tobacco Control Team to conduct and document the additional inspections, education visits and signage delivery, and associated prosecution activity necessary to ensure compliance with the new *Act*. In addition to the base funding, the Health Unit received one-time funding (April 1, 2015 to March 31, 2016) of \$39,500 to support the implementation of the Health Unit's *Electronic Cigarette Act* implementation strategy and work plan.



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