



Strategic Plan

January 23, 2008



EASTERN ONTARIO HEALTH UNIT MISSION STATEMENT

The Eastern Ontario Health Unit promotes and protects the health and wellness of our community by preventing diseases and injuries, and by advocating for a safe and healthy environment through strategic partnerships.

PRIORITY STRATEGIES

- **Investment in Children and Youth**
- **Reduction of Chronic Disease and Obesity Through Diet and Exercise and Healthy Lifestyle**
- **Protection Against Infectious Diseases**
- **Protection Against Environmental Contaminants, Including Hazardous Materials**
- **Provision of Information and Awareness**

OPERATIONAL STRATEGIES

The Eastern Ontario Health Unit promotes and protects the health and wellness of its community through the prevention of diseases and injuries by:

- monitoring health status outcomes,
- promoting healthy lifestyles,
- working in collaboration with partners,
- supporting a safe and healthy environment,
- advocating for healthy public policies,
- addressing the determinants of health,
- enforcing regulations and provincial laws.

PRINCIPLES

Through its health promotion and health protection activities, the Eastern Ontario Health Unit makes a significant contribution to the health status and quality of life of this region. This is done in collaboration and cooperation with our partners. The Health Unit operates within a framework of continuous improvement towards excellence. Our actions are also guided by the following values:

- We work with community partners and coalitions.
- We communicate and share information with community partners and key stakeholders.
- We share the results of our monitoring of health status outcomes.
- We endeavour to deliver services in community settings.
- We ensure equal access to services based on regional needs and in both official languages. We endeavour to meet other cultural needs.
- We base our programs and policies on measurable outcomes, effectiveness, efficiency and accountability.
- We ensure client and staff safety.
- We protect the confidentiality of private information.
- We exercise sound financial management.
- We are committed to staff professional development and support.

EASTERN ONTARIO HEALTH UNIT PRIORITY STRATEGIES

The Government of Ontario requires all Health Units to conform to the Mandatory Programs and Services Guidelines. Within that framework, this Strategic Plan sets the priority strategies through which the Eastern Ontario Health Unit endeavours to meet the needs of the local area.

Investment in Children and Youth

The Eastern Ontario Health Unit promotes health in all age groups, with special emphasis on investments in children and youth. We help parents get their children off to a good start in life. Our support begins with prenatal classes and continues with programs designed to promote the healthy development of babies. Our support also extends to helpful advice from the Health Line and to services offered to meet the needs of our youth. Early diagnosis of developmental difficulties improves success in treatment and outcome. Children and teens who adopt positive lifestyle habits are more likely to maintain healthy behaviours in their adult years. By teaching and showing families and young people that prevention of injuries can save lives, we are promoting a better quality of life. Working with parents, educators and community partners

encourages everyone to support health. For these reasons, the Health Unit places a priority on advocating for the health and wellness of children and youth.

Reduction of Chronic Disease and Obesity Through Diet and Exercise and Healthy Lifestyle in All Age Groups

The Eastern Ontario Health Unit Board of Health is concerned about the high personal and systemic cost of chronic diseases such as diabetes, heart problems and, obesity. Local statistics confirm that Eastern Ontario Health Unit rates of incidences are above the provincial average rates. We now know that in many cases these problems could be prevented or managed through diet and exercise. The Health Unit is responding to this with a number of programs and services that promote healthy eating habits and physical activity for all age groups. This is part of a broader health promotion effort aimed at promoting healthy lifestyles in general, including smoking prevention and cessation.

Protection Against Infectious Diseases

The Health Unit has an important responsibility in preventing and managing outbreaks of infectious diseases. This includes programs such as infection prevention and control, vaccine preventable diseases, immunization for all ages, influenza immunization, as well as the monitoring and surveillance of infectious diseases including foodborne and waterborne infections and threats like West Nile Virus. The Health Unit has the lead role in health emergency planning related to infections (pandemics), chemical, biological, radiation or nuclear accidents. We also collaborate with municipal emergency agencies for delivery of emergency planning services. Increasing preparedness to respond to new and emerging diseases, and increasing capacity in infection control, are among the top priorities of the Health Unit.

Protection Against Environmental Contaminants, Including Hazardous Materials

Safe drinking water is one of life's basics. A significant part of the Eastern Ontario Health Unit's mandate is to protect the quality of water resources through services including water testing and septic design approvals. Food safety inspection is another example of how we protect public health. Advocacy for a healthy environment is also a key responsibility, which supports good health.

Provision of Information and Awareness

The Eastern Ontario Health Unit is an authoritative source of reliable information and an effective service delivery agency. All health promotion and protection initiatives rely on strong public community partnerships and support. The Health Unit has a responsibility to monitor and analyse data and to inform the community about emerging health issues and the impact of the determinants of health. Our response to this need requires continued emphasis on partnerships, communications and informed leadership.