

Board of Health

Meeting No.	12	Contact	Candy Davidovits, Committee Administrator
Meeting Date	Tuesday, February 26, 2008	Phone	416-392-8032
Start Time	1:00 PM	E-mail	cdavidov@toronto.ca
Location	Committee Room 1, City Hall		

The Decision Document is for preliminary reference purposes only. Please refer to the Board of Health's Report to City Council or to the Minutes for the official record.

How to Read the Decision Document:

- *Recommendations of the Board of Health to City Council appear after the item heading.*
- *Any amendments by the Board to recommendations appearing in a staff report are italicized.*
- *Other action taken by the Board on its own authority, which does not require Council's approval, is listed in the decision document under the heading "Decision Advice and Other Information".*
- *Declarations of Interest, if any, appear at the end of an item.*

Minutes Confirmed – January 21, 2008

HL12.1	ACTION	Amended		
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Food and Beverage Marketing to Children

(February 8, 2008) Report from Medical Officer of Health

Decision Advice and Other Information

The Board of Health:

1. urged Health Canada, Industry Canada and the Ontario Ministry of Government and Consumer Services to prohibit all commercial advertising of food and beverages to children under the age of thirteen years;

2. requested that until effective legislation is in place, the Medical Officer of Health actively monitor trends, practices and policies related to the commercial marketing of food and beverages to children and report to the Board of Health as needed;
3. asked the national policy consensus conference on children's marketing, hosted by the Chronic Disease Prevention Alliance of Canada in March 2008, to adopt the position of a national ban on all commercial advertising of food and beverages to children under the age of thirteen years;
4. asked City of Toronto Agencies, Boards, Commissions and Divisions to avoid commercial advertising of food and beverages to children under the age of thirteen years in City funded or operated services, facilities and venues;
5. requested the Medical Officer of Health to work with City of Toronto Agencies, Boards, Commissions and Divisions on implementing guidelines or policies related to children's marketing and report back to the Board of Health on the status of implementation;
6. *requested that the Medical Officer of Health continue to work with schools boards within Toronto, the Ontario Ministry of Education, local Ontario Early Years Centres and the Children's Services Division, to enhance current media literacy curriculum and training among parents and children as it relates to food and beverage marketing;*
7. requested the Medical Officer of Health to incorporate media literacy education related to food and beverage marketing into parenting programs delivered by Toronto Public Health where appropriate;
8. requested the Chair of the Board of Health to urge the Public Health Agency of Canada to establish an ongoing monitoring system for food and beverage marketing to children and youth, including data on the frequency and content of exposures in all media, to assess the marketing environment and monitor trends;
9. urged the Canadian Institutes of Health Research (Institute of Human Development, Child and Youth Health and Institute of Nutrition, Metabolism and Diabetes) to fund research to address gaps related to the impact on children of marketing in all media and the relative strength of the effect of marketing in comparison to other influences on children's diets and diet-related health outcomes;
10. sent this report to the Canadian Public Health Association and the Chronic Disease Prevention Alliance of Canada to seek their endorsement of the Board's position and to ask that they advocate to Health Canada and Industry Canada for a prohibition on all commercial advertising of food and beverages to children under the age of thirteen years;

11. sent this report to the *Elementary Teachers' Federation of Ontario, the Canadian Teachers' Federation*, the Association of Local Public Health Agencies, the Ontario Public Health Association, and local Boards of Health to seek their endorsement of the Board's position and to ask that they advocate to Health Canada and Industry Canada for a prohibition on all commercial advertising of food and beverages to children under the age of thirteen years;
12. sent this report to the Ontario Ministries of Children and Youth Services, Education, Government and Consumer Services, Health and Long-Term Care, Health Promotion, to Health Canada, Industry Canada, and the Public Health Agency of Canada to inform the policy agenda on children's food and beverage marketing *and requested them to develop social marketing strategies that support and promote healthy food choices directed to children and parents*;
13. forwarded this report to the Toronto Food Policy Council, the General Managers of Parks, Forestry and Recreation, Children's Services, and Economic Development, Culture and Tourism, the Chairs of the Toronto Transit Commission and the Toronto Public Library Board, the Directors of the Toronto District School Board, the Toronto Catholic District School Board, Conseil scolaire de district catholique Centre-Sud, and Conseil scolaire de district du Centre Sud-Ouest to increase their awareness of the impact of food and beverage marketing on children;
14. forwarded this report to the Advertising Standards Canada, the Canadian Association of Broadcasters, the Canadian Marketing Association and the Association of Canadian Advertisers for information;
15. *circulated this report to all Faculties of Education in Ontario, the Toronto School Administrators' Association, the Elementary and Secondary School Teachers' Associations and the Provincial Parent Board for their information*;
16. *advocated to all Faculties of Education to encourage them to review and, where possible, to ensure that all new teachers are required to have comprehensive media literacy training; and*
17. *supported the private member's Bill C-414, An Act to amend the Competition Act and the Food and Drugs Act (child protection against advertising exploitation), which is currently before the federal Parliament, that would prohibit all commercial advertising to children nationally and conveyed its support of this bill to the federal government.*

Financial Impact

There are no direct financial implications arising from this report.

Summary

This report discusses children's exposure to food and beverage marketing and its impact on their diets and diet-related health outcomes. It proposes measures to address the children's marketing environment.

Marketing is one of several influences on the diets of young people. Children today are exposed to a greater intensity and frequency of marketing messages than any previous generation. Marketing has expanded into new media (Internet, mobile phones) and employs more sophisticated techniques than ever before. Research has focused almost exclusively on television advertising and has found that it influences children's food and beverage preferences, purchase requests and short-term consumption. Based on U.S. data, young children see 27 television food ads for every public service announcement promoting physical activity or healthy eating.

The susceptibility of young children to marketing messages is well established. There is strong evidence that children under eight years of age generally lack the cognitive abilities to objectively evaluate marketing messages. Younger children, four years and under, cannot consistently tell the difference between television commercials and programming. Food and beverage products developed for, and advertised to, children are dominated by those that are calorie dense and nutrient poor. Marketing to children is seen as critical to establishing and maintaining a life-long relationship with customers and children are increasingly becoming a powerful economic group in their own right. Children's advertising is primarily regulated by industry in Canada. A review of the current system and proposed industry voluntary changes finds substantial shortcomings and raises doubt that industry self-regulation could adequately address public health concerns related to children's marketing.

An analysis of approaches to alter the children's marketing environment finds that a ban on the commercial advertising of food and beverages to children under the age of thirteen years is appropriate in Canada at this time.

Background Information

Food and Beverage Marketing to Children

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11151.pdf>)

Communications

(February 25, 2008) letter from Rosanne Caron, President, Out-of-Home Marketing Association of Canada (HL.New.HL12.1.1)

(February 26, 2008) Submission from Dr. David McKeown, Medical Officer of Health (HL.New.HL12.1.2)

(February 26, 2008) Submission from Robert Reaume, Vice-President, Policy and Research, Association of Canadian Advertisers (HL.New.HL12.1.3)

(February 26, 2008) Submission from Janet Feasby, Vice President, Standards, Advertising Standards Canada (HL.New.HL12.1.4)

(February 26, 2008) Submission from Diana Carradine, Executive Director, Concerned Children's Advertising (HL.New.HL12.1.5)

(February 26, 2008) Submission from Janice Etter, Citizen Chair, Toronto Food Policy Council (HL.New.HL12.1.6)

HL12.2	ACTION	Amended		
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Improving Access to Dental Care for Low Income People

(February 11, 2008) Report from Medical Officer of Health

Decision Advice and Other Information

The Board of Health wrote to the Premier of Ontario, the Minister of Health and Long-Term Care (MOHTLC) and the Ontario Cabinet Committee on Poverty Reduction:

- a. commending them on their acknowledgement in the last provincial election that access to basic dental care is essential for Ontarians who do not have dental insurance through employment and who cannot afford to pay;
- b. requesting that the \$45 million promised in the election campaign be used to improve access to basic dental care and improve the health of Ontario's children and adults who are suffering from dental diseases, *including all vulnerable populations such as homeless, underhoused and newcomers.*”;
- c. reiterating that local Public Health Units play an important role in oral health in schools and in their communities and therefore should be included in the planning process for the allocation of these funds;
- d. informing them that since this important health issue has been neglected for so long, health and social services agencies in some municipalities have developed local charity solutions to assist the most vulnerable members of their community access dental care for the relief of pain and infection. This model of providing dental care is not sustainable;
- e. recommending that the \$45 million be used to build on existing infrastructures in local communities that already serve low/no income people and so maximize the health benefits for low/no income Ontarians;
- f. endorsing the recommendations in the Toronto Oral Health Coalition Proposal;
- g. stating that while this is a good initial step to address unmet needs for basic dental care, a comprehensive approach is necessary to ensure equitable access to basic dental care for Ontarians; and
- h. *reiterating its request that the Ministry of Health and Long-Term Care include dental care under OHIP.*

Financial Impact

There is no financial impact to the City of Toronto arising from this report.

Summary

For almost 100 years Toronto Public Health (TPH) has been providing dental services to children in low income families. Dental services are not included in the provincial health insurance plan which means that these children would find it difficult, if not impossible, to access basic dental services if their families do not have dental insurance. Since 1993 Toronto Public Health has also been providing basic dental treatment services to eligible low income seniors, to low/no income parents enrolled in some public health programs, and seniors living in long-term care facilities. These health services are not mandatory under Provincial standards/guidelines and are fully funded by the municipality.

In 1987 the Provincial government introduced the Children In Need Of Treatment dental program for children of low/no families who have urgent dental problems and in 1998 introduced a dental program for dependent children of Ontario Works recipients. These programs are cost shared between the Province and the municipality.

Since 1999, the Board of Health (BOH) has been advocating to the Minister of Health and Long-Term Care for provincial funding for dental care for marginalized populations. The current provincial government committed during the recent election to spend \$45 million to improve access to dental care for low income families. The BOH should join other advocates in advising the provincial government on the most effective use of these funds based on public health's extensive experience in the delivery of basic dental care for low income families.

Background Information

Improving Access to Dental Care for Low Income People

<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11152.pdf>

Communications

(February 21, 2008) letter from Shama Sayyid, Urban Outreach Dental Clinic (HL.New.HL12.2.1)

(February 25, 2008) letter from Kwasi Kafele, Co-Chair, Health Equity Council and Diversity Director, Centre for Addiction and Mental Health (HL.New.HL12.2.2)

(February 26, 2008) Submission from Kate Mason, Research Coordinator, Street Health (HL.New.HL12.2.3)

HL12.3	ACTION	Amended		
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Pandemic Influenza Preparedness Update

(February 6, 2008) Report from Medical Officer of Health

Decision Advice and Other Information

The Board of Health requested that:

1. the Chair of the Board of Health request that the Minister of Health and Long-Term Care reconsider the operation of flu centres by local public health units and examine other means of assessment, treatment and antiviral distribution, building on the existing health care infrastructure;
2. the Chair of the Board of Health request that the Minister of Health and Long-Term Care immediately convene a surveillance workshop with relevant stakeholders to develop minimum data requirements and to recommend an information system to be used on an interim basis should a pandemic occur prior to the new information system being in place;
3. the Chair of the Board of Health request that the Minister of Health and Long-Term Care accelerate work on their Publication Facility, with a priority on establishing a mechanism to ensure that all Medical Officers of Health (MOH's) can communicate with physicians in their health unit in a timely fashion; and
4. The Chair of the Board of Health request that the Minister of Health and Long-Term Care undertake discussions with Boards of Health and Local Health Integration Networks (*LHINs*) related to assigning responsibility and providing adequate resources to *LHINs* to coordinate the health care system planning and response in a pandemic.

Financial Impact

There are no financial implications arising from this report.

Summary

The report updates information on the spread of avian influenza and outlines the progress TPH has made in its preparedness activities since the last report to the Board of Health.

This report also identifies issues that affect the capacity of Toronto Public Health (TPH) to respond effectively to an influenza pandemic. Some of the issues relate to responsibilities assigned to local health units by the Ministry of Health and Long-Term Care (MOHLTC) which are outside their traditional mandate and expertise. Other issues impeding pandemic planning relate to the absence of clear policy direction from other orders of government.

Background Information

Pandemic Influenza Preparedness Update

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11153.pdf>)

Pandemic Influenza Preparedness Update - Attachment 1

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11154.pdf>)

HL12.4	ACTION	Amended		
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Bed Bug Issues in Toronto

(February 14, 2008) Report from Medical Officer of Health

Decision Advice and Other Information

The Board of Health:

1. requested the Medical Officer of Health to establish an action committee comprised of city divisions, housing providers, health care organizations, social services, community groups, representatives of landlords and tenants, and other appropriate stakeholders to develop a comprehensive action plan to reduce bed bug infestations in the City of Toronto with particular emphasis on vulnerable populations;
2. requested the Medical Officer of Health to report on the progress of the action committee within six months;
3. requested the government of Ontario to incorporate the issue of bed bug infestations in their poverty reduction strategy; and
4. *referred all communications/submissions, and the following motions to the new Action Committee described in Recommendation 1:*

Motion by Valerie Sterling:

"That Recommendation 1 be amended by adding the words "and in addition, consider broader public education and social marketing strategy to address the stigma associated with having bed bugs."

Motion by Councillor Fletcher:

"That the Medical Officer of Health and TorontoPublic Health be requested to educate the medical community in identification of bed bug bites."

Financial Impact

There are no financial implications resulting directly from the adoption of this report.

Summary

This report responds to a Board of Health request at its meeting of November 12, 2007 that the Medical Officer of Health investigate and report back on a number of issues related to the spread of bed bugs in Toronto. The report provides a brief overview of the epidemiology, health impacts, the extent of bed bug infestations in Toronto, control strategies and outlines a plan to deal with this resurgent pest.

Bed bug infestations occur in all neighbourhoods and communities in the City and most households deal with the problem without assistance from the Municipality. This is not the case with the most vulnerable populations in our community. In recent months, Toronto Public Health has devoted significant resources to deal with severe infestations impacting on the health of the elderly, those living with physical and mental health issues and people living in poverty. This report is intended to focus primarily on strategies to ensure that vulnerable people get the assistance they need to lead independent, pest free lives.

Background Information

Bed Bug Issues in Toronto

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11155.pdf>)

Bed Bug Issues in Toronto - Attachment 1

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11156.pdf>)

Bed Bug Issues in Toronto - Attachment 2

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11157.pdf>)

Bed Bug Issues in Toronto - Attachment 3

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11158.pdf>)

Bed Bug Issues in Toronto - Attachment 4

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11159.pdf>)

Bed Bug Issues in Toronto - Attachment 5

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11160.pdf>)

Bed Bug Issues in Toronto - Attachment 6

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11161.pdf>)

Communications

(February 24, 2008) e-mail from Cathy Crowe, Street Nurse, Sherbourne Health Centre (HL.New.HL12.4.1)

(February 26, 2008) letter from Councillor Paula Fletcher, Ward 10, Toronto-Danforth (HL.New.HL12.4.2)

(February 26, 2008) Submission from Beth Pelton, Street Health Nurse (HL.New.HL12.4.3)

HL12.5	ACTION	Adopted		
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Toronto Public Health: 125 Years Toward a Healthy City

(February 8, 2008) Report from Medical Officer of Health

Decision Advice and Other Information

The Board of Health:

1. created the Public Health Champions Awards as a legacy of celebrations marking the 125th Anniversary of Public Health in Toronto in 2008;
2. *appointed a sub-committee comprised of the following members to develop a nomination process and criteria for the selection of recipients of the Public Health Champions Awards:*

Vaijayanthi Chari;
Wangari Muriuki; and
Councillor Gord Perks; and
3. requested the Public Health Champions Awards sub-committee to report back to the May 2008 Board of Health meeting with a proposed schedule for the inaugural award to be presented in the fall of 2008.

Financial Impact

There are no direct financial implications arising from this report.

Summary

The purpose of this report is to outline the activities being planned to celebrate the 125th Anniversary of Toronto Public Health (TPH) during 2008. The anniversary presents an opportunity to recognize Public Health as a foundation in the evolution of the City and to promote awareness of the continuing role of TPH in building a healthy city where everyone enjoys the highest level of well-being.

The theme for the anniversary celebrations is “125 Years Toward a Healthy City” and this will be reflected in a range of activities being planned for internal staff engagement and for outreach to the community. One project being planned as a legacy initiative of the 125 anniversary is the Public Health Champions Awards. This award will recognize the outstanding contribution of an individual or group to public health in Toronto. It is recommended the Board of Health establish a sub-committee to develop a nomination and selection process and a schedule to inaugurate the award in the fall of 2008.

Background Information

Toronto Public Health: 125 Years Toward a Healthy City
(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11319.pdf>)

HL12.6	Information	Deferred		
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Halton Region Report on Health Impacts from an Energy-from-Waste Facility

(February 7, 2008) Report from Medical Officer of Health

Decision Advice and Other Information

The Board of Health deferred consideration of the report (February 14, 2008) from Medical Officer of Health to its meeting on April 21, 2008.

Summary

Ontario is facing a challenge in managing the amount of solid waste created, primarily due to limited existing landfill capacity. Some Ontario municipalities have chosen to explore energy-from-waste (EFW) as a disposal option. In June of 2007, Halton Region Council discussed a Business Case that considered EFW as a potential option for Halton. This report summarizes the information on the health and environmental impacts that was presented in the Business Case, along with comments from a peer review requested by the Halton Regional Health Department.

The Business Case is a preliminary step in exploring the potential for an EFW facility in Halton. It identifies the pollutants and health effects that might be of concern with an EFW facility that would need to be studied in more detail before such a facility is built. These include criteria air pollutants (such as nitrogen dioxide and particulate matter), dioxins and furans, polycyclic aromatic hydrocarbons, mercury and other metals as well as cancer, respiratory effects and adverse reproductive outcomes.

Toronto Public Health agrees with both the authors of the Business Case and the peer reviewer that there are a number of potential health issues associated with both EFW facilities and landfill operations, and that a more detailed study of health and environmental impacts is necessary before considering the construction and operation of a specific facility. The Medical Officer of Health supports the use of health impact assessment, which Toronto's Solid Waste Management Services is planning to do as part of its Solid Waste Residuals Management Study.

Background Information

Halton Region Report on Health Impacts from an Energy-from-Waste Facility
(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11163.pdf>)

HL12.7	Information	Received		
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Update on City Council Approved Toronto Public Health 2008-2012 Capital Budget and Plan

(February 5, 2008) Report from Medical Officer of Health

Decision Advice and Other Information

The Board of Health received, for information, the report (February 5, 2008) from Medical Officer of Health.

Summary

This report provides an update to the Board of Health (BOH) on the Toronto Public Health (TPH) 2008 Capital Budget and 2009-2012 Capital Plan as approved by City Council.

At its meeting of December 11-13, 2007, City Council approved a Toronto Public Health 2008-2012 Capital Budget and Plan for a total of \$18.422 million with a 2008 cash flow of \$4.624 million (including a carry-forward of \$1.134 million from 2007). The future year commitments and plan estimates are comprised of \$3.499 million for 2009, \$3.499 million for 2010, \$3.400 million for 2011 and \$3.400 million for 2012, totalling \$13.798 million.

At the same meeting, City Council requested the Medical Officer of Health, in conjunction with the Chief Information Officer to report to the Budget Committee, prior to the start of the 2009 Capital Budget process, on the estimated costs and timeline of any new and existing projects required because of provincial initiatives and future TPH strategic plans, including the operating budget impact of capital projects beyond 2012.

Background Information

Update on City Council Approved Toronto Public Health 2008-2012 Capital Budget and Plan (<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11164.pdf>)

HL12.8	Information	Received		
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Local Health Committee Minutes

Decision Advice and Other Information

The Board of Health received, for information, the Minutes of the following Local Health Committee meetings:

- North Region Local Health Committee meeting held on November 5, 2007.
- Scarborough Local Health Committee meeting held on November 6, 2007.

- North Region Local Health Committee meeting held on November 29, 2007.

Summary

- Minutes of the North Region Local Health Committee meeting held on November 5, 2007.
- Minutes of the Scarborough Local Health Committee meeting held on November 6, 2007.
- Minutes of the North Region Local Health Committee meeting held on November 29, 2007.

Background Information

North Region Local Health Committee - November 5, 2007

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11165.pdf>)

Scarborough Local Health Committee - November 6, 2007

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11166.pdf>)

North Region Local Health Committee - November 29, 2007

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11167.pdf>)

HL12.9	ACTION	Adopted		
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Report of the Sub-committee to Conduct the 2007 Performance Appraisal for the Medical Officer of Health

Confidential Attachment - Personal matters about an identifiable individual, including municipal or local board employees

Decision Advice and Other Information

The Board of Health adopted the recommendations contained in the confidential communication (February 19, 2008) from the Sub-Committee to Conduct the 2007 Performance Appraisal for the Medical Officer of Health, such communication to remain confidential as it contains personal matters about an identifiable individual, including municipal or local board employees.

Summary

The Sub-committee is meeting on February 19, 2008, and will submit its report on this matter to the Board of Health on February 26, 2008.

Background Information

(February 19, 2008) letter from Secretary, Board of Health Sub-committee to Conduct the 2007 Performance Appraisal for the Medical Officer of Health

(<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11373.pdf>)

HL12.10	ACTION	Referred		
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Request to Curtail the Excessive Feeding of Large Flocks of Pigeons

(February 26, 2008) Letter from Councillor Paula Fletcher, Ward 10, Toronto-Danforth

Decision Advice and Other Information

The Board of Health referred the letter (February 26, 2008) from Councillor Paula Fletcher to the Medical Officer of Health for a report back to the May 2008 meeting of the Board of Health on ways to curtail excessive feeding of large flocks of pigeons and to include information on what other municipalities are doing in this regard.

Summary

Letter from Councillor Fletcher expressing concerns regarding the excessive feeding of large flocks of pigeons and the overwhelming amount of pigeon waste that is accumulating in Ward 30, and requesting that the Medical Officer of Health be asked to report back to the Board of Health on ways to curtail this excessive feeding of pigeons.

Background Information

(February 26, 2008) letter from Councillor Paula Fletcher, Ward 10, Toronto-Danforth
<http://www.toronto.ca/legdocs/mmis/2008/hl/bgrd/backgroundfile-11374.pdf>

Meeting Sessions

Session Date	Session Type	Start Time	End Time	Public or Closed Session
2008-02-26	Afternoon	1:10 PM	5:00 PM	Public