



**Progress on the 2012-2014  
Strategic Directions**

***Moving From Planning to Action***

**Board of Health - January 2013**



**ML** MIDDLESEX-LONDON  
**HEALTH UNIT**

Discovery Report



# Strategic Plan

M I D D L E S E X - L O N D O N H E A L T H U N I T

## MISSION

*The mission of the Middlesex-London Health Unit, is to promote wellness, prevent disease and injury, and protect the public's health through the delivery of public health programs, services and research.*

## VISION

We are Public Health - we focus on preventing illness and injury, promoting and protecting health and improving quality of life.

We serve our diverse and ever changing community, ensuring accessibility to all. We reach out to our Middlesex-London community both physically and virtually. We provide our services where people live, learn, work and play.

Together with our partners, we are a vital part of the community, trusted to provide credible and reliable public health information, programs and services.

We are an integrated public health team committed to providing service excellence through client-centred, & evidence-informed practice; innovation; and collaboration.

Our workplace culture is marked by effective leadership, mutual trust, respect, transparency, professionalism and personal well being.

We have ample human, physical, technological and financial resources; and are accountable for effective use of these resources.

We share a common vision, each of us contributing our expertise toward enabling the people of Middlesex-London to reach optimal health!

## THREE YEAR STRATEGIC DIRECTIONS

### A. Improved Health Outcomes:

The Public Health Standards will continue to be met and monitored within the context of the accountability framework. In addition to this work, special emphasis will be placed on the following:

- Improve health outcomes by enhancing service delivery through collaborative comprehensive, integrated strategies in Middlesex-London in the areas of:
  - Healthy eating, and physical activity for all
  - Reducing health inequities

Strategies must: be integrated, expand what we do, have a virtual component, serve Middlesex-London, provide excellent health information to staff and partners, and contain an outcomes and evaluation plan.

### B. Organizational Health and Vitality

- Continually enhance internal collaboration
- Foster effective internal communication and decision-making processes and practices
- Enhance Health Unit leadership at all levels

### C. Infrastructure

To support the work of better health outcomes:

- Enhance the capacity of the Health Unit to inform and respond to its communities through the application of communications strategies (enhanced online presence, marketing)
- Enable the delivery of the Health Unit's services through the use of current and emerging technologies
- Develop a Facilities Plan to address the needs of the HU and the growing, ever changing community it serves



The **PATH** to  
**HEALTHY LIVING**

Strategic Plan  
**2012-2014**

**ML** BUREAU DE SANTÉ DE  
MIDDLESEX-LONDON  
HEALTH UNIT  
[www.healthunit.com](http://www.healthunit.com)

# Healthy Eating & Physical Activity



Healthy City - Active London

YouTube CA



mlhealthunit - 45 videos



Subscribe

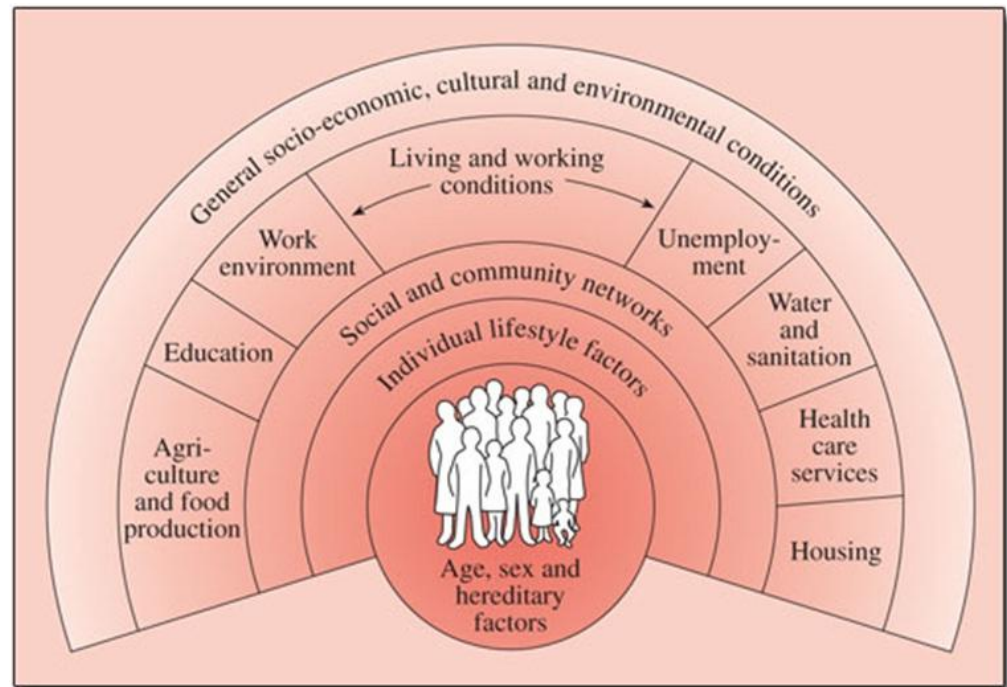
28



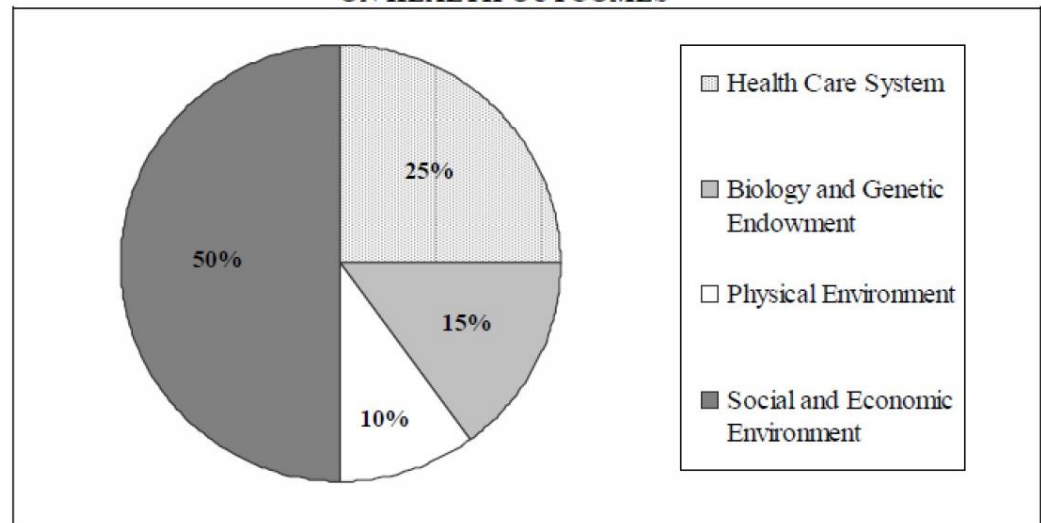
# Reducing

# Health

# Inequities



ESTIMATED IMPACT OF DETERMINANTS OF HEALTH ON HEALTH OUTCOMES



Your Ministry

- Health Care Professionals
- Ministry Programs and Projects
- Health Equity Impact Assessment
  - Background
  - Resources
  - Featured HEIAs
  - Events
  - Testimonials

Explore Government

Contacts

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# HEIA

## Health Equity Impact Assessment

The Ministry of Health and Long-Term Care (MOHLTC) has identified equity as a key component of quality care. MOHLTC has developed HEIA to support improved health equity, including the reduction of avoidable health disparities between population groups. HEIA also supports improved targeting of health care investments—the right care, at the right place, at the right time.

### What is HEIA?

HEIA is a decision support tool which walks users through the process of assessing the potential health equity impacts of a program, service, or policy. HEIA supports positive impacts and reduce negative impacts that could result in a less equitable, more equitable delivery of the program, service, or policy.

### Why use HEIA?

The HEIA tool that has been developed by MOHLTC has several key features:

1. Help identify unintended potential health equity impacts on population groups
2. Support equity-based improvements in policy, program, or service
3. Embed equity in an organization's decision-making process
4. Build capacity and raise awareness about health equity



# Organizational Health & Vitality





# Communications



**MLHealthUnit**  
@MLHealthUnit

Our mission is to promote wellness, prevent disease and injury, and protect the public's health through the delivery of public programs, services and research.

London and Middlesex County  
<http://www.healthunit.com/default.aspx>

2,218  
TWEETS

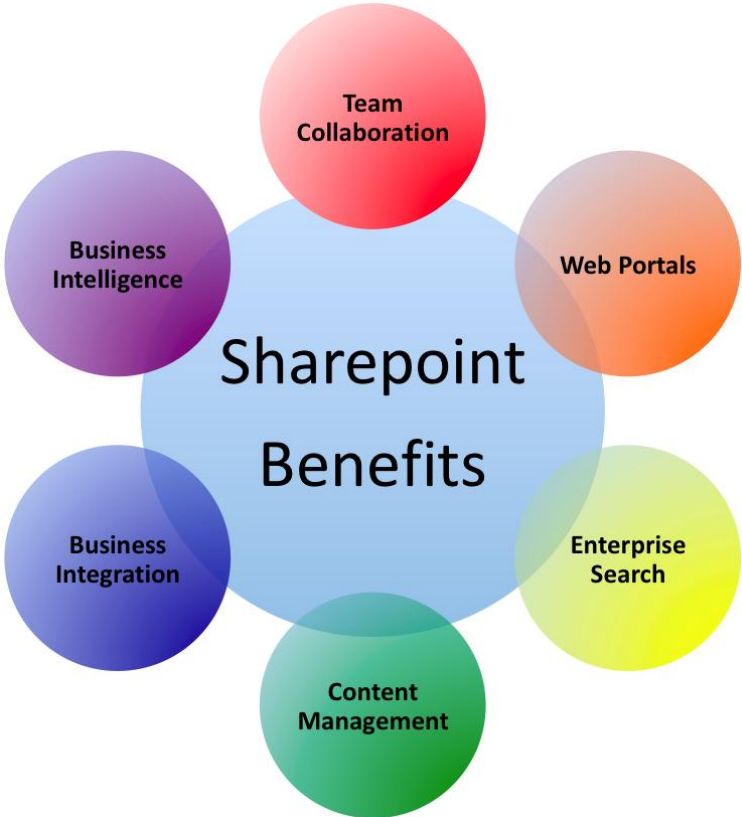
1,559  
FOLLOWING

3,186  
FOLLOWERS

Follow

The screenshot shows the ML Health Unit website homepage. At the top, there are contact numbers for London (519-663-5317) and Strathroy (519-245-3230), along with 'Sign In' and 'Select Language' options. The main navigation bar includes 'Health Topics', 'A-Z Content List', 'For Professionals', and 'Clinics and Classes'. Below this is a secondary navigation bar with 'About', 'Board of Health', 'News & Events', 'Statistics & Reports', 'Downloads & Forms', 'Career/Volunteer Opportunities', 'Bid Opportunities', and 'Contact'. A search bar is prominently displayed with the text 'What are you looking for?' and a 'Search' button, along with a link to 'or Ask a Question'. The 'Hot Topics' section features five featured articles, each with a thumbnail image, a title, a short description, and a 'Learn More' link. The main content area is divided into three columns. The left column has a 'Welcome to Your Health Unit' section with a sub-header, a paragraph of placeholder text, and a 'Learn More' button. Below this is a 'Video' section with a video player thumbnail. The right column contains an 'Alerts' section with a notification icon and a list of alerts, a 'News' section with a 'Subscribe' button and a list of news items, and a 'Clinics' section with a heart icon and a list of clinic details, including an 'Immunization Clinic' and an 'STI Clinic'.

# Information Technology

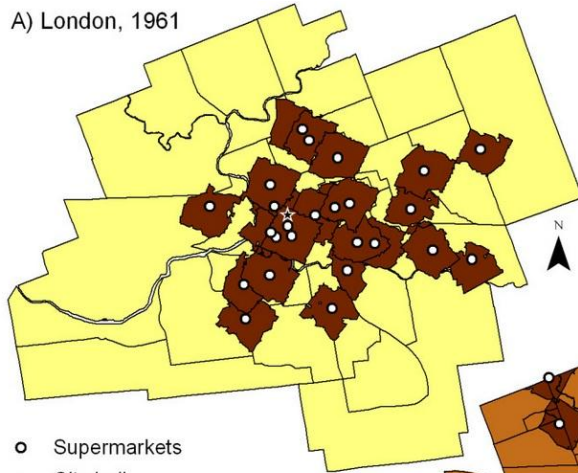


CANADIAN  
**Healthcare Technology**

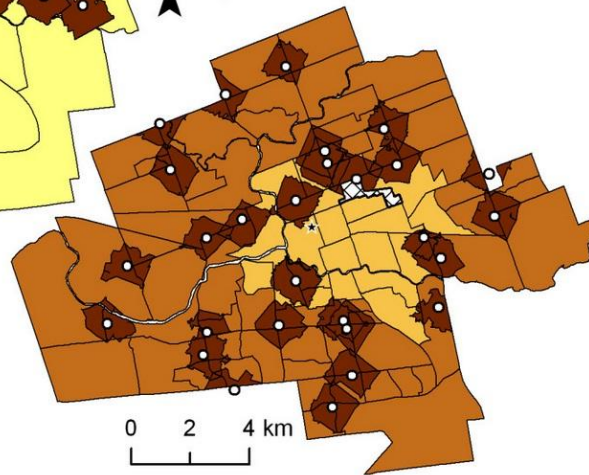
# Facilities Planning



A) London, 1961



B) London, 2005



- Supermarkets
- ★ City hall
- Service area
- London, 1961
- Urban neighbourhoods, 2005
- Suburban neighbourhoods, 2005
- ▨ Non residential

## *Looking Forward*

- 2013 = Sustained momentum
- More specific reports (at BOH request)
  - Website
  - ECR Strategy

*Thank you – Questions?*