

TORONTO STAFF REPORT

January 4, 2006

To: Board of Health
From: Dr. David McKeown, Medical Officer of Health
Subject: Health Canada Funding for “Taking Action on Chlamydia” Evaluation Plan

Purpose:

To inform the Board of Health of the receipt of Health Canada funding to create an evaluation plan for Toronto Public Health's "Taking Action on Chlamydia" social marketing project and to seek approval for an amendment to the Toronto Public Health 2006 Operating Budget with respect to this funding.

Financial Implications and Impact Statement:

Toronto Public Health has received an allocation of \$10,000 through the Health Canada Health Promotion Program to develop an evaluation plan for “Taking Action on Chlamydia”. This report recommends an increase of \$10,000 gross expenditure and \$10,000 revenue to the 2006 Toronto Public Health Operating Budget. There is no net cost to the City for this initiative.

The Deputy City Manager and Chief Financial Officer has reviewed this report and concurs with the financial impact statement.

Recommendations:

It is recommended that:

- (1) an amount of \$10,000 gross expenditure and \$10,000 revenue be added to the 2006 Toronto Public Health Operating Budget to develop an evaluation plan for “Taking Action on Chlamydia”;
- (2) this report be forwarded directly to the Policy and Finance Committee meeting scheduled for January 23, 2006 for consideration due to the timing restraints on these funds; and
- (3) the appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Background:

In October 2005, Toronto Public Health submitted a request to Health Canada for resources to develop an evaluation plan for the "Taking Action on Chlamydia" social marketing campaign. In December 2005 Health Canada informed Toronto Public Health that \$10,000 has been allocated for this initiative. The money must be spent by the end of March 2006.

Comments:

Toronto Public Health data has identified a five year trend of increasing Chlamydia rates in specific high priority neighbourhoods of Toronto. The goal of the campaign is to reduce the rates of Chlamydia among youth 15-24 years old, to 1997 levels. The campaign will initially target family physicians to increase their awareness of the high prevalence of Chlamydia infection and urge them to offer testing to all sexually active youth that they see. Subsequent phases of the campaign will target the youth with the message that Chlamydia is common and often asymptomatic so, if they are sexually active, they need to get tested, treated and cured.

The Health Canada funding will be used to hire consultants who can research the most appropriate form of evaluation, create a plan, and test various evaluation tools for use in 2006. It is hoped that because of the broad interest across Canada in the strategies, methods and outcomes of the "Taking Action on Chlamydia" campaign, Health Canada will provide further funding support in 2006.

Conclusions:

Program evaluation is an important component of all program delivery including social marketing campaigns. This money provides an opportunity to develop an evaluation plan that will use methods uniquely suited to the strategies utilized by this Toronto Public Health social marketing project at no cost to the City of Toronto.

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