

Role Statement Population and Public Health works with you, your family, community and partners. We work with all to promote health, prevent disease and injury, as well as to create healthy places and relationships. Our goal is to educate, advocate and work with people and communities to reduce health differences and to improve everyone's health.

Key Service Areas

Communicable Disease Prevention & Management

Environmental Health

Health Equity Promotion

Healthy Sexuality & Harm Reduction

Immunization

Travel Health

Tuberculosis Prevention & Management

Healthy Parenting & Early Childhood Development

Healthy Children & Youth

Healthy Built and Social Environment

Injury Prevention

Mental Health Promotion

Nutrition Promotion

Physical Activity Promotion

Tobacco Reduction

Substance Use

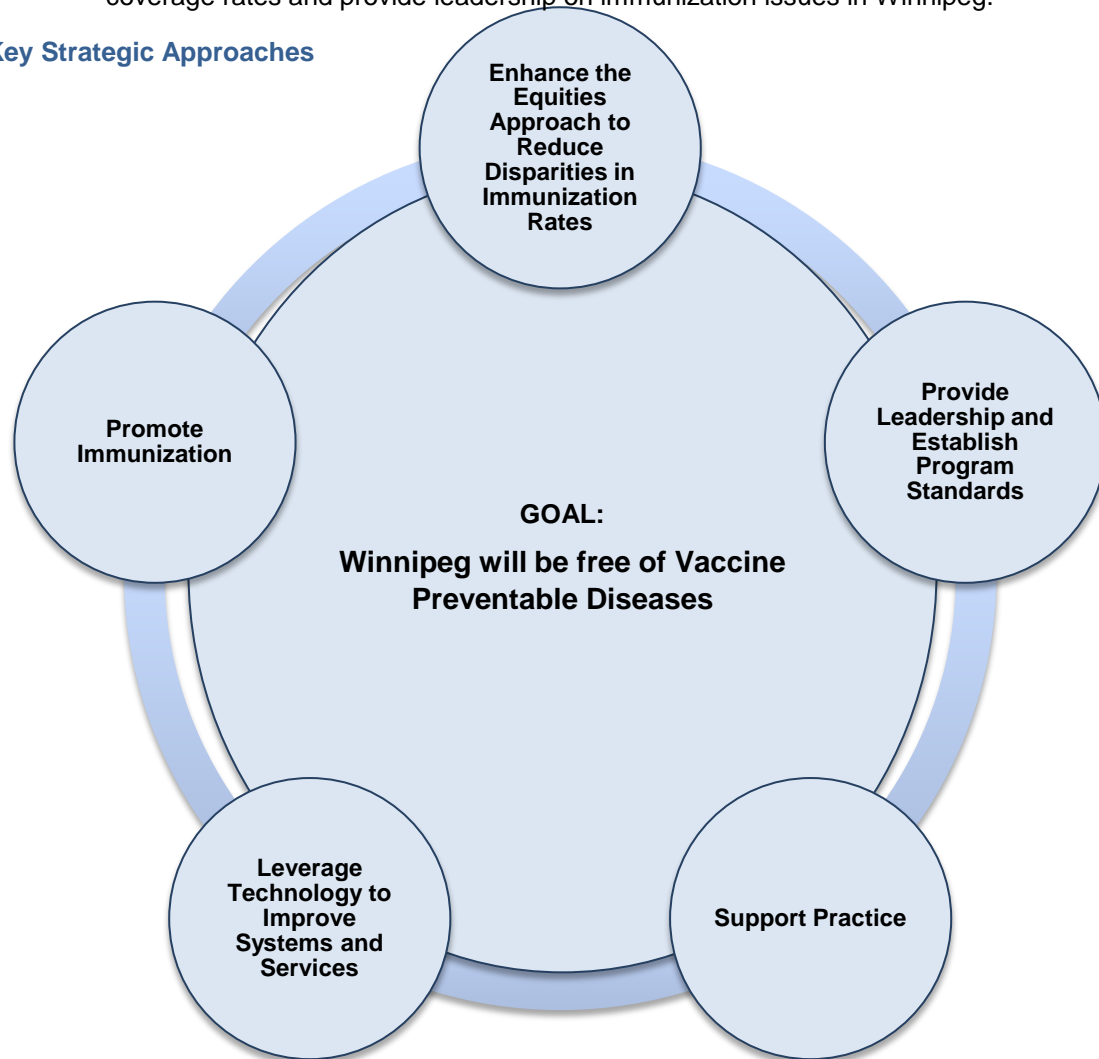
Public Health Information Systems

Surveillance

Vision "Healthy People, Vibrant Communities, Care for All"

To work collaboratively with others to promote immunization, optimize immunization coverage rates and provide leadership on immunization issues in Winnipeg.

Key Strategic Approaches



Key Strategic Priorities (2012 – 2017)

Applied Public Health Research

Health Equity Promotion

Health Communication

Healthy Built and Social Environment

Healthy Public Policy

Public Health Information Systems

Program Monitoring

Guiding Principles



Enhance the Equities Approach to Reduce Disparities in Immunization Rates

Goal #1 : Work with school division partners to develop a school-based immunization equities strategy to achieve consistent immunization rates in all schools across the Winnipeg Region.

1. Identify minimum targets for consent return rates and immunization coverage for each of the school-based programs
2. Develop an algorithm that clearly outlines the level of intensity to apply interventions to increase immunization rates/ consent form returns based on historical immunization data. For example, if you have this rate don't do anything extra, if you have this rate do one things extra; if you have this rate do 2 things extra, etc.
3. Educate staff on best practices to increase immunization rates as identified in the literature and implement the lessons learned from the pilot project that was done.
4. Work with the schools to inform the students and families of the value of getting immunized.
5. Work with the schools and their respective school division reps to establish processes to contact families who have not returned their consents
6. Consider doing a pilot to get a better understanding of the reasons why parents select no for their child to get immunized. For example, are they getting them done elsewhere? Is there a medical or religious reason? Is there a misunderstanding?

RESOURCE IMPLICATION

Enhance the Equities Approach to Reduce Disparities in Immunization Rates

Goal #2 : Increase staff awareness of the issues new immigrants and refugees face when they come to Manitoba, and support better access to information and immunization services

1. Identify the gaps and opportunities related to this population group as they relate to immunization.
2. Include this as a topic of education at the annual all stall professional development session.

RESOURCE IMPLICATION

Goal #3. Identify opportunities to increase access to immunization services

1. Identify opportunities to increase access to immunization services in general- may want to consider a targeted universal concept
2. Develop a strategy to educate newcomers to Manitoba of the Services available.
3. Acknowledge and address literacy barriers. For example, written translation services alone may be inadequate if literacy is also an issue, where the individual may be unable to read or write in their native language.
4. Using an equities lens, continue to capitalize on access points such as schools, where people congregate, working more closely with out Healthy Baby sites and Family First Programs to promote and provide immunization services.

RESOURCE IMPLICATION

PHN Allocation formula currently under review

Provide Leadership and Establish Program Standards

Goal #1 :Provide leadership and work collaboratively with other programs and providers in the Region to develop strategies and plans to support and promote immunization.

1. Collaborate with Regional partners to establish strategies and plans to support and promote immunization.
2. Share the results of the population and public health strategic planning with regional partners.

RESOURCE IMPLICATION

Goal #2: Establish service delivery guidelines and expectations within the Population and Public Health Program

1. Define service delivery guidelines for public health in non-school based immunizations
2. Establish service delivery standards and guidelines for school-based immunization programs

RESOURCE IMPLICATION

Work within existing resources

Provide Leadership and Establish Program Standards

Goal #3: Contribute as an active participant in the development of provincial and national immunization plans and strategies.

1. Continue as an active participant in the Provincial Vaccine Advisory Committee and represent the WRHA on regional immunization issues.
2. Advocate for the development of a national immunization strategy whenever the opportunity arises.

RESOURCE IMPLICATION

Work within existing resources

Support Practice

Goal #1 : Continue to support staff to share best practices and integrate evidence into practice

1. Continue to develop and make immunization resources available online and support staff to transition from paper based resources to an electronic system.
2. Explore the opportunities to increase access to online resources in the field. For example, mobile access to online resources and immunization records, etc.
3. Set up a process to update staff (via email or web portal) of new literature, surveillance data and/ or significant/ breaking news. For example, current outbreaks, lessons learned.
4. Enhance the immunization orientation program to include a more interactive online approach.
5. Educate staff about the national immunization competencies.
6. Continue to include immunization as topic for continuing professional development at the annual staff professional development meetings.
7. Develop a process to ensure stale dated information is destroyed.

RESOURCE IMPLICATION

Work within existing resources

Leverage Technology to Improve Systems and Services

Goal #1 : Work with provincial partners to address gaps in MIMS data

1. Work with provincial partners to develop an improved process to update MIMS data when MHSC cards are issued for new immigrants, refugees and interprovincial transfers
2. Work with provincial partners to enhance strategies to address the entry of non-insured vaccines in MIMS.

RESOURCE IMPLICATION

Work within existing resources

Goal #2 : Support implementation of Panorama and facilitate its integration into practice

1. Dedicate resources to ensure successful implementation of Panorama in practice.
2. Support staff to transition from MIMS to Panorama
3. Identify opportunities to provide services more effectively and efficiently. For Example, group operations (import class lists for school based programs), immunization forecasts (if the client is eligible, due, or over-due for immunization), and reminder-recall letters.

RESOURCE IMPLICATION

Process has proven to be very resource intensive

Leverage Technology to Improve Systems and Services

Goal #3 : Advocate for the continued expansion of eChart to improve access to immunization records for all providers

1. Promote the use of eChart in practice.
2. Identify opportunities to improve immunization data in eChart as MIMS is transitioned to Panorama

RESOURCE IMPLICATION

Work with existing resource

Promote Immunization

Goal #1 :Highlight the value of getting immunized and identify opportunities to increase access to immunization services.

1. Collaborate with partners to review current marketing approaches and use of social media, with the internet to improve upon what we are currently doing
2. Look at opportunities to develop a social marketing strategy which would include market research to identify effective behavior change interventions specific to target groups/ segments.
3. Integrate evidence-based methods to promote immunization. For example, automated reminder letters/ phone calls
4. Develop an approach to respond to anti-vaccine information
5. Identify gaps and provide accurate information about the risks and benefits so that people may be able to make informed choices.
6. Work with schools to provide education on the value of getting immunized.
7. Provide staff with the tools and support to become champions or opinion leaders (build in the success that was done to promote smoking cessation champions and include in the staff development sessions).

RESOURCE IMPLICATION

Work with PPH Communication resources to further develop the strategy