



Board Report

Friday, October 25, 2019



PROGRAM REPORT OCTOBER 2019

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Working with the Grey Bruce communities to protect and promote health

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YoMingo

Healthy Growth and Development focusses on a healthy start to life with programs covering preconception, pregnancy, newborn, child, youth, parental and family health. Programs help foster early life experiences that are associated with positive mental and physical health outcomes throughout life.

Programming to support healthy preconception and pregnancy has undergone significant changes. Historically, prenatal education was provided in-person. As a leader in providing excellent prenatal education programming, the Grey Bruce Health Unit launched the online Gift of Motherhood program in 2015, with a resulting increased enrollment. The benefits of an online platform include:

- Reduced barriers to public access, including transportation and geographic limitations
- Increased availability anywhere and anytime, on a variety of devices
- Ease of content updates

Nonetheless, the need for in-person prenatal education still exists for some residents of Grey Bruce. As such, Public Health remains a strong partner to the local hospitals that offer in-person prenatal education and we continue to refer clients to their programs.

The Gift of Motherhood will be replaced October 31 with a new online program called YoMingo. YoMingo offers greater customization, provides an improved user experience on a broader range of mobile devices and improved protection for user data. YoMingo comes at a one-time cost, whereas the Gift of Motherhood program was billed by registrations. The new platform provides clients with evidence-based education related to prenatal care, labour, birth, breastfeeding, postpartum and infant mental health and will also offer Grey Bruce specific resources and programming.

The Healthy Growth and Development team will launch the program with a coordinated promotional campaign, follow up to measure its impact in the community and, based on evaluation, adapt and modify the program to match client's needs.

Sexually Transmitted Infections Campaign

Sexually transmitted infections (STIs) are increasing in the region. This trend is not exclusive to Grey Bruce and is seen provincially and federally, Grey Bruce Health Unit is working to increase awareness of the issue and promote ways to reduce the risk.

The prevention and control of sexually transmitted infections needs to be addressed through a comprehensive community-wide approach. The appropriate treatment of identified cases is one component. A second piece of the strategy is prevention of STI transmission through the use of condoms. Additionally, primary care providers must normalize discussions about sexual health and offer STI screening to sexually active people, as part of routine care. (PHAC, STI Canadian Guidelines, 2019).

STIs can affect anyone who is sexually active. In some individuals, STIs show no symptoms and, if left untreated, can lead to long-term health problems such as infertility. Condom use reduces the risk of STIs. Getting tested for STIs regularly ensures that existing infections are diagnosed and treated in a timely manner to prevent lasting damage.

“Wrap It Up Grey Bruce” awareness materials have been developed by Grey Bruce Health Unit encouraging the use of condoms and regular STI testing. These promotional products are being distributed to secondary schools, local businesses and community partners. Public Health is also partnering with bars and restaurants in Grey Bruce this fall to help start the conversation regarding increased rates of STIs, the importance of safe sex and regular testing. The “Keep your Priorities Covered” campaign will deliver the messages on printed drink coasters.

The goal is to promote safer sex practices, decrease the rates of STIs and encourage regular STI testing.



**KEEP
CALM
AND
CARRY
ONE**

STI rates are on the rise in Grey Bruce. Use a condom and get tested regularly.
Book an appointment with your Health Care Provider or the
Grey Bruce Health Unit Sexual Health Clinic by calling
1-800-263-3456 x. 1256

 WRAP IT UP GREY BRUCE



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covered.**

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 WRAP IT UP GREY BRUCE