

# Health Neighbourhoods in Durham Region

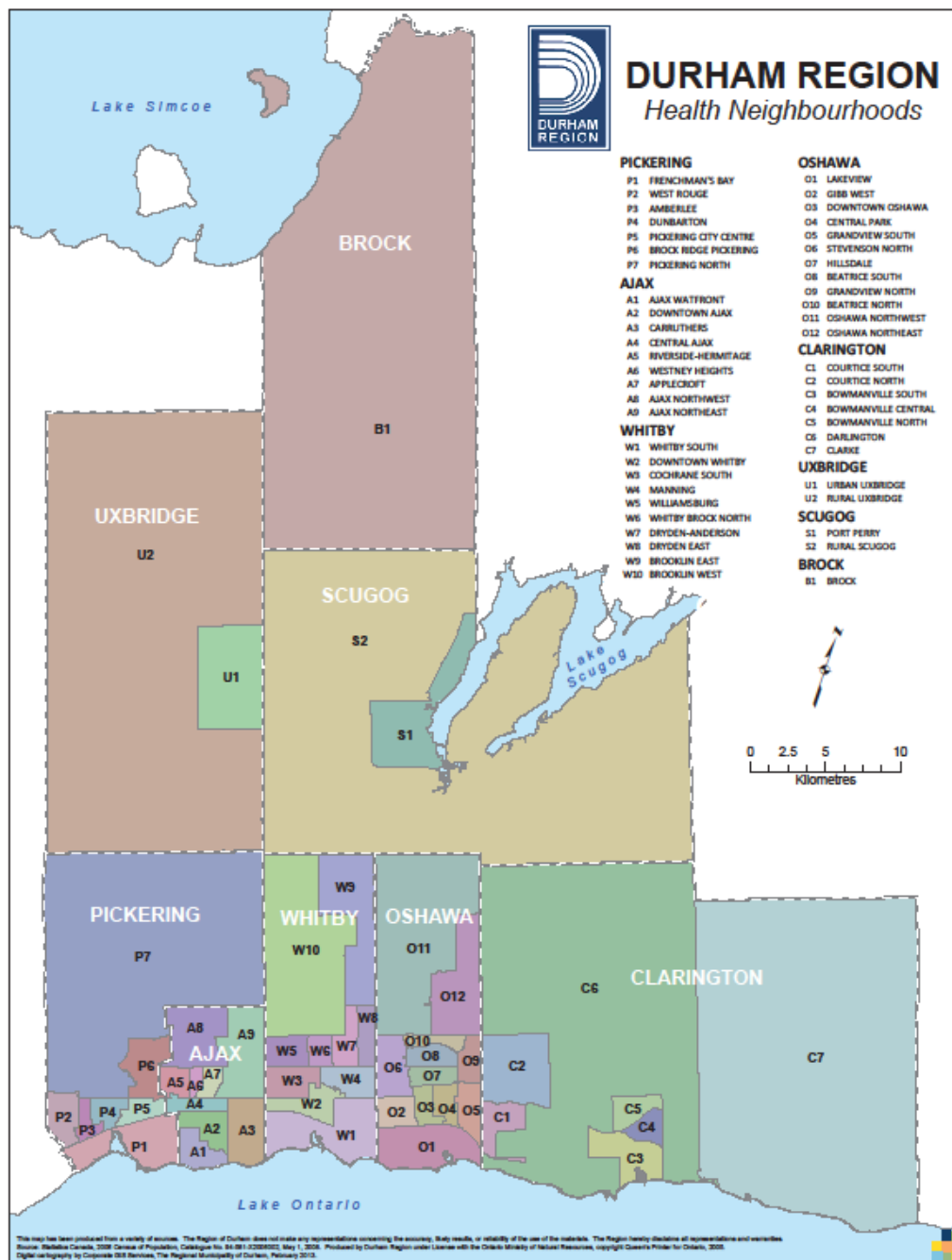


May 2015

Leading the way to a healthier Durham

[durham.ca](http://durham.ca)





## The Health Neighbourhoods Project

50 Health Neighbourhoods in Durham Region with 62 indicators in the January 2015 Release.

Total population of Durham Region about 650,000.  
Average population size of the Neighbourhoods is 12,000 but varies from 8,300 to 17,800.



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## Health Neighbourhoods in Durham Region



The Health Neighbourhoods project presents 62 indicators for 50 Health Neighbourhoods in Durham Region to better understand patterns of health in our communities. The ultimate goal is to support strong, safe and equitable neighbourhoods that improve the health and well-being of all residents across Durham Region.

### Reports

- Frequently Asked Questions (FAQs)
- Overview Report
- A Guide to Health Neighbourhoods
- Feature Reports
  - Early Child Development
  - Smoking



### Map Viewer

An interactive map that views information by Health Neighbourhood.



### Neighbourhood Profiles

Indicators are summarized and compared to Durham Region for each Neighbourhood, Municipality and for Durham Region. Includes a descriptive map with roads, schools, trails and other points of interest.



### Indicator Summaries

Each 4-page summary includes a Durham Region map for that indicator, tables that provide rates for each Neighbourhood and municipality, and indicator notes to explain the data.

## HEALTH

- Contact Information
- Privacy Statement for Health
- Beauty & Body Art Safety
- Day Cares
- Durham Nuclear Health Committee
- Durham Region's Smoke-Free By-Law
- Emergency Medical Services
- Environmental Health Hazards
- Facts About
- More ...

[durham.ca/neighbourhoods](http://durham.ca/neighbourhoods)



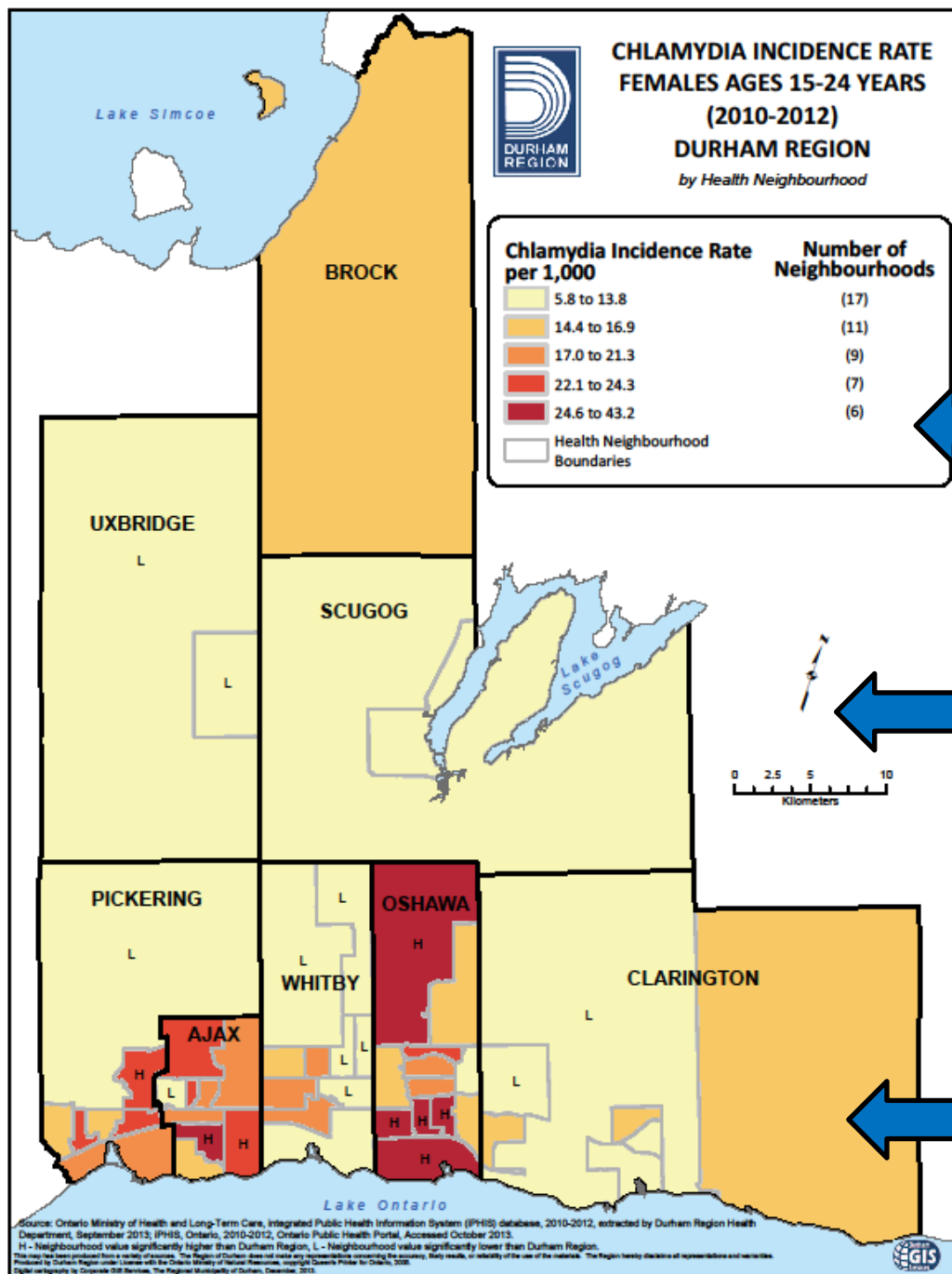
Overview Report focused more on a general audience: public, elected officials. A backgrounder for everyone.

Feature Reports (Early Child Development, Smoking) focus on a more specific audience of community partners but are good backgrounders as well.









Age-specific rates  
when possible

Shows the range  
by Neighbourhood  
5.8 to 43.2 per 1,000

When it makes sense,  
the indicator is quintiled  
by the number of events,  
so 20% of cases are in  
each quintile.

Colours: Pale Yellow  
(better for health)  
to Dark Red (worse for  
Health). Some indicators  
are in a positive direction  
and others in a negative  
direction but colour  
pattern is the same.

Shows whether the  
Neighbourhood  
Is significantly Higher or  
Lower than Durham Region



## Chlamydia Incidence Rate, Females Aged 15-24 Years (2010-2012)

Table 2: List of Health Neighbourhoods ranked from lowest to highest

Order	Health Neighbourhoods	Rate per 1,000	Number of cases	Compared to Durham Region (Lower is Better)	Quintiles
1	Darlington (C6)	5.8	10	LOWER	1
2	Rural Uxbridge (U2)	6.6	12	LOWER	1
3	Dryden East (W8)	7.1	21	LOWER	1
4	Urban Uxbridge (U1)	7.8	20	LOWER	1
5	Brooklin East (W9)	8.7	15	LOWER	1
6	Brooklin West (W10)	9.0	18	LOWER	1
7	Dryden-Anderson (W7)	10.5	32	LOWER	1
8	Courtice North (C2)	10.7	26	LOWER	1
9	Pickering North (P7)	11.4	31	LOWER	1
10	Port Perry (S1)	11.4	19	similar	1
11	Manning (W4)	11.6	41	LOWER	1
12	Riverside-Hermitage (A5)	11.8	44	LOWER	1
13	Bowmanville Central (C4)	12.6	25	similar	1
14	Whitby South (W1)	12.9	31	similar	1
15	Grandview North (O9)	13.5	31	similar	1
16	Rural Scugog (S2)	13.5	31	similar	1
17	Bowmanville South (C3)	13.8	40	similar	1
18	Bowmanville North (C5)	14.4	28	similar	2
19	Courtice South (C1)	14.4	48	similar	2
20	Williamsburg (W5)	14.7	25	similar	2
21	Oshawa Northeast (O12)	14.9	31	similar	2
22	Clarke (C7)	15.1	46	similar	2
23	Dunbarton (P4)	15.2	49	similar	2
24	Brock (B1)	15.4	31	similar	2
25	Grandview South (O5)	16.1	36	similar	2
26	Ajax Waterfront (A1)	16.2	38	similar	2
27	Stevenson North (O6)	16.5	57	similar	2
28	West Rouge (P2)	16.9	49	similar	2
29	Beatrice South (O8)	17.0	38	similar	3
30	Cochrane South (W3)	17.4	36	similar	3
31	Central Ajax (A4)	17.7	50	similar	3
32	Whitby Brock North (W6)	18.0	48	similar	3
33	Frenchman's Bay (P1)	18.4	59	similar	3
34	Applecroft (A7)	18.8	58	similar	3
35	Hillsdale (O7)	18.9	42	similar	3
36	Downtown Whitby (W2)	20.9	67	similar	3
37	Ajax Northeast (A9)	21.3	51	similar	3
38	Beatrice North (O10)	22.1	53	similar	4
39	Ajax Northwest (A8)	22.3	73	similar	4
40	Pickering City Centre (P5)	22.6	61	similar	4
41	Amberlee (P3)	23.0	59	similar	4
42	Westney Heights (A6)	23.8	49	similar	4
43	Carruthers (A3)	24.2	60	HIGHER	4
44	Brock Ridge Pickering (P6)	24.3	58	HIGHER	4
45	Central Park (O4)	24.6	48	HIGHER	5
46	Downtown Ajax (A2)	25.0	54	HIGHER	5
47	Oshawa Northwest (O11)	25.4	58	HIGHER	5
48	Gibb West (O2)	26.8	62	HIGHER	5
49	Lakeview (O1)	28.8	114	HIGHER	5
50	Downtown Oshawa (O3)	43.2	92	HIGHER	5

Tables provide the same information as the maps but provide the actual rates and counts. Plus they are in an accessible format.



## Large-for-Gestational Age (LGA) Rate (2010-2012)

Table 3: LGA rate by Durham Region Municipality

Municipality	Percentage	Number of LGA Births	Compared to Durham Region (Lower is Better)
Pickering	9.7%	212	LOWER
Ajax	9.0%	356	LOWER
Whitby	12.0%	458	similar
Oshawa	12.6%	615	similar
Clarington	15.2%	388	HIGHER
Scugog	12.8%	57	similar
Uxbridge	10.4%	45	similar
Brock	12.6%	43	similar
Durham Region	11.7%	2,174	Higher than Ontario
Ontario	8.1%	33,902	

### What You Need to Know

- A lower percentage of LGA is better for health.
- The LGA rate ranges by Health Neighbourhood from 6.1% to 17.5%.
- LGA rates are highest in Oshawa and Clarington Neighbourhoods. High birth weight has an increased risk of birth complications for both mother and baby, and a higher risk of obesity and diabetes for these infants later in life. Maternal diabetes and obesity are risk factors for LGA.

### Indicator Notes

- LGA measures the birth weight of a baby relative to their gestational age. For example, a girl born at 40 weeks weighing more than 4,034 g (8.9 lbs) would be considered LGA. Birth weight must be examined within the context of how far along the pregnancy is when the baby was born.
- Source: Hospital In-Patient Discharges 2010-2012, Ministry of Health and Long-Term Care, IntelliHEALTH ONTARIO.
- The LGA rate is the percentage of live births with birth weight above the standard 90th percentile of the sex-specific birth weight for gestational age. LGA rates include only singleton live births of male and female newborns with gestational age 22-43 weeks. The reference percentile tables for Canadian babies are based on Kramer, 2001.
- Neighbourhoods were sorted into quintiles (5 groupings) based on the total number of LGA births in the Neighbourhood, i.e., quintiled by LGA birth count.
- Neighbourhoods were compared with Durham Region based on their confidence intervals. Those with rates that were lower or higher had 95% confidence intervals that did not overlap with those of Durham Region and were significantly different.
- For more information about LGA rates in Durham Region, see [Family Health Statistics](#) at [durham.ca/healthstats](http://durham.ca/healthstats). For information about the indicator definition, see [APHEO Core Indicators](#).

The What You Need to Know section was initially intended to be a resource for the media, but has proven very useful to all of us.





## Lakeview (O1), Oshawa Neighbourhood Profile



### Description:

Lakeview comprises the southern part of Oshawa along Lake Ontario, south of Highway 401. It is home to three secondary schools, five elementary schools, and numerous recreational facilities. The Oshawa GO Train Station is located in the northwest corner of the Neighbourhood.

Population (2011): 17,805

Population Density: 900.6 persons per square kilometre

Number of Births (2011): 240

Demographic Indicators	Health Neighbourhood	Durham Region	Compared to Durham Region
Population growth rate (2006 to 2011)	-3.6%	8.6%	LOWER
Population aged 0-14 years	10.0%	10.6%	similar
Population aged 0-4 years	6.4%	5.7%	similar
Population aged 5-9 years	5.8%	6.1%	similar
Population aged 10-14 years	6.5%	6.0%	similar
Population aged 15-19 years	7.6%	7.7%	similar
Population aged 20-24 years	7.6%	6.5%	similar
Population aged 25-29 years	7.0%	6.7%	HIGHER
Population aged 30-39 years	12.0%	12.6%	similar
Population aged 40-49 years	16.5%	16.5%	similar
Population aged 50-59 years	15.0%	14.8%	similar
Population aged 60-64 years	4.8%	5.5%	similar
Population aged 65+ years	9.7%	12.1%	similar
Income - Low income rate	26.5%	9.9%	HIGHER
Income - Children less than 6 years in low income households	30.4%	12.0%	HIGHER
Income - Median after tax household income	\$44,600	\$70,100	LOWER
Low education (no high school completion)	22.4%	0.9%	HIGHER
Unemployment rate	14.0%	8.6%	HIGHER
Commuting duration (median minutes)	20.4	30.1	LOWER
Recent immigrants (in past 10 years)	0.0%	3.6%	LOWER
Visible minorities	7.4%	20.7%	LOWER

## Lakeview (O1), Oshawa Neighbourhood Profile

Health Indicators	Health Neighbourhood	Durham Region	Compared to Durham Region
All Injuries (ED visit rate per 1,000)	123.1	96.3	HIGHER
Trauma injuries, ages 10-14 (ED visit rate per 1,000)	25.2	42.2	LOWER
Motor vehicle traffic collisions, ages 15-24 (ED visit rate per 1,000)	11.1	9.8	similar
Falls, ages 0-4 (ED visit rate per 1,000)	59.6	55.5	similar
Falls, ages 65+ (ED visit rate per 1,000)	48.7	57.3	LOWER
Smoking rate, ages 18+	34%	16%	HIGHER
Obesity rate, ages 18+	25%	20%	similar
Vegetable & fruit consumption rate, ages 18+ (5 or more servings per day)	34%*	33%	similar
Alcohol use in excess of Canada's Low-Risk Alcohol Drinking Guidelines, ages 18+	25%*	23%	similar
High physical activity rate, ages 18-69	55%	55%	similar
Flu immunization rate, ages 18+	43%	37%	similar
Cardiovascular disease, ages 45-64 (hospitalization rate per 1,000)	16.5	9.8	HIGHER
Chlamydia, females ages 15-24 (incidence rate per 1,000)	28.8	17.2	HIGHER
Enteric diseases (incidence rate per 100,000)	64.8	64.4	similar
Influenza (incidence rate per 100,000)	29.1	36.0	similar
Hepatitis G (incidence rate per 100,000)	95.9	27.9	HIGHER
Latent Tuberculosis Infection (LTBI) (incidence rate per 100,000)	34.2	33.3	similar

### Profile Notes

For demographic indicators, "LOWER" refers to at least 20% lower than the Durham Region rate and "HIGHER" refers to at least 20% higher. For Early Child Development and Health indicators, "LOWER" or "HIGHER" means that the 95% confidence intervals do not overlap and that the rates are different from Durham Region. Similar means that the Health Neighbourhood is similar to Durham Region as a whole for that indicator.

When "LOWER" or "HIGHER" is in blue, the indicator is neutral in terms of health. Green indicates that the Neighbourhood is doing better in terms of health than Durham Region and red indicates it is worse.

Estimates with high variability are marked with an asterisk (\*) and should be used with caution. Some estimates are not releasable due to small numbers.

## Lakeview (O1), Oshawa Neighbourhood Profile

Early Child Development Indicators	Health Neighbourhood	Durham Region	Compared to Durham Region
EDI - Vulnerable in physical health and well-being	41.7%	17.2%	HIGHER
EDI - Vulnerable in social competence	19.0%	10.4%	HIGHER
EDI - Vulnerable in emotional maturity	24.0%	11.4%	HIGHER
EDI - Vulnerable in language and cognitive development	12.5%	6.4%	HIGHER
EDI - Vulnerable in communication skills and general knowledge	16.1%	10.0%	HIGHER
EDI - Vulnerable in one or more domains	55.2%	28.9%	HIGHER
EDI - Vulnerable in two or more domains	25.0%	13.8%	HIGHER
SK children in excellent or very good health	73%	92%	LOWER
SK children living in a child-friendly neighbourhood	44%*	79%	LOWER
SK children walking or biking to school	66%	41%	HIGHER
Health Indicators	Health Neighbourhood	Durham Region	Compared to Durham Region
Self-rated health as excellent or very good, ages 18+	49%	60%	LOWER
Life expectancy at birth - Males (years)	77.4	80.8	LOWER
Life expectancy at birth - Females (years)	82.2	85.2	LOWER
Birth rate per 1,000	13.5	10.6	HIGHER
Preterm birth rate in singletons	8.9%	6.8%	similar
Small-for-Gestational Age (SGA) rate	10.1%	7.8%	similar
Large-for-Gestational Age (LGA) rate	10.9%	11.7%	similar
Teen pregnancy rate per 1,000	66.2	25.5	HIGHER
Breastfeeding at hospital discharge rate	74.6%	88.0%	LOWER
Breastmilk only at hospital discharge rate	67.3%	78.3%	LOWER
Breastfeeding duration rate at 6 months	34%	53%	LOWER
18 month enhanced Well Baby Visit	48.0%	47.6%	similar
Asthma, ages 0-14 (ED visit rate per 1,000)	14.7	10.3	HIGHER

### Note:

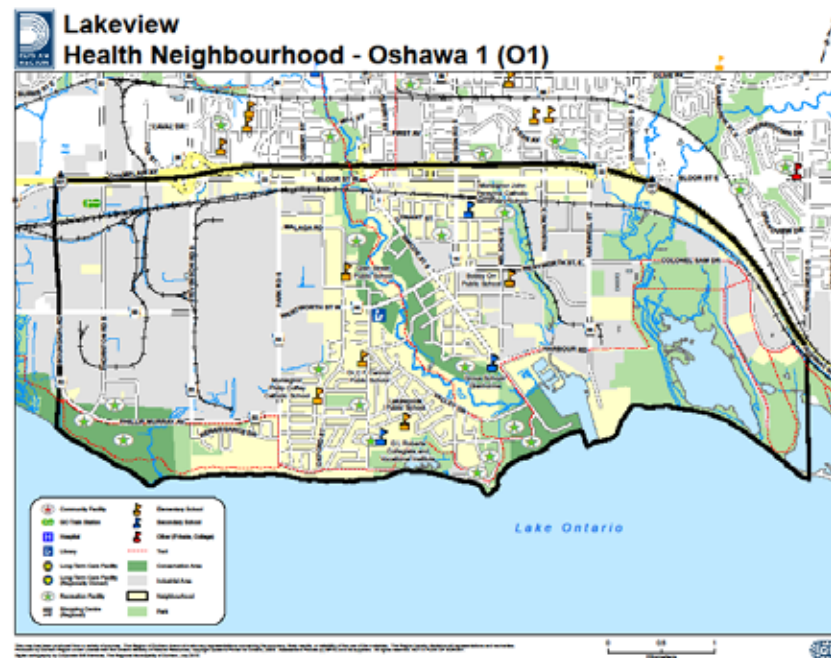
EDI = Early Development Instrument

SK = Senior Kindergarten

2

# Neighbourhood Profiles

Example of an Neighbourhood Profile – 4 pages with tables on first 3 pages and descriptive map on last page.





# The Map Viewer

## Health Neighbourhoods in Durham Region



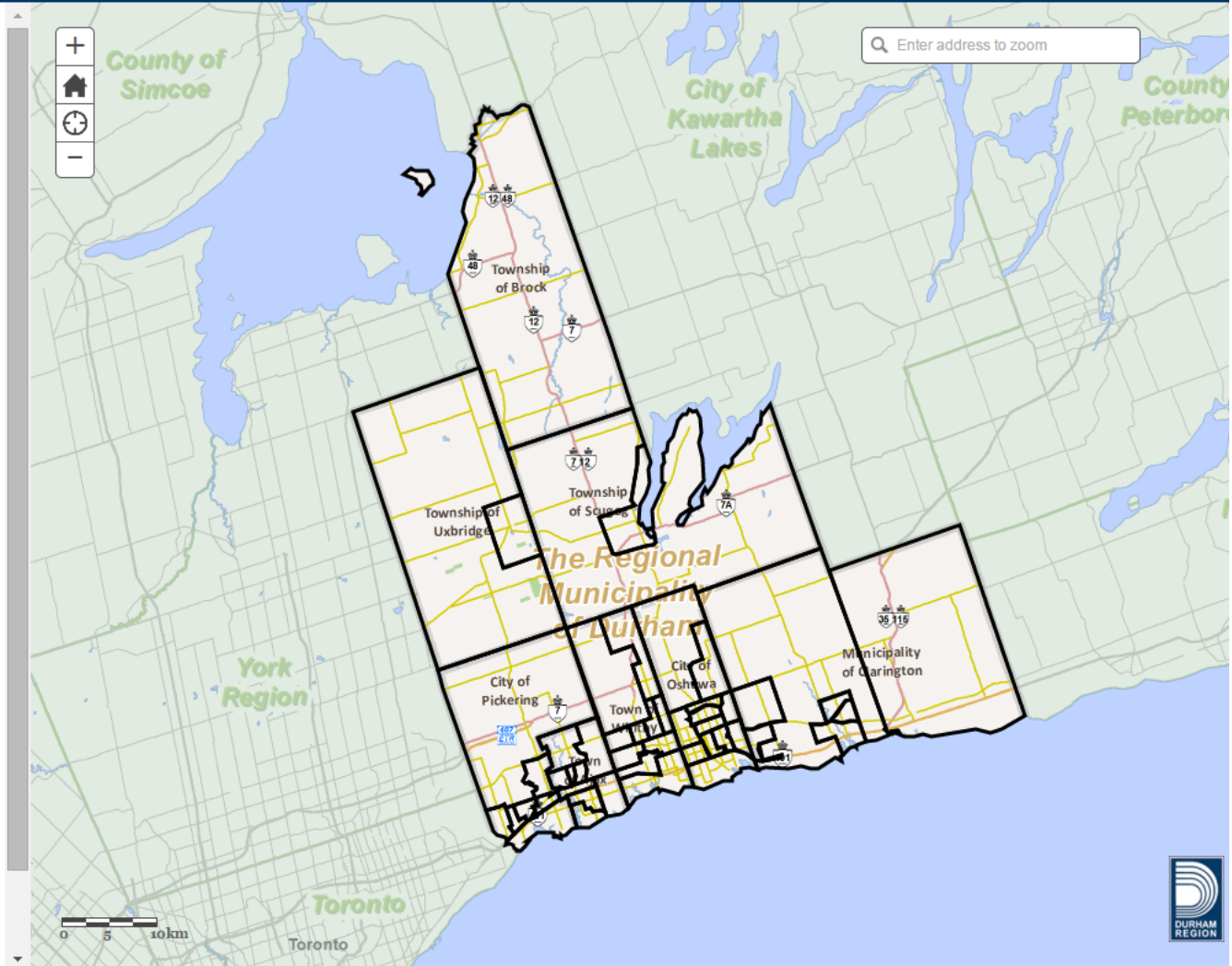
Points of Interest

Demographics

Early Child Development

Health

- ☐ Childcare
- ☐ Community Facility
- ☐ Healthcare Facility
- ☐ Hospital
- ☐ Library
- ☐ Place of Worship
- ☐ Recreation Facility
- ☐ Education
- ☐ Senior Residence
- ☐ Transportation
- ☐ Recreation Park
- ☐ Regional Trail
- ☐ Community Trail
- ☐ Conservation Area
- ☐ Oak Ridges Trail
- ☐ Trans Canada Trail
- ☐ Waterfront Trail
- ☐ Parkland and Conservation Area



For any inquiries regarding the interactive map or data please



# Health Neighbourhoods in Durham Region



Points of Interest

Demographics

Early Child Development

Health

## Self-rated health

● Self-rated health, ages 18+

Life Expectancy

Births

Teen Pregnancy

Breastfeeding

Well-Baby Visit

Asthma in Children

Injury

Smoking

Obesity

Vegetable and Fruit Consumption

Alcohol use

Physical activity

Immunization

Cardiovascular Disease

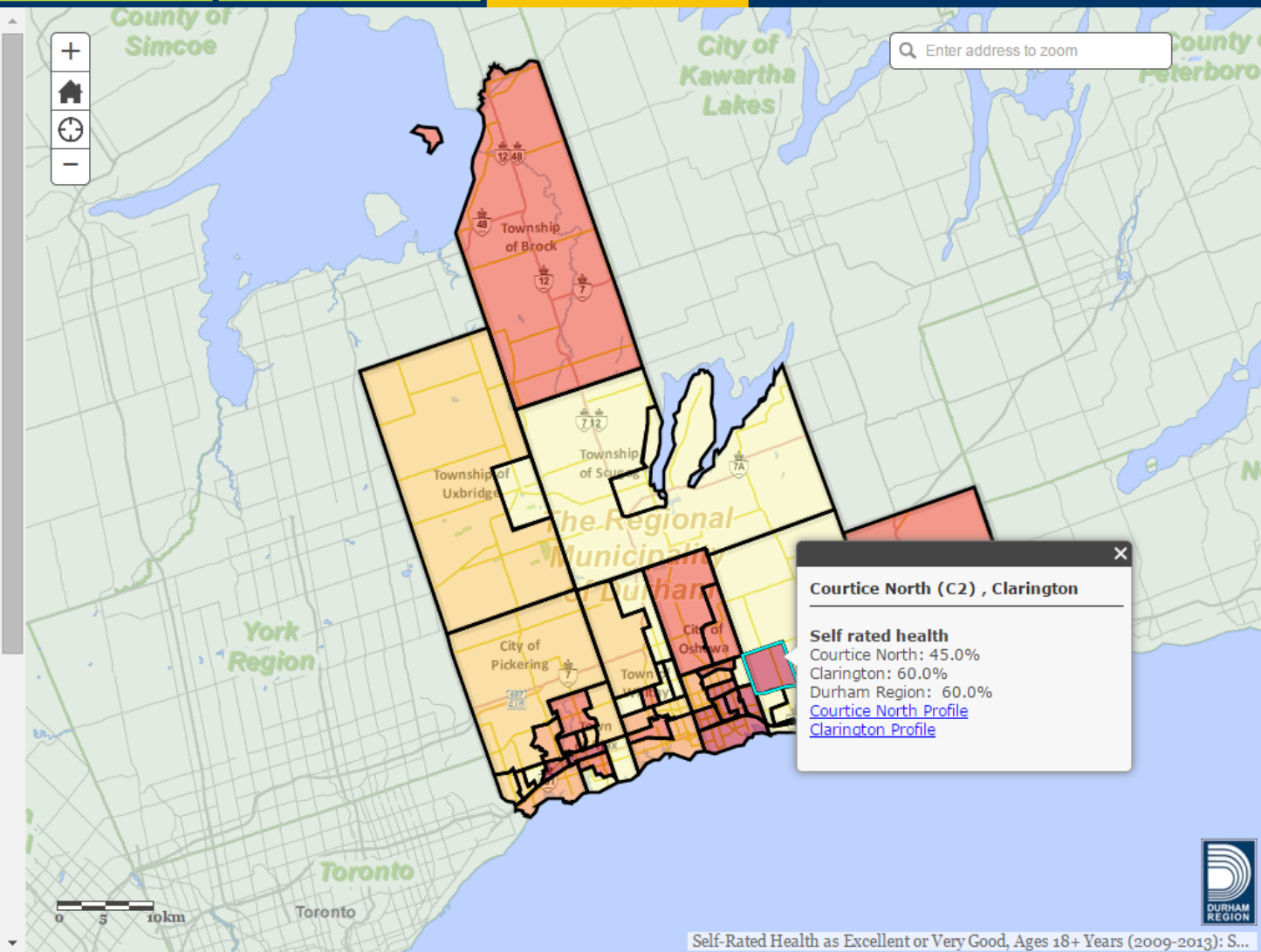
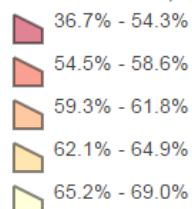
Infectious Diseases

## LEGEND

### Neighbourhood Boundaries



### Self-rated health, ages 18+



Self-Rated Health as Excellent or Very Good, Ages 18+ Years (2009-2013): S...

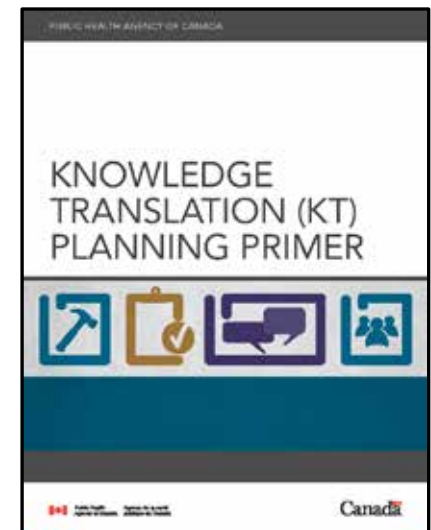






# Knowledge Translation (KT) Plan

- ü Simply put, KT is about the work we do to move knowledge into action.
- ü A KT product or activity is created to actively and effectively share useful knowledge with your audience.
- ü We used Public Health Agency of Canada's Knowledge Translation Planning Primer.
  - ü Identify audiences
  - ü Develop KT Objectives
  - ü Determine the messages
  - ü Choose the format and delivery
  - ü Plus more



<http://publications.gc.ca/site/eng/434858/publication.html>





# Our Audiences

1. Health Department staff
2. Regional Departments e.g. Social Services, Planning and Economic Development
3. Community partners & municipalities
4. Elected Officials
5. Media and the general public
6. Public health professionals, other health units



The format (reports, maps, products on website) common to everyone, but the delivery (presentations, media, newsletters, etc) were more targeted to specific audiences.



# The Delivery

1. Oral Presentations
2. Media – Media Release, Interviews for Radio & Print, Facebook, Twitter
3. Electronic – Website, Email, E-newsletters



There was a lot of anxiety early on about Neighbourhoods being stigmatized and the sensitivity of the information. We kept focusing on the positive use of the information.



**Durham Health** @DurhamHealth · Jan 27

Who lives the longest in Durham Region? Find out here [ow.ly/HMEKw](https://ow.ly/HMEKw) #DurhamHealth



**Durham Health** @DurhamHealth · Jan 26

Who's still smoking in Durham Region? Check out neighbourhoods by the numbers! [ow.ly/HMu5A](https://ow.ly/HMu5A) #DurhamHealth



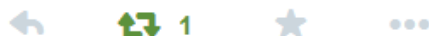
**Durham Health** @DurhamHealth · Jan 23

Support early child development so more children can be ready for school in our neighbourhoods [ow.ly/HMoTc](https://ow.ly/HMoTc) #DurhamHealth



**Durham Health** @DurhamHealth · Jan 23

Income has a big impact on health in Durham Neighbourhoods. See our Overview Report to learn more [ow.ly/HMnvN](https://ow.ly/HMnvN) #DurhamHealth



**Durham Health** @DurhamHealth · Jan 22

Health varies by where you live in Durham Region. [durham.ca/neighbourhoods](https://durham.ca/neighbourhoods) launched today. #DurhamHealth [ow.ly/HLMYm](https://ow.ly/HLMYm)



**Durham Health** @DurhamHealth · Jan 22

Curious about health where you live? Health Neighbourhoods launched today #DurhamHealth [durham.ca/neighbourhoods](https://durham.ca/neighbourhoods) [ow.ly/HLuBD](https://ow.ly/HLuBD)



Used the hashtag  
**#DurhamHealth** to  
easily group all  
Tweets



**Central East Div** @DRPSCEDiv · Jan 27

"@DurhamHealth: Who lives the longest in Durham Region? Find out here [ow.ly/HMEKw](https://ow.ly/HMEKw) #DurhamHealth" +drive sober, seatbelt, slow dwn



[View conversation](#)



**Durham Health** @DurhamHealth · Jan 27

Who lives the longest in Durham Region? Find out here [ow.ly/HMEKw](https://ow.ly/HMEKw)  
#DurhamHealth



**CMHA Durham** @CMHA\_Durham · Feb 24

Comprehensive Durham Region health information now available as part of Health Neighbourhoods Project [ow.ly/JAkw1](https://ow.ly/JAkw1) #DurhamHealth



Robert Kyle retweeted



**Durham Health** @DurhamHealth · Feb 24

#DurhamHealth Neighbourhoods project lets you see the health of your neighbourhood. See article [ow.ly/JAkw1](https://ow.ly/JAkw1) @newsdurham





# New Durham health project provides local insight on more than 60 issues

Health Neighbourhoods project has information on all areas in Durham

## Durham Health Neighbourhoods project paints a picture of possibilities

### Health neighbourhoods to become vital tool for Oshawa

2015-03-10

**Life expectancy in Brock lower than rest of Durham**  
Health Neighbourhoods project provides a picture of how health varies by where residents live  
Brock Citizen  
By Scott Howard

Apr 11, 2015 | [Vote](#) 1 0

The 10 Durham Region neighbourhoods with the highest smoking rates



### Durham eyes the health of Clarington mothers and babies

Numbers show Clarington babies born heavier than those in rest of Durham, Ontario

Clarington This Week  
By Brad Andrews

CLARINGTON – More babies in Clarington are being born heavier, at a rate nearly double the rest of Ontario, a situation which could pose health risks later in life.

According to the Region of Durham's Health Neighborhood project – data gathered by the health department to better understand health patterns in communities – Clarington's large-for-gestational age (LGA) rate is higher than in most of Durham. The LGA measures the birth weight of a baby relative to their



## Timeline Photos

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What do you think of this story? More babies in Clarington are being born heavier, at a rate nearly double the rest of Ontario, a situation which could pose health risks later in life.

<http://www.durhamregion.com/news-story/5469156-durham-eyes-the-health-of-clarington-mothers-and-babies/>

March 12

Album: [Timeline Photos](#)

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 Danielle St Jean-Alladin and Victor Simon Assivero like this.
 Most Relevant ▾

 1 share



**Vickie Heard** We had big babies. Almost 10 pounds and 10 1/2 pounds, they are now 23 and 19 and our 23 year old is a normal healthy weight now and our 19 year old is under weight, both eat healthy and exercise. Turns out my husband's family has big babies 😊

 2 · March 12 at 7:58am



**Roy Wilson** What's an ounce or two between baby and mommy....can't believe someone is really tracking this!

 2 · March 12 at 6:54am



**Petra Scholz** It could pose a health risk later in life ? As long as the babies are healthy at birth..I don't see a problem. By the time they might be at risk...they're able to make their own decisions how to live a healthy life.

 1 · March 12 at 5:36am



**Lisa Marie Martel** I had a 6lb 13oz baby and had to be monitored the last month of my pregnancy because I was "measuring small".

March 12 at 5:44am



**Deborah Linton** Interesting

March 12 at 11:14am



**Helen Rayner** these folks have waaaay too much time on their hands!!

March 12 at 10:07am



**Dale E Hall** Omg what next. It used to be the big babies were the healthiest and small were at risk. Now big babies are at risk for health problems ??????????. CRAZY WORLD

March 12 at 5:01am



**Durham Region Health Department** Great to see people talking about this. Reporter Brad Andrews' story covered a complicated issue and made it locally relevant. Yes, many people have healthy big babies that grow up to be a healthy weight and do not develop diabetes or other chronic dis... [See More](#)



**Region of Durham - Health - Healthy Eating**  
 Guide to municipal government services, tourist and...  
 DURHAM.CA

April 7 at 12:23pm

Posting and discussion  
 March 12. We posted our  
 response on April 7 after  
 it the discussion  
 appeared in print in the  
 newspaper, Easter  
 weekend, etc.  
 It is a long response on a  
 complex issue but at  
 least it's there.





newsdurham -- [www.durhamregion.com](http://www.durhamregion.com)

April 11 at 7:38am ·

We compared the 10 neighbourhoods in Durham Region with the highest rate of smokers to the stats for cardiovascular disease...not surprisingly they intersect. Are you in one of those neighbourhoods?

<http://www.durhamregion.com/.../5550218-the-10-durham-region.../>



## The 10 Durham Region neighbourhoods with the highest smoking rates

According to data collected by the Region of Durham's Health Neighbourhoods project 2009-2013, in 10 Durham Region neighbourhoods 1 in 4 people aged 18...

DURHAMREGION.COM | BY DURHAM REGION DAILY



**Kimberley McDonald** Hmm. I live in Durham Region. In fact, I live in Lakeview, Oshawa and funny thing is....no one has EVER come by the house or asked about smoking. So...where did they get their stats?

Seriously, one should quit smoking if one can, but I am very cynical about these so-called studies. When you live in a focus area and have no idea about any sort of study, it kind of makes you wonder if they made it up. LOL

April 11 at 5:28pm



**Durham Region Health Department** The Neighbourhood smoking statistics are from the Health Department's ongoing RRFSS telephone survey of Durham Region residents. For more information on Neighbourhoods, see [www.durham.ca/neighbourhoods](http://www.durham.ca/neighbourhoods) and for specifics on the smoking indicator, see <http://ow.ly/LBP9h>



**Region of Durham - Health - Health Neighbourhoods in Durham Region**  
Guide to municipal government services, tourist...  
DURHAM.CA

22 hrs



21 people like this.

Most Relevant



50 shares



Write a comment...

Press Enter to post.



**Sandra Briginshaw-Haskell** I live in Durham Region, I just quit smoking 10 months ago. After 34 years of smoking. I did it with champix, if I can do it, you can too 😊

Like · Reply · 13 · April 11 at 9:09am

4 Replies



**Lisa Roberts** Kind of ironic that first place includes those in non profit housing...can't afford rent but can clearly pay for their habit.

Like · Reply · 11 · April 11 at 9:53am

8 Replies



**Mike James** Thou shall not judge thy neighbor.

Like · Reply · 1 · April 11 at 2:47pm



**Lisa Seeley** yay whitby lol

Like · Reply · 1 · April 11 at 11:34am



**René Garcia Flores** Funny how Oshawa is pretty much all red...

Like · Reply · 1 · April 11 at 11:48am



**Melissa Smits** You'd think property would be selling much cheaper

Like · Reply · 1 · April 11 at 10:10am



**Emily Huff** Wow Rene René Garcia Flores. "these people"? Really?

Like · Reply · April 11 at 4:48pm



**Katie Sumrall** No one smokes in Whitby huh, interesting.

Like · Reply · April 11 at 12:27pm



**Jorden Laing** Yes 😊

Like · Reply · April 11 at 10:52am



**Kimberley McDonald** Hmm. I live in Durham Region. In fact, I live in Lakeview, Oshawa and funny thing is....no one has EVER come by the house or asked about smoking. So...where did they get their stats?

Seriously, one should quit smoking if one can, but I am very cynical about these so-called studies. When you live in a focus area and have no idea about any sort of study, it kind of makes you wonder if they made it up. LOL

Like · Reply · April 11 at 8:28pm



**James Coatham** I live near gibb and have two chain smoking neighbors we are moving largely due to the smell

Like · Reply · April 11 at 6:49pm

Write a comment...

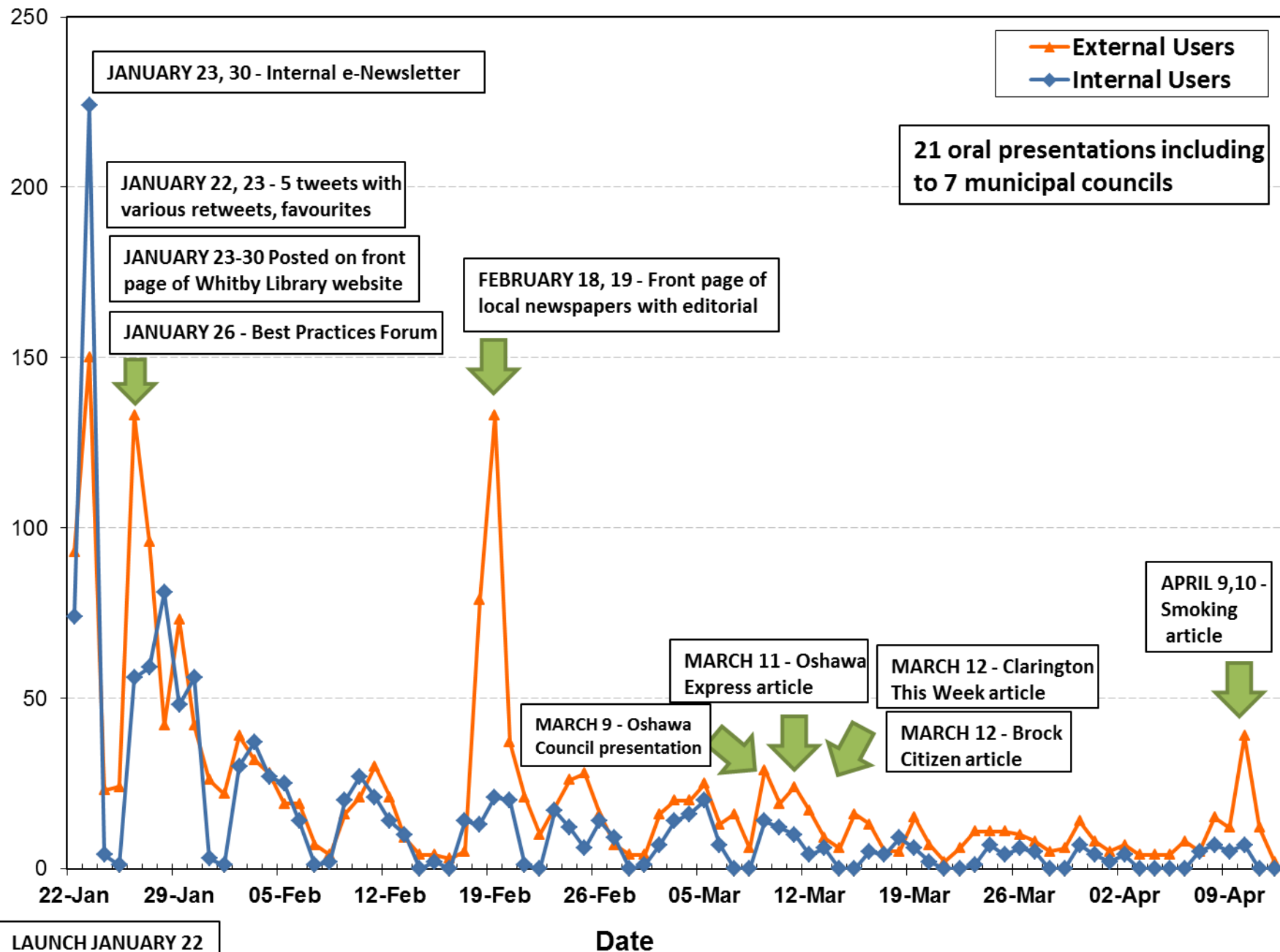
Posting and discussion  
April 11. We posted a reply  
about where the smoking  
data came from on April 14.





# Number of External & Internal Users Accessing Health Neighbourhoods Home Page By Day, January 22 - April 12, 2015

Number of unique users



# Lessons Learned

- ü PHAC's KT Plan Primer is a useful tool.
- ü Presentations are powerful and personal. Municipal councils are a key way to connect to the community.
- ü Gear the format and product to the audience, digging deeper as appropriate.
- ü Taylor your products so that they can be used by many different audiences in different ways.
- ü Identify your champions.
- ü The Regional e-newsletter is effective internally.
- ü The Metroland newspapers effective in the broader community.
- ü Use Twitter and Facebook to supplement other initiatives. Check out Facebook yourself. We need to be more responsive.
- ü Snowball effect – initiatives build on each other.
- ü The Health Neighbourhoods message is getting out there – use it to your advantage.



# Questions?

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