

Creating a Health Equity Strategic Plan that integrates community feedback

M. Mustafa Hirji

Medical Officer of Health & Commissioner (Acting)

Cassandra Ogunniyi

Strategic & Health Equity Initiatives Coordinator

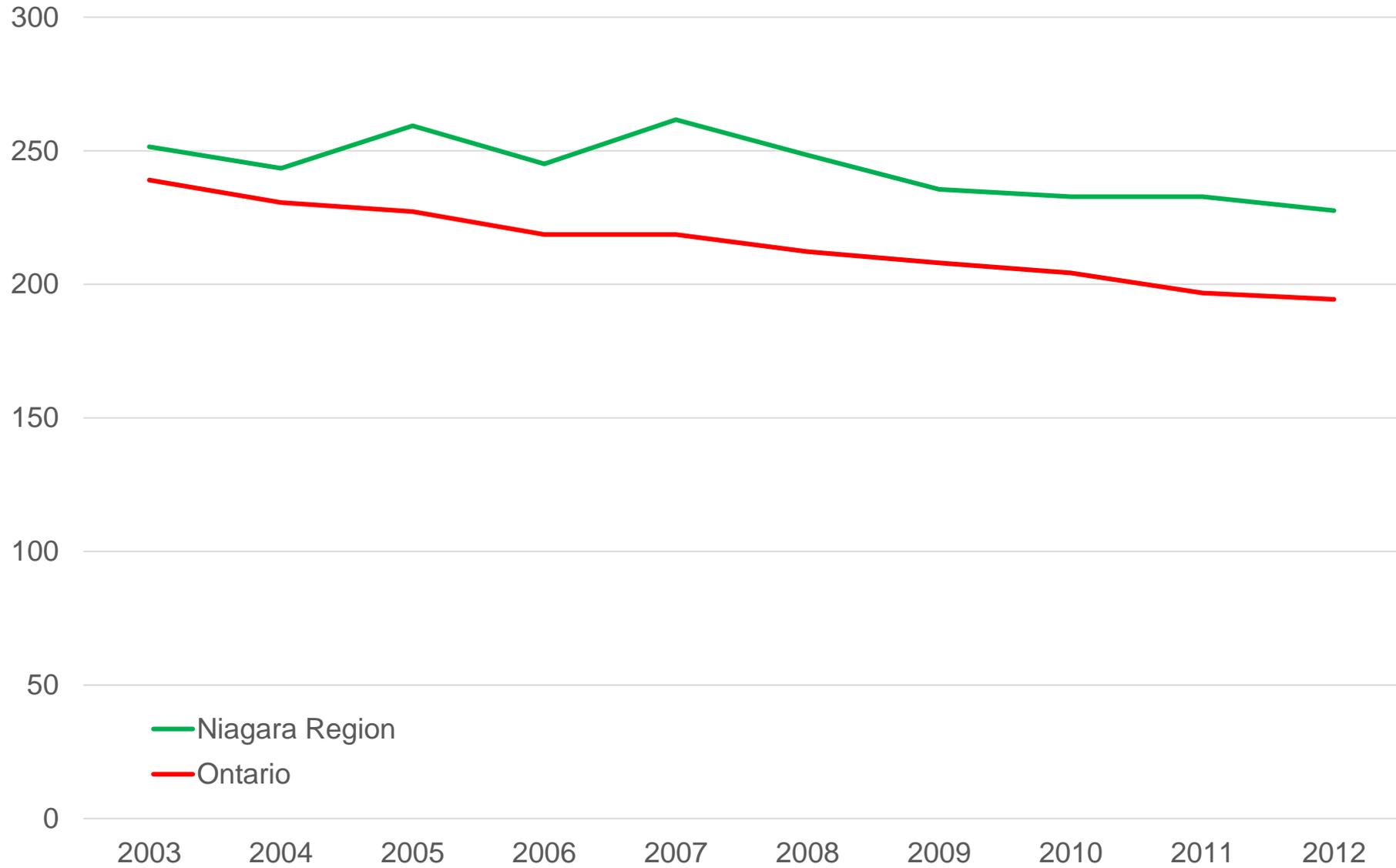
April 30, 2019

Canadian Public Health Agency Conference

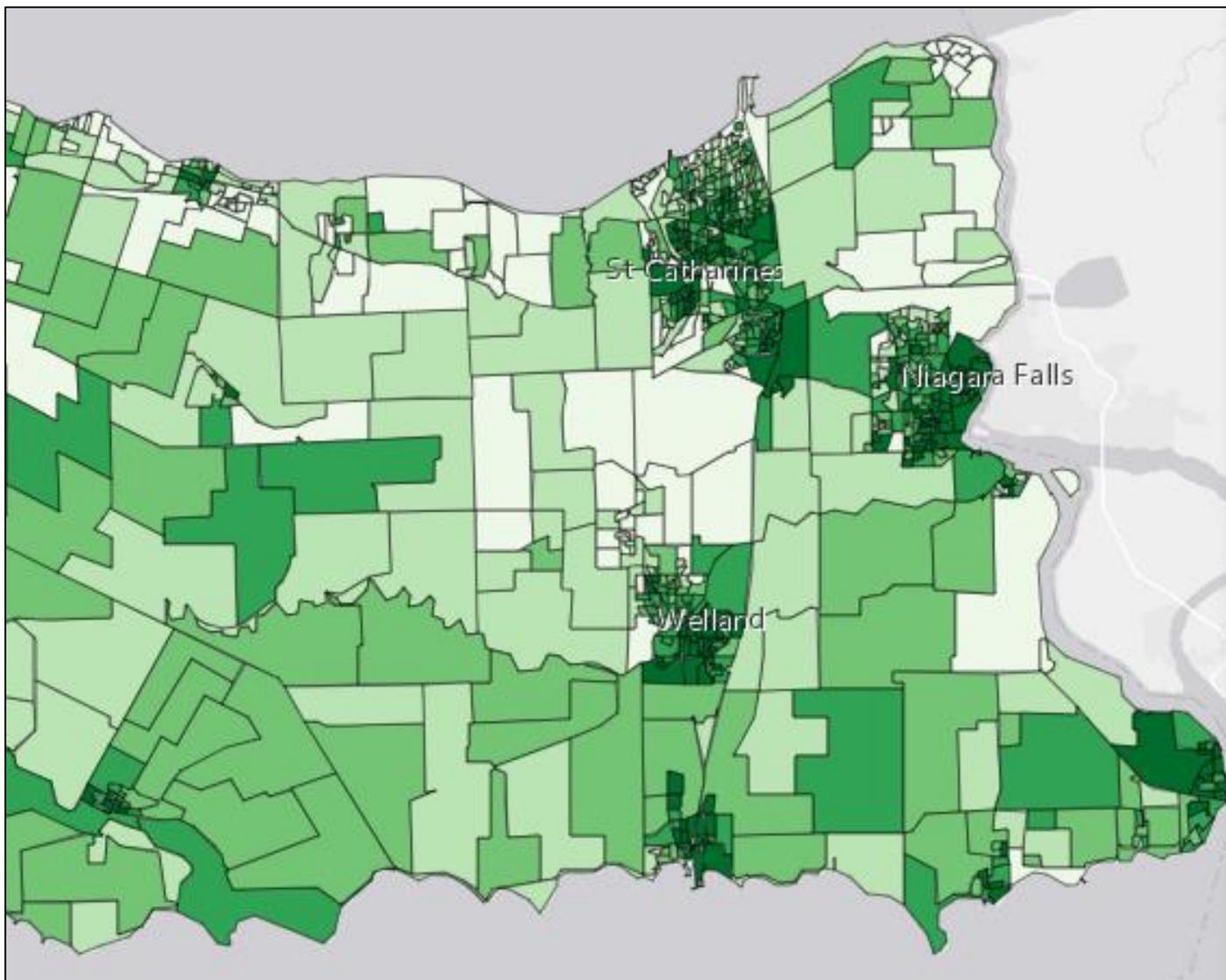
Disclosure Statement

- The presenters have no affiliation (financial or otherwise) with a pharmaceutical, medical device or communications organization.

Avoidable Mortality (Age Standardized Rate per 100,000)



2016 ON-Marg Material Deprivation

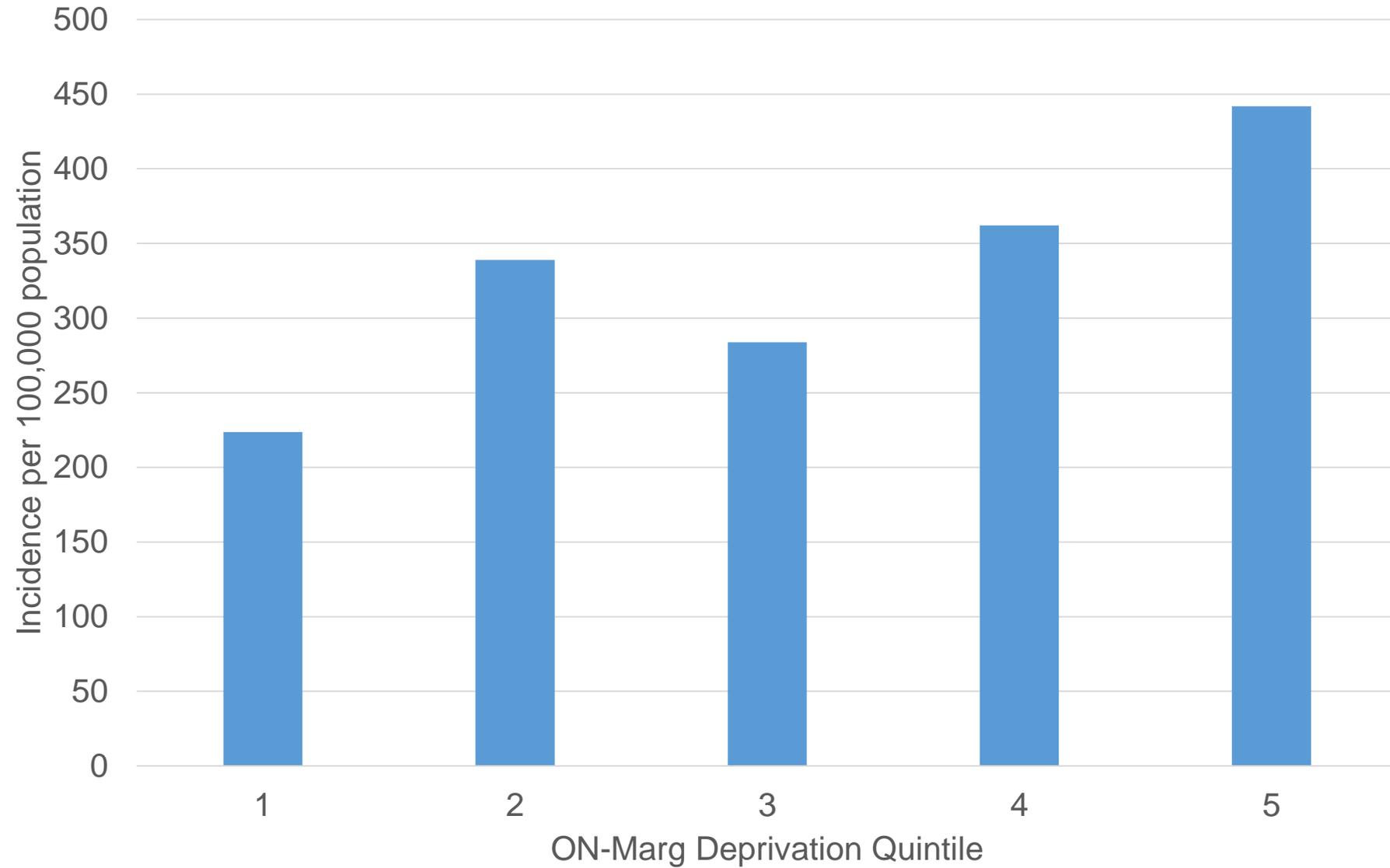


Legend

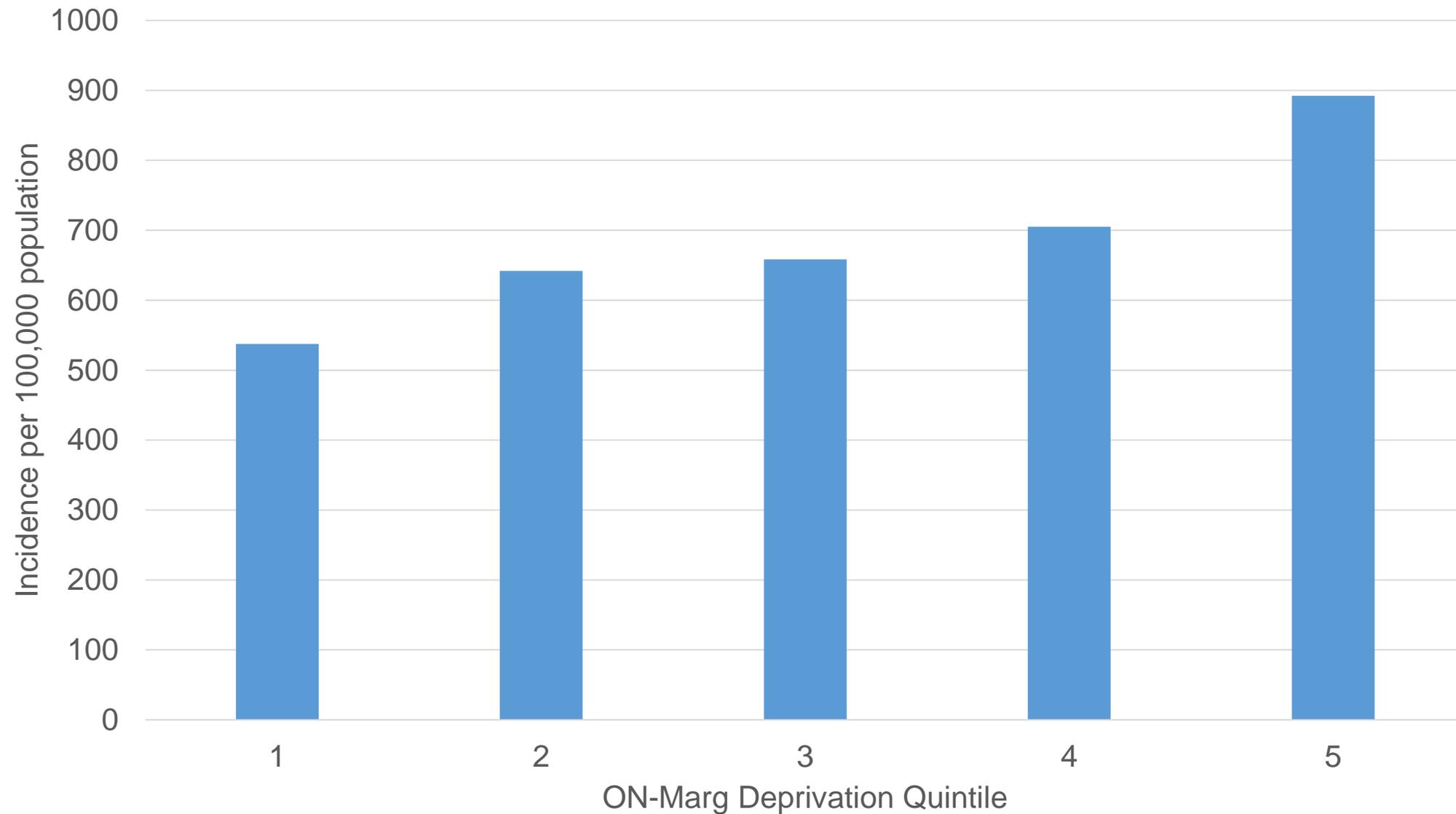
2016 ON-Marg - Material Deprivation Quintile

- No Data
- 1 (least deprived)
- 2
- 3
- 4
- 5 (most deprived)

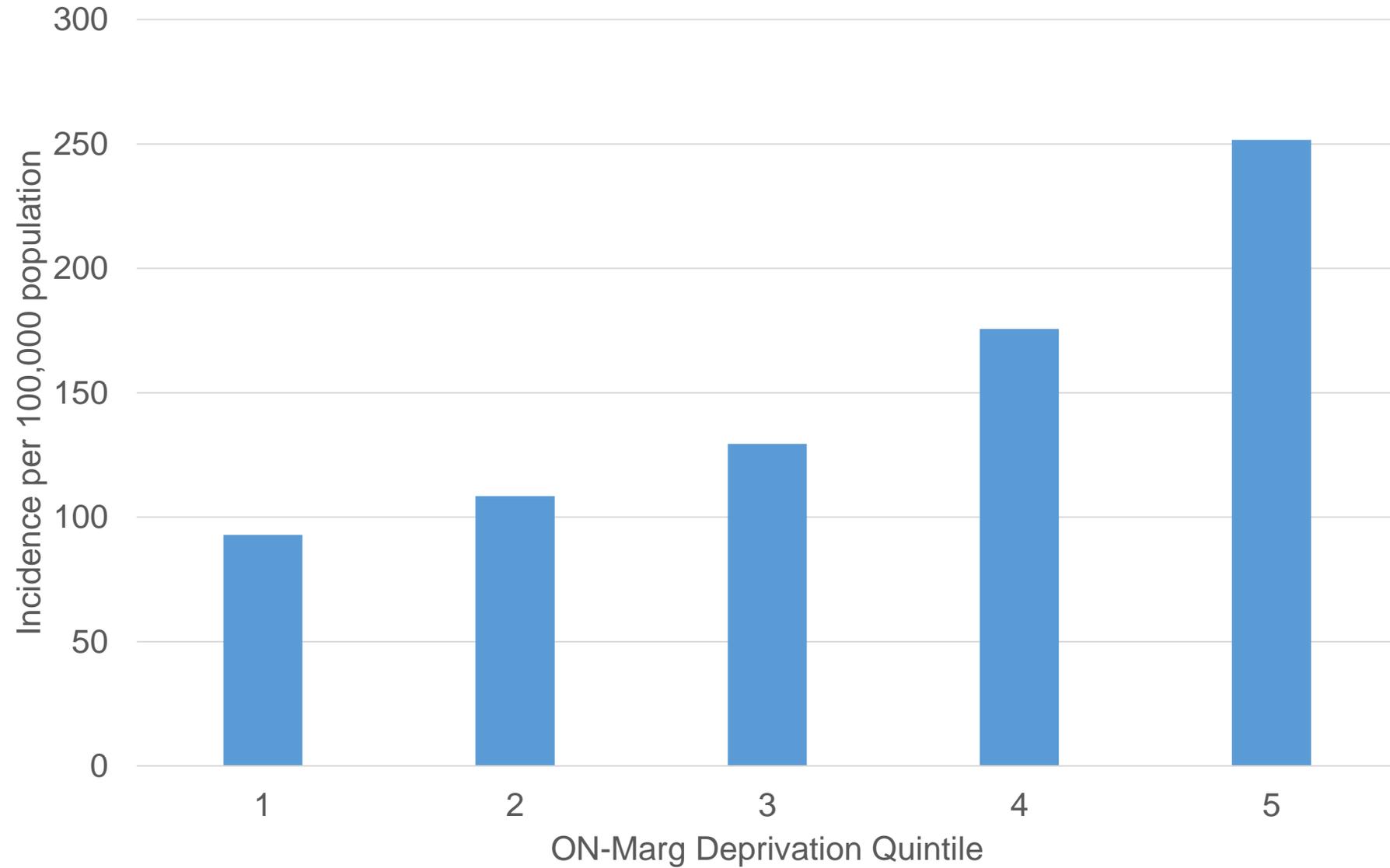
Chlamydia Infections by Social Deprivation in 2017



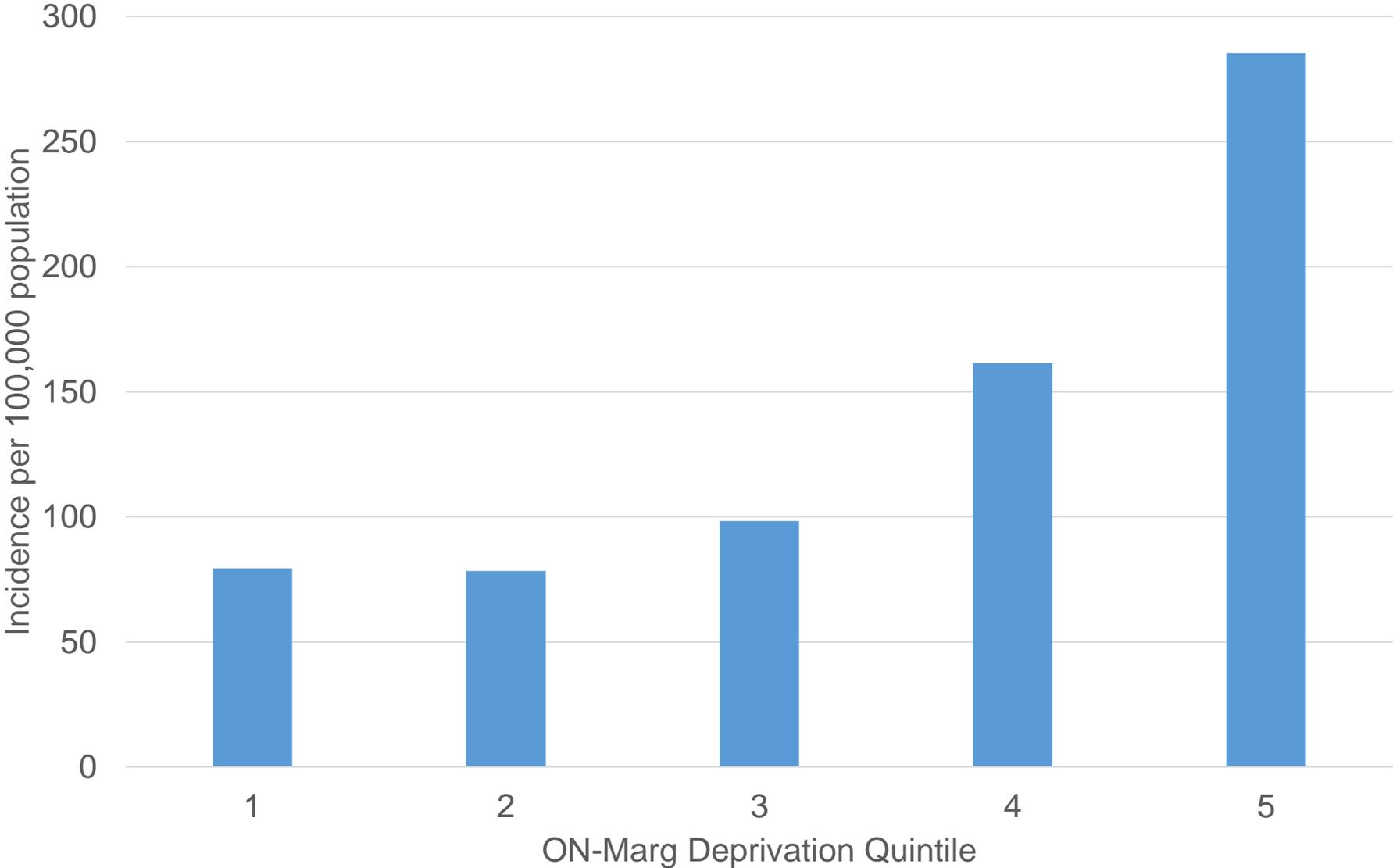
Motor Vehicle Collision ED Visits by Social Deprivation in 2017



Self-Harm ED Visits by Social Deprivation in 2017



Diabetes Hospitalizations by Social Deprivation in 2017

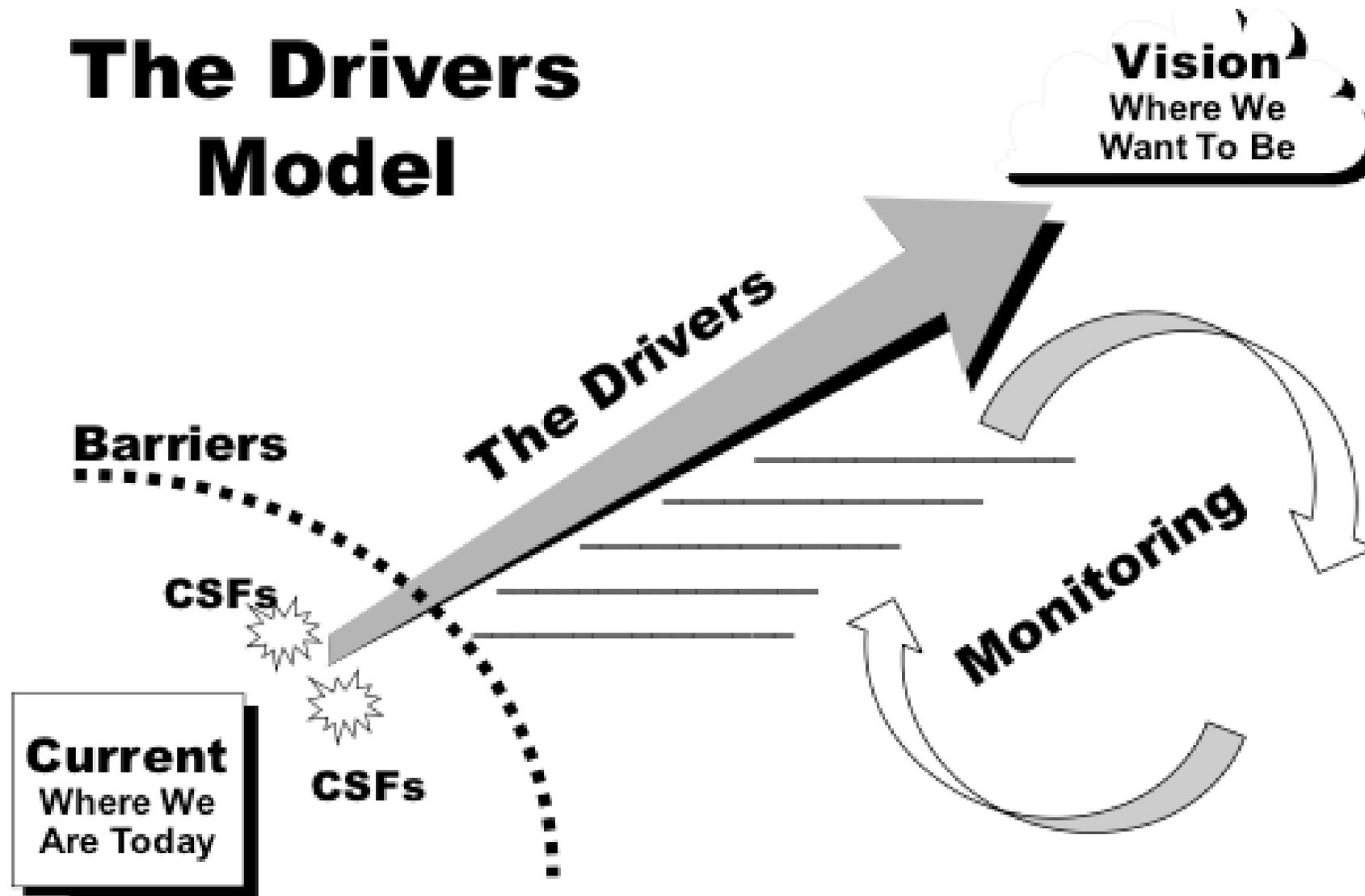


Impact on health/health equity through resonance with the people of Niagara



PRENATAL • INFANTS • CHILDREN • YOUTH • ADULTS • OLDER ADULTS

The Drivers Model

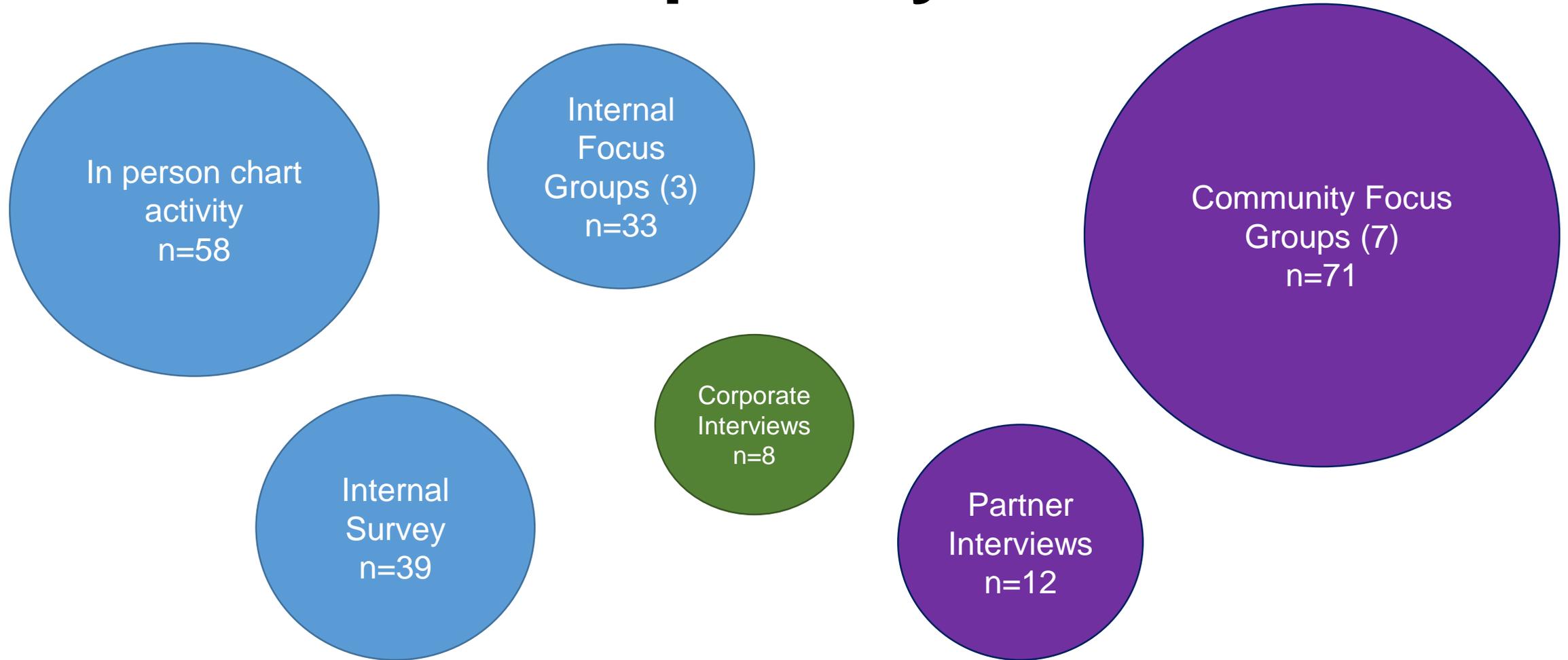


Data collected

Secondary Data

- a. Internal reports
- b. Priority Population Network (Niagara Region Public Health network)
Meeting Minutes
- c. Other Health Unit and Public Health related Strategic Plans
- d. Policy documents
- e. Literature Review of Health Equity Strategies

Data collected – primary data



Results - Barriers

1. Transportation

“Public transportation could be better; a lot of restricted areas you cannot get too; especially when it is cold and slippery, increases time to get there.”

2. Service Accessibility

“Some of the programs, access can be an issue: mental health supports can be a real challenge. The intake process can be challenging, a lot of back and forth, a lot of communication; often times does not ‘pan out’.”

Results - Barriers

3. Limited income

“Adult dental care not being covered makes you not feel valued as an individual. Why are children covered by the government and not adults? Treatment of adults by dentists is not consistent either, not always high quality.”

4. Discrimination

“While Public Health staff are well qualified, there have been times when Public Health staff have not related well to clients, had difficulty engaging with them. Clients have felt judged by Public Health staff in the past, this is hard when they already feel marginalized, trust is hard to build.”

Results - Barriers

5. Organizational

“Trust and relationships [are] important, sometimes our work doesn’t lend enough time to nurture these with clients or community partners.”

“Short timelines for projects that do not always allow enough time to truly consult with the populations served.”

Results - Strengths

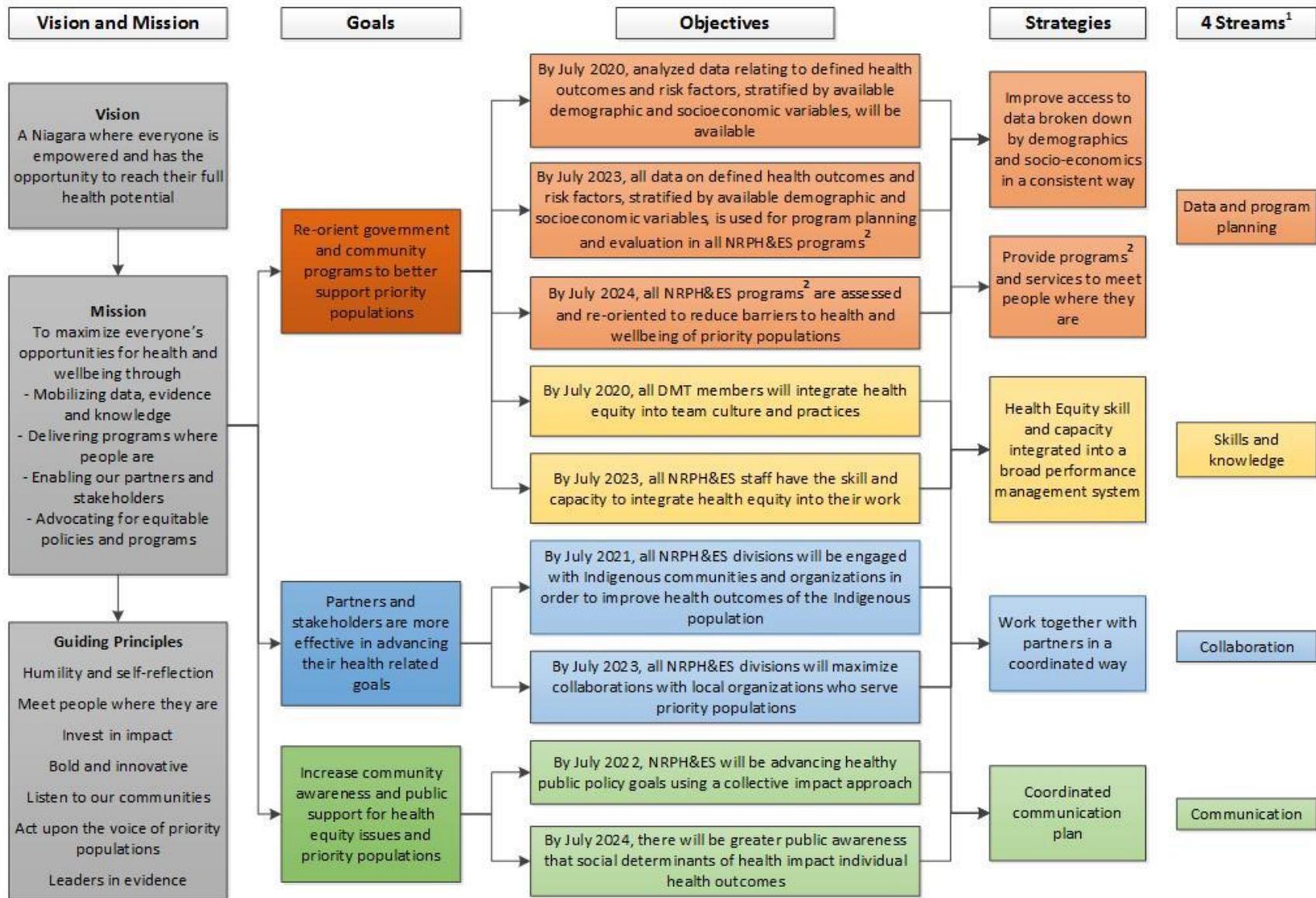
1. Outreach

- Sexual Health Outreach Nurses
- Nurse Family Partnership
- Mobile Dental Bus
- Flu clinics

2. Personnel

“Ability of Public Health to handle a crisis in Niagara. Feel comfortable that we could handle a crisis based on the expertise in Public Health and EMS”

3. Collaboration and Referrals



1. The four streams are interconnected and do not stand in isolation 2. Programs includes services

Vision

A Niagara where everyone is empowered and has the opportunity to reach their full health potential.

Mission

To maximize everyone's opportunities for health and wellbeing through

- Mobilizing data, evidence, and knowledge
- Delivering programs where people are
- Collaborating with and enabling partners and stakeholders
- Advocating for equitable policies and programs

Data and program planning

Improve access to data broken down by demographics and socio-economics in a consistent way

Provide programs and services to meet people where they are

Skills and capacity building

Health equity skill and capacity
integrated into a broad
performance management
system

Collaboration

Work together with partners in
a coordinated way

Communication and awareness

Have a coordinated
communication plan

Conclusion

- Successfully advancing health equity requires:
 - Strategic planning
 - Integrating staff and community perspectives
 - Understanding local barriers – internal and external
 - Collaborating with community partners
 - Raising awareness about the social determinants of health



For more information, please contact

Cassandra Ogunniyi

Strategic & Health Equity Initiatives Coordinator
Niagara Region Public Health & Emergency Services

Cassandra.Ogunniyi@niagararegion.ca