

health

ONTARIO PREVENTION CLEARINGHOUSE

development

support

community

educate

belonging

milestones

partnership

growth

relationship



Annual Report 2004-2005



Ontario
Prevention
Clearinghouse

Centre ontarien
d'information
en prévention



Our Mission

To improve the health of Ontarians and Canadians, Ontario Prevention Clearinghouse builds capacity among individuals, organizations and communities to apply effective prevention and health promotion strategies and practices.

A MESSAGE FROM THE PRESIDENT & EXECUTIVE DIRECTOR

During 2004/05, the Ontario Prevention Clearinghouse (OPC) Board of Directors and staff developed a new strategic plan. The new plan focuses our mission and sets three goals to help us more effectively deliver leadership, advocacy and service and raise the profile of prevention and health promotion. Four organizational commitments are made to: pursue excellence; have accountable, ethical, and sustainable practices; demonstrate respect and diversity; and be a healthy organization.

OPC's overarching focus in the coming years will be to champion prevention. Health is Canadians' primary national interest, and by health we believe that Canadians mean more than simply medical and hospital treatment. We see prevention as an essential building block to safeguard and improve Ontario's health and believe that resources for prevention allocated now will result in society paying less – socially, as well as financially – later. Accordingly, OPC will strategically collaborate to generate understanding about and social commitments to prevention.

As we move into 2005/06 this focus is helping us to refine our programs and activities. During 2004/05, our programming and client base grew. A few highlights ...

- Our French language capacity was enhanced: we hired a Francophone health promotion consultant in Best Start and started a French language services committee. We continued to chair the French Language committee of the Ontario Health Promotion Resource System and maintain partnerships such as with le Regroupement des intervenants francophones en santé et services sociaux.
- We built some new bridges for health promotion. Especially rewarding has been our work with primary care stroke workers, increased partnership with the medical profession and collaboration with social planners.
- Our work to support health promotion practice in numerous settings continues unabated. A highlight of the past year was, with the Centre for Health Promotion at the University of Toronto, becoming the Health Promotion Affiliate of the Canadian Health Network, Canadians' premiere web-source for health information. Another highlight was working with the Ontario Health Promotion Resource System to develop and launch a wonderful web-based introductory health promotion course.

In 2004/05, for the first time, we launched two social marketing campaigns geared to the public. Count Me In!, a campaign to promote inclusion and social determinants of health developed in collaboration with the Association of Ontario Health Centres, was the start of continuing education and outreach about inclusion. Be Safe: Have an Alcohol Free Pregnancy, our biggest and most multi-faceted social marketing campaign yet, clocked in at a reach of over 5 million contacts.

We are grateful to our talented and committed staff and Board of Directors, all of whom contribute rich skills and knowledge in OPC's efforts to continuously become better. We hope you have reason to work with us in the coming year to increase the impact of health promotion and make Ontario a healthier place to live.

Graham Clyne
Chair, Board of Directors

Connie Clement
Executive Director

*When we do our job well,
community-based clients
and partners are more*

OUR PROGRAMS

Best Start: Ontario's Maternal, Newborn and Early Childhood Development Resource Centre
Supports maternal, newborn and child health promotion programs and initiative

OPC Health Promotion Resource Centre
Strengthens the capacity of people involved in health promotion in their communities

Ontario Health Promotion Resource System Secretariat
Coordinates system-level planning, reporting and special projects for 23 member programs to enhance health promotion in Ontario

Canadian Health Network, Health Promotion Affiliate.
Builds the health promotion resource collection and the health promotion capacity of the Canadian Health Network; implemented in partnership with the Centre for Health Promotion

Stroke Prevention Initiative
Enhances health promotion practice to contribute to the Ontario Stroke Strategy and prevent stroke and chronic diseases

*A society where everyone belongs
creates both the feeling and the reality
of belonging, and helps each of us reach
our full potential.*





effective.

OUR PROGRAM Highlights

Building on one of our organization's greatest assets -- the quality, knowledge and commitment of our staff -- OPC had a year of accomplishment and growth in 2004-2005. With the introduction of new initiatives and two successful marketing campaigns, as well as through renewed commitment to core programs and services, OPC continued to work with our valued and growing group of partners to build the profile of health promotion.

As part of our ongoing commitment to realize the vision of "health for all", OPC is proud of strategic successes this year, to expand our client base, broaden our partnerships, and service a greater variety of organizations and populations, particularly in francophone communities.

Highlights of this year's accomplishments are:

- On April 1, 2004, along with the Centre for Health Promotion at the University of Toronto, we became the Canadian Health Network's first health promotion affiliate. The Canadian Health Network, a project of the Public Health Agency of Canada with numerous voluntary sector agencies, is Canada's premier source of consumer-oriented, web-based health information. Numerous non-governmental organizations associated with the Canadian Health Network are now taking part in a national health promotion forum hosted by OPC.
- We hosted an invitational forum to explore The Prevention Imperative. This event helped convince us that OPC should re-commit its efforts towards moving health reform upstream and advocate for enhanced resources for prevention. Franco-Ontarians benefited from several initiatives as a result our help, among them the Ontario Self Help Network's first bilingual conference.
- www.preventstroke.ca. a new e-learning website and database now links Ontarians to thousands of local organizations and resources. It can be searched by geographical location, risk factors, and social determinants.
- Canada's largest health promotion workforce survey was implemented by the Ontario Health Promotion Resource System (OHPRS) and the findings are supporting service improvement by numerous partner organizations.
- A new web-based course is being used by Canadians to learn about health promotion practice, theory, and evidence. It was developed by the Ontario Health Promotion Resource System in collaboration with the Centre for Health Promotion and OPC.
- Through two well-received social marketing campaigns, Be Safe: Have an Alcohol-Free Pregnancy and Count Me In!, Ontarians improved their knowledge and community organizations gained new resources.

milestones

OUR THREE Priorities

During 2004/05, OPC established a new strategic plan that emphasizes three areas of focus, all committed to prevention in its broadest sense. The three areas are where health promotion can have the greatest impact on the health of Ontarians, achieve the greatest and most effective partnerships, and contribute to safe-guarding our cherished - and besieged - health care system by reducing demand for medical treatment and management as the population's health improves.



Chronic Disease Prevention

Chronic non-communicable diseases are the leading causes of death, disability and health care system utilization in Canada. Most chronic diseases can be prevented and postponed, yet are not.

Early Childhood Health

Evidence shows that giving all children a better start in life significantly and positively influences the health of communities and future populations.

Inclusion

Exclusion from civic participation and individual well-being based on factors such as income, race, gender, and physical and mental ability, keep people from being as healthy as they could otherwise be. To achieve health for all, our communities and organizations must become more inclusive.

Many factors outside the health sector significantly affect health. These determinants of health and include factors such as income, employment, gender, culture, and physical environment. As a society we must ensure that societal determinates contribute to optimal health rather than diminish health.



Some of our work, of course, crosses these areas of emphasis. Our two resource centres (the Best Start Resource Centre and the OPC Health Promotion Resource Centre) continue to emphasize knowledge transfer, training, consultation and supporting network development to build health promotion capacity.

Partnerships

The “growing” of our partnerships now includes the Ministry of Consumer and Business Services, the new Ontario Ministry of Children and Youth Services, the Management Advisory Service of the Volunteer Centre of Toronto, and Consortium national de formation en sante. We took on new initiatives with the Centre for Addiction and Mental Health and Regroupement des intervenants francophones en sante et services sociaux (RIFSSSO).

French Language Services

All of our programs are committed to building French language service and capacity. To this end, in 2004/05 we chaired the Ontario Health Promotion Resource System French Language Services Committee; sit on the organizing committee for the French stream of the Ontario Health Promotion Summer School; participated at the first national conference of Consortium national de formation en santé which focused on research about the health of francophone minority populations. These included a needs assessment, compilation of French language consultants for use by members, and.... Subscriptions to Le Bloc-Notes, our fortnightly e-newsletter, continue to grow, with an estimated 1500 persons reading each bulletin. We developed a French adaptation of a health promotion best practices process tool developed by the Centre for health Promotion, web-enabled the French tool, and trained francophone health promoters in its use. Voices?

Health Promotion for the Canadian Public

Our clients and partners have generally been professionals, volunteers and lay workers in health, social services and education. This year, we embarked on an increased focus on providing health information to the Canadian Public by, in

partnership with the Centre for Health Promotion at the University of Toronto, becoming the Canadian Health Network’s first Health Promotion Affiliate. This provides us with a significant forum for making contributions on a national level to health promotion, and breaking through some of the barriers that have prevented the implementation of health promotion strategies by traditional health care organizations. Our first article in HealthLink, the bi-weekly e-newsletter of Canadian Health Network, applied a health determinants lens to an international heart health study. By exploring how income, employment, housing and education applied to the study, we were able to expand on the usual “lifestyle” advice typically dispensed by popular media.

Health Promotion Online

The Ontario Health Promotion Resource System launched a new web-based course about health promotion. Available at www.putURLhere, the course experienced 32,000 page views and more than 700 repeat visitors within its first two months, and 85,000 page views up to March of 2005. Another major milestone for OHPRS was the launch of a new software application by system members to track service delivery, and the training of members to use the new application and generate consistent reporting.

We proudly reached the landmark 400th issue of Ontario Health Promotion E-bulletin, published collaboratively with the Health Communication Unit of the Centre for Health Promotion. We experienced a 22% increase in subscriptions, with estimated client contact per issue at 18,558 and 1 million overall client contacts in 2004-2005.



CHRONIC DISEASE Prevention

In support of the Ontario Stroke Strategy, our Stroke Prevention Initiative has been a leader in our priority focus of chronic disease prevention.

Integrated Chronic Disease Prevention

OPC has been instrumental in establishing the Ontario Chronic Disease Prevention Alliance. In 2004/05 we formalized our commitments to this new Alliance, and Connie Clement, OPC's Executive Director, stepped into the chair of the Alliance. Being part of the Alliance helps us strengthen partnership with disease-focused charities. A key activity has been to work with Ontario Government colleagues to plan for greater impact.

Building Bridges Between Health Promotion and Primary Care

We are encouraged by the positive response received on several new and innovative initiatives aimed at building bridges between health promoters and primary care practitioners. We continue to expand our working relationships to chronic disease clinicians, giving us an important venue for fostering health promotion knowledge and integrating health promotion strategies into clinical practices.

To this end, we facilitated network building with regional and district stroke centres, heart health coalitions and other local organizations. "Connecting the Dots to Prevent Stroke" workshops held in Grey-Bruce, Thunder Bay and Windsor Essex have resulted in improved sharing of information and cooperative planning in those areas.

Education and resources to change practice

We revised a comprehensive bilingual resource called Prescribing Prevention: Health Promotion and Stroke Prevention. This easy-to-use booklet broadens health care providers' understanding of health promotion and how to apply it effectively in clinical settings. Available in both English and French, 850 copies of the resource were distributed to stroke sites at workshops and conferences.

A new website and web-enabled database listing approximately 2,000 community resources and services addressing stroke and chronic disease prevention was pilot tested this year. The website will be populated with educational resources and the database is designed for easy use by health providers to improve health promotion-oriented client referrals. Our Stroke Prevention Initiative staff provided education and program updates to regional and district stroke centre staff and Heart and Stroke Foundation of Ontario employees and volunteers.



health

EARLY CHILDHOOD Health

To affect long term health outcomes, Best Start: Ontario's Maternal, Newborn and Early Childhood Development Resource Centre takes the lead in this priority area, and achieved rewarding results in several key areas of their work this year.

Provincial Campaigns

Be Safe: Have an Alcohol Free Pregnancy, our biggest and most multi-faceted social marketing campaign yet, was launched in May of 2004. The campaign yielded amazing results, including audience reach of over 5 million people, and an increase by 65% in the number of people aware of the link between birth defects and alcohol use and pregnancy. The campaign was covered by national and local media; resources were picked up by other provinces and countries; and the campaign received honorable mention in this year's Canadian Public Relations Society National Awards of Excellence.

Resource Development

Working with a variety of partners, Best Start developed e-based training resources for health-care providers, including a training video on alcohol and pregnancy screening. Several new resources were produced collaboratively with the Ontario Self-Help Network. Our successful collaboration with the Centre for Addiction and Mental Health (CAMH), Toronto Public Health and Journey Support Services resulted in the development of a new guide on post-partum depression for front line health care and social service providers. The guide, available from CAMH, sold over 1,000 copies in its first week. In 2005/05, we hope to produce a French language version. By year's end, Best Start had fulfilled nearly 600 orders for resources by distributing just shy of 400,000 resources throughout Ontario.

Consultations and Training

Our annual conference Best Start conference, Moving from Challenges to Opportunities, attracted 253 delegates from across Ontario (46% from public health, 25% child and

youth serving organizations). Workshops included parenting with a disability; post partum mood disorder; working with Aboriginal families; environment and children's health.

Seven workshops were delivered to 280 participants on physician training on alcohol use during pregnancy; post-partum mood disorder, cultural competency and parenting. Over 100 consultations (two in French) were provided province-wide to public health units, voluntary sector organizations, community health centres, hospitals, and First Nations communities, reaching 12, 165 clients.

Partnerships

Best Start successfully broadened working networks in critical ways this year, with tangible results. We partnered with the federal government to carry out a national environmental scan about alcohol and pregnancy campaigns, and consulted with the Ontario Government's Ministry of Consumer and Business Services to help move Sandy's Law into legislation. This law now requires all licensed establishments and distributors to display signs warning about the impact of drinking alcohol during pregnancy.

In additional strategic attempts to broaden their reach, Best Start staff organized five focus group bringing together French Language service providers in Sudbury, Cornwall, Ottawa, Caselmann and Toronto as part of French Language Services strategy, to hear about needs of Francophones working in maternal, newborn and child health. Outreach resulted in an increased membership in the Maternal Newborn Child Health Promotion Network to 700; 42% of members represent public health, 22% health care providers, and 13% of Network participants are from child and youth serving organizations.

partnership

Inclusion

Belonging - to a family, a community, a society -- is one of the most important things in life. It makes us feel good. It makes us healthy. It makes us want to reach out to others. Belonging makes our communities healthy, too.

Social Marketing and Practical Resources

OPC builds bridges among health professionals and community partners concerned about healthy and inclusive societies. At OPC, the Health Promotion Resource Centre takes the lead for inclusion within our own organization, as well as externally, and fosters understanding about the determinants of health in health promotion strategies.

To this end, we launched a multi-faceted social marketing campaign and toolkit Count Me In! with great success. A 53-page workbook and toolkit is available in both official languages. It is used by groups, organizations and communities to determine whether or not they are inclusive and help them become more so. French and English television public service announcements, posters and brochures were important components of this campaign.

Expanding Networks

The cooperative spirit of partnering with the Social Planning Network of Ontario and other provincial and local organizations to form the Ontario Inclusion Learning Network has been particularly rewarding, especially as new members from different sectors continue to join us at the table. We look forward to integrating additional provincial organizations and strengthening plans for the sustainability of this network.

In 2004/05 we supported partnering organizations to integration inclusion-oriented initiatives into their work. Our partnership with the Ontario Women's Health Network, an organization that is co-housed with OPC, has been particularly fruitful, with projects in development for 2005/06.





TREASURER'S REPORT

Annual Report Financial Statements as at March 31, 2005

Statement of Operating Fund Revenue and Expenditure

REVENUES

Province of Ontario	\$3,118,747
Interest	18,107
Other	357,906
Total revenue	3,494,760

EXPENSES

Salaries & Fee for Service	2,230,138
Program Activities & Materials	780,937
Administration & Finance	296,303
Total Expenses	3,307,378

Surplus	187,382
Total Expenses plus surplus	\$3,494,760



OPC BOARD OF Directors

OPC's Board of Directors
April 1, 2004 — March 31, 2005

OPC is blessed with a dedicated and knowledgeable Board of Directors. We thank them for their collective guidance.

Andrew McBride
Treasurer (Since Dec. 04)

Carmen Connolly

Eliseo Martel

Jane Fitzgerald

Paul Chaput

Richard Christie

Graham Clyne
President

David Baker

Carmen Robillard

Mary Sylver
Secretary

Jane Bertrand
Vice President

Marie-Noelle Lefèbvre
Officer without portfolio

Tony Anderson
Treasurer (Nov. 01- Dec. 04)

Ray Peters

Helen Cooper

Simon Mielniczuk

To learn more about our program, services and the staff who can help you,
visit our website at www.opc.on.ca, or reach us at:

180 Dundas Street West Suite 1900, Toronto, Ontario M5G 1Z8
Tel. (416) 408-2249 Toll free 1-800-263-2846 Fax (416) 408-2122 info@opc.on.ca