



Ontario Prevention Clearinghouse Annual Report 2006–2007



Ontario
Prevention
Clearinghouse

Centre ontarien
d'information
en prévention

EXECUTIVE MESSAGE: At the Ontario Prevention Clearinghouse (OPC), we are privileged to work with health professionals and volunteers who improve health in their communities. We help them – in both official languages – be more effective by providing training, tailored consultation, brief interventions and referral, resources and introductions to potential partners. In 2006/07 we maintained focus on our historical base of non-governmental organizations and public health and increased work with aboriginal partners, clinicians, and outreach to local community services.

Service highlights included launching a province-wide campaign about post-partum mood disorder. We offered a sneak preview to Ontario's Expert Panel on Early Learning recommendations at our sold-out Best Start conference. We trained partners across Canada regarding new social marketing practices, as well as providing equally important, one-on-one advice to callers and correspondents across sectors and throughout Ontario. We collaborated with others committed to health equity to improve responsiveness by policy-makers and service planners, including local health integration networks and government.

During the year just ended, OPC restructured to improve our strategic clarity, organizational cohesion, and our communications and infrastructure capacity. We successfully integrated a general manager and communications-policy specialist and clustered programs under two health promotion managers. A year in, we're thrilled to discern greater collaboration among our programs, and improved communications and information management and technology. You'll see this in our website, now better integrated to deliver resources and information. These improvements help us deliver stronger programs and to fulfill our organizational values: pursue excellence; be accountable and ethical; foster respect and diversity; and be a healthy organization.

Our accomplishments are possible because of the enthusiasm, knowledge and skill of our dedicated staff and Board of Directors. We thank them and the numerous advisors who enrich our impact.



Carmen Connolly, Chair



Connie Clement, Executive Director

OUR MISSION: The Ontario Prevention Clearinghouse builds health promotion capacity and fosters the development and implementation of effective prevention and health promotion strategies to improve the health of Ontarians and Canadians.

OUR VISION: A healthy and inclusive Ontario, in which effective, accessible and community-based prevention and health promotion strategies improve and sustain a healthy population.

OUR PROGRAMS: The Ontario Prevention Clearinghouse (OPC) is Ontario's longest standing health promotion organization. Since 1985, through consultations, training, print resources and referrals, OPC has helped individuals, groups and communities use health promotion strategies to achieve health and well-being. We believe that people become healthier as they increase control over their health and actively partner with others to address health inequities and advance healthy policy. The Ontario Prevention Clearinghouse has 5 key programs:

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

Prevent Stroke builds partnerships between hospital-based stroke centres across Ontario and health promotion organizations to prevent stroke and chronic disease. It is part of the Ontario Stroke Strategy.

The Health Promotion Resource Centre strengthens the capacity of people and organizations involved in health promotion in their communities.

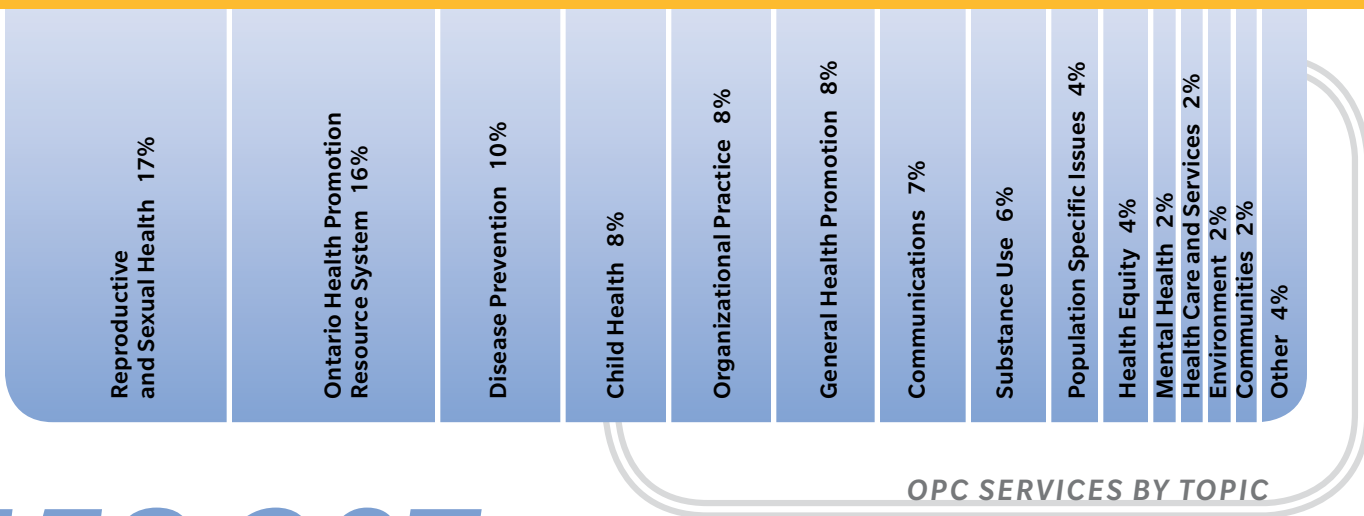
The Ontario Health Promotion Resource System Secretariat coordinates system-level planning, reporting and special projects for 21 member programs to enhance health promotion in Ontario.

The Health Promotion Affiliate of the Canadian Health Network builds the health promotion resource collection and the health promotion capacity of the Canadian Health Network, one of the largest health information e-libraries in Canada. This program is a partnership with the Centre for Health Promotion.

OPC engages health professionals and volunteers to increase understanding and build capacity in health promotion. We work towards our objective of health for all through building the skills and disseminating the information needed to promote health effectively. In 2006-2007, we:

- provided 403 consultations to 4,678 health practitioners,
- trained 2,531 participants in 68 learning events,
- distributed over 450,000 educational print resources,
- published 110 electronic bulletins reaching 6000 subscribers ...and supported many more individuals through our website and informal dissemination of ideas and products.

Building the Capacity of Health Promoters



458,207

Number of OPC print resources disseminated in 2007

Training and knowledge exchange

We work together with clients to identify new needs and emerging trends. We then provide them with resources and we support skill and knowledge development they will use in the community and with clients.

This year, our Best Start Resource Centre produced two exciting new resources for service providers: a manual on pregnancy after age 35 and an overview of prenatal education. These resources were very well received and are the first of their kind in Ontario.

Our Health Promotion Resource Centre again collaboratively planned and delivered with other health promotion resource centres joint training sessions in Simcoe and Thunder Bay, two communities with large Francophone populations. These training events give francophone community practitioners the opportunity to connect, collaborate and improve their knowledge of health promotion strategies. This year, OPC offered training sessions on developing successful partnerships and program evaluation.

In March 2007, our Health Promotion Affiliate provided three workshops on social marketing to the Canadian Health Network in Toronto, Ottawa and Vancouver. These events deepened workshops on health promotion theory and practice held the previous year. During the 3-day events, staff from the Public Health Agency of Canada and 23 major non-governmental organizations discussed how to apply social marketing strategies to promote good health practices.

OPC launched a multi-dimensional social marketing campaign on post-partum mood disorder (PPMD) to raise awareness and clarify misconceptions. Using different strategies and media to reach professionals and the public, the campaign provides health care professionals with tools to diagnose, treat, and talk about PPMD with their patients. It encourages community organizations to take local action and reinforce the campaign at a local level. A website meeting the information needs of the public, media and health care providers supported the campaign.

1,000

Number of health, social and community professional members of the MNCHP network

E-resources: a wealth of information only a click away

OHPE, our widely-read health promotion electronic bulletin, celebrated its 500th issue in February 2007. For the occasion, readers submitted stories about how the bulletin connected them to a network of health promoters, functioned as a virtual community and helped readers learn best practices, new ideas, hear about events and find employment. Created in 1997 in partnership with The Health Communication Unit, the bulletin today reaches 4,600 subscribers around the world. With over 8000 listings, OHPE's online searchable database, provides a wealth of information on health promotion.

In 2007, our maternal newborn and child health promotion network (MNCHP) reached over 1,000 members. Through a listserv and an electronic bulletin, MNCHP facilitates the exchange of information between service providers working on maternal, newborn and child health issues.

We completed an online searchable database for *le Bloc-Notes*, our French language electronic bulletin. *Le Bloc-Notes* now has 8 years of bulletins archived in the database and a more user-friendly format.

The latest addition to our e-resources is an OPC blog launched in October 2006. Our blog delivers and comments in real-time on news relevant to health promotion. The postings are ranked in different categories, which make it easy to find topics by area of interest.

In 2007 there were 633 postings on Click4HP, the international health promotion listserv OPC hosts in partnership with York University. Active since 1995, it is the longest standing health promotion listserv.

"When my son was first born, I couldn't figure out what attachment was. I am glad to say that I am almost feeling like myself again. That's not to say that the "down moments" have been completely eliminated. When I have down moments, I look at the Best Start magnet I picked up from an Early Years Centre and then I don't feel so alone. It gives me a renewed sense of hope!"

Linda,
mother suffering from PPMD



280

Largest sold-out audience to date at our Best Start annual conference on maternal, newborn and early childhood development issues

Creating Partnerships for Health

“OPC consultants helped us think about new ways of engaging people and get them talking. It was absolutely great to have them on board! They really understand your needs and give you ideas on how to move it along.”

Donna Cheung,
Stroke Rehab & Community
Re-engagement Coordinator,
South East Toronto Regional
Stroke Network

Connecting people, weaving networks

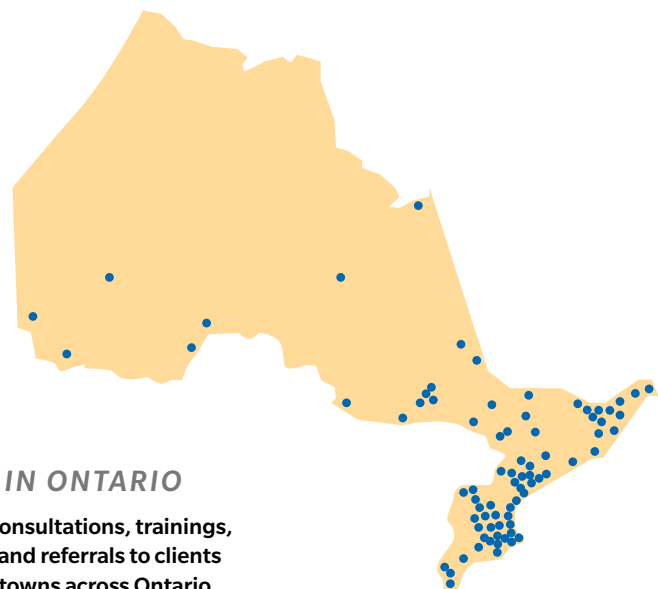
Good health can only be achieved when all sectors work together to foster healthy communities. At OPC, we work with health practitioners, social and community professionals, government and community volunteers throughout Ontario and beyond. We link people who might not have otherwise connected to optimize health promotion efforts.

A good example of linking individuals who might otherwise not connect is our Prevent Stroke’s *Connecting the Dots* forums, which help professionals from varying health care settings understand how they can work together more effectively. Health practitioners gain the opportunity to learn about stroke prevention and share information about their work. In 2006-2007, we helped connect the dots in eight communities across Ontario, partnering with the Toronto West, Toronto South and Central East Stroke networks, and the Peel, Haliburton-Kawartha-Pine Ridge, Durham, Muskoka and York regions to identify the needs of the different communities regarding stroke prevention and deliver training events.

Connecting people and facilitating opportunities to form partnerships is a great way to extend the resources of our clients. For instance, by linking Women’s College Hospital to francophone health and community experts, the hospital improved their service to francophone clients. With new allies, the hospital obtained a project grant to improve the functionality of their francophone website femmesensante.ca.

Because it is not always possible or efficient to gather people in one site, OPC uses technology and video-conferencing to create learning communities. In partnership with the Réseau francophone du Moyen-Nord de l’Ontario, for instance, we held a web and telephone conference on stroke prevention simultaneously in Sudbury, North Bay and Sturgeon Falls.

The secretariat of the Ontario Health Promotion Resource System, hosted by OPC, fosters collaboration between health promotion resource centres and related programs. It facilitates communication, provides training and offers technical support to



OPC SERVICES IN ONTARIO

In 2007, OPC offered consultations, trainings, knowledge exchange and referrals to clients based in 83 cities and towns across Ontario.

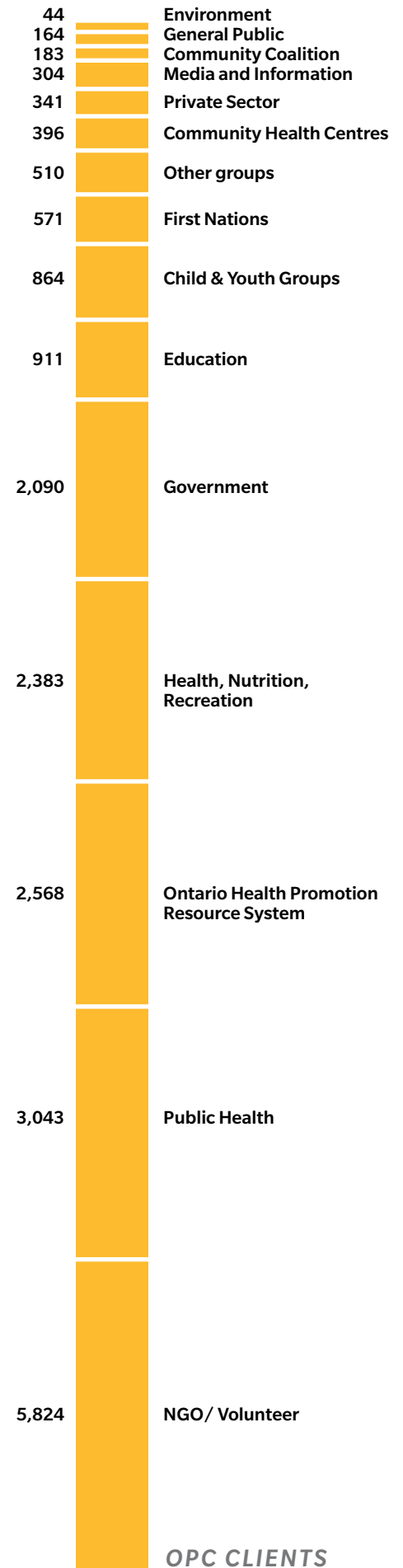
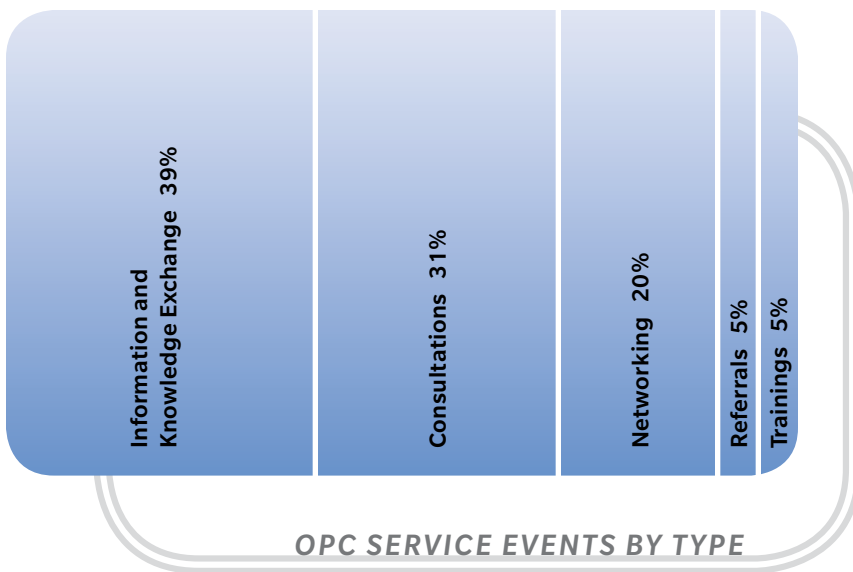
259

Number of health practitioners we trained in healthy child development workshops in 2006-2007

the 21 members and 7 affiliate organizations of the system. The secretariat supported concrete French language projects, explored how to improve services to aboriginal and newcomer communities and implemented a client survey to assess service benefits.

Working with and learning from others

Our Best Start Resource Centre continued its long-time partnership with the Ontario College of Family Physicians, delivering healthy child development workshops for 133 health care providers in three Ontario communities and providing expert advice to help the College update their training manual. We partnered with the Ontario Neurotrauma Foundation to prevent shaken baby syndrome by disseminating resources and helping train health providers to use best practices. In partnership with the Canadian Partnership for Children's Health and the Environment, we provided regional workshops and adapted a training manual from English to French.



58

Number of homeless women who participated in the 11 focus groups facilitated by the Count Us In! researchers

Shining light on the social determinants of health

Health promotion is based on the understanding that people become healthier as they increase control over their health, particularly over the conditions – such as income, education, environment – that influence or determine health. OPC actively partners with organizations that advance determinants of health and health equity.

In 2007, our Executive Director became interim chair of the National Advisory Committee of the Public Health National Collaborating Centre on Determinants of Health, a centre established to translate existing and new evidence to strengthen public health practice. OPC supported and promoted organizations such as the Wellesley Institute and the Maytree Foundation, and participated on the Conference Board of Canada's Socio-Economic Determinants of Health Roundtable.

With the Ontario Chronic Disease Prevention Alliance and the Canadian Cancer Society – Ontario Division, we released *A Primer to Action: Social Determinants of Health*, a resource to enable community groups to ratchet up interventions to improve health promoting social policy and circumstances.

OPC continues to work with the Ontario Women's Health Network. We work together on Inclusion Research projects such as *Count Us In!* and *Key to Women's Health*. Inclusion Research engages marginalized women as Inclusion Researchers to participate in all aspects of the project, including design and implementation, to identify their health needs and develop recommendations to make policies, programs and services more accessible and responsive.

Influencing health promotion practice

OPC successfully pushed for the integration of health promotion as a core component of new provincial public health standards that mandate local health unit activities. We wrote a paper entitled *Health Promotion as a Means to Strengthen Public Health* and disseminated it to all the technical writing teams in charge of drafting the new standards. We're excited that health promotion and healthy policy are integral to nearly all the new standards expected to be finalized in 2007/08.

OPC took part in a long-standing debate about whether or not to establish training requirements for health promoters. OPC is very keen to understand, refine and apply health promotion competencies. At the same time, we value the richness that health promotion gains by drawing practitioners from numerous professional training backgrounds. Thus, this year OPC wrote a brief opinion paper arguing against health promoter certification tied to specific college or university training.

Our Health Promotion Affiliate of the Canadian Health Network developed a health promotion assessment tool in 2005/06 to assist Network affiliates. In 2006/07, we supported affiliates to use the tool to ensure that the Network reflects all five internationally endorsed health promotion actions: healthy public policy; supportive environments; community action; personal skills; and reoriented health services. Affiliates are applying the tool in a variety of ways, including helping to market to new audiences, building network partnerships and broadening e-library collections.

OPC continued to contribute leadership to the Ontario Chronic Disease Prevention Alliance, with our ED positioned as chair. We also sit on the Ontario Stroke Strategy's health promotion committee, and helped set health promotion priorities for the Strategy, draft a logic model, and begin work on indicators to measure success.

Advancing Health Promotion

Cultivating Diversity and Inclusion

French language services (FLS)

As a Provincially-designated French language services provider since 1996, OPC is committed to providing effective services in both English and French. In 2007 we strengthened our French language services policies and procedures; updated our French language service plan; and reoriented all staff to French language needs, resources, partners and service commitments.

Our bilingual consultants provide services to francophone health and community providers and sit on advisory committees of francophone organizations. This year we delivered 18 French language workshops, including our first bilingual training event which was on Postpartum Mood Disorder. In French, we delivered 78 consultations and created four resources. Overall 13% of our services were provided in French. We also offered consultations in English to build the French capacity of Anglophone organizations. One example is our partnership with CHNET-Works, a project using web-training and networking to increase evidence-informed practices in community health. We created two web-chats for the francophone community, connected CHNET-Works with francophone health professionals and encouraged the organization to take further steps to increase their francophone services.

First nations

In 2005-2006, our Best Start Resource Centre collaboratively developed a manual called *A Sense of Belonging: Supporting Healthy Child Development in Aboriginal Families* in partnership with First Nation, Métis and Inuit people. This year, the Best Start Resource Centre funded seven training events based on the Sense of Belonging manual across Ontario. The workshops trained 299 aboriginal and non-aboriginal service providers.

Inclusion

As an outcome of the *Count Me In* community forums about inclusion as a health promoting concept and practice delivered by OPC the previous year, this year a francophone working group was created in Toronto to move forward initiatives to foster inclusion. Our Health Promotion Resource Centre facilitated the group's meetings and supported the Francophone village project being carried forward by the Association Franco-Canadienne de l'Ontario Toronto.

Mental Health

OPC was founded 22 years ago at the instigation of family and mental health service workers. Integrating mental health promotion into our core activities is a logical return to our roots. In 2006/07, we conducted a scan to identify current trends and promising practices in the field using English and French literature and key informant interviews, as well as determining what role OPC could take to support Ontario organizations in mental health promotion work.

"I was looking for a better way to connect with the Francophone community than translating our content. With great competency and enthusiasm, OPC opened the door to the Francophone community of health practitioners and allowed us to treat health issues from a francophone perspective. They greatly helped make the fireside chats en français become a reality."

Dorothy Bonnenfant,
moderator, CHNET-Works



1,840
Number of Francophone clients we served in 2006-2007

Treasurer's Report

Financial Statements as of March 31, 2007

STATEMENT OF OPERATIONS FOR THE YEAR ENDING MARCH 31, 2007

	2007	2006
Revenues		
Government Sources	\$3,385,740	\$3,230,957
Interest	33,741	26,375
Other	440,719	426,527
	3,860,200	3,683,859
Expenses		
Salaries & Fee for Service	2,718,436	2,643,503
Program Activities & Materials	822,334	796,652
Administration & Finance	296,135	333,127
	3,836,905	3,773,282
Net Revenue over (under) Expenses	\$23,295	\$(89,423)

STATEMENT OF FINANCIAL POSITION AS OF MARCH 31, 2007

	2007	2006
Current Assets	948,085	1,295,770
Net Capital Assets	167,955	185,338
	1,116,040	1,481,108
Current Liabilities	337,643	726,005
Equity		
Invested in Capital Assets	167,955	185,338
Restricted Funds	506,367	476,946
Unrestricted Funds	104,075	92,819
	778,397	755,103
	1,116,040	1,481,108

The complete audited financial statements are available upon request.

OPC TEAM IN 2006/07

STAFF: Sherri Anderson, Paola Ardiles, Sylvie Boulet, Wendy Burgoyne, Christine Carbotte, Mario Corbeil, Louise Choquette, Connie Clement, Maureen Davis, Hiltrud Dawson, Krissa Fay, Leon Foster, Matthew Hendrickson, Kim Hodgson, Pieter Huisman, Frank Kabunda, Robyn Kalda, Cecil Leslie, Christine Lyszczarz, Camille Maamari, Cindy McCully, Sabrina Moella, Eliane Thao Nguyen, Diane Pilon, Andréa Por, Hélène Roussel, Mary Martin Rowe, Subha Sankaran, Peggy Schultz, Suzanne Schwenger, Kirsten Sears, Namita Sharma, Ritu Sharma, Alison Stirling, Liliana Stoicescu, Beth Ward, Sue Weststrate, and Barbara Willet.

BOARD: David Baker, Jane Bertrand, Paul Chaput, Graham Clyne, Richard Christie, Carmen Connolly, Helen Cooper, Neville C. Gordon, Jane Fitzgerald; David Hay, Zeenat Janmohamed, Eliseo Martel, Jocelyne Maxwell, Mary Sylver and Megan Williams.

THANKS TO OUR FUNDERS: Ontario Government (Ministry of Health Promotion, and Ministry of Children and Youth Services); Public Health Agency of Canada; the Ontario Trillium Foundation; Institut national de la santé publique du Québec; The Wellesley Institute.

To learn more about
OPC programs
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