

Primary HealthCare

PLANNING



Conception Bay Centre



Eastern
Health

Message from David Diamond

President and CEO, Eastern Health



Access to health care services is a priority shared by Eastern Health, our community partners and the general population. We continue to explore ways to improve the access, quality and delivery of services within our acute care, long-term care, public health and mental health and addictions programs.

We need to examine not only the first point of contact for patients, clients and residents - but also to make the best use of current resources to meet the health needs and improve the overall health status of the populations we serve. This means that, together, we may want to consider a different model of care, one that directly impacts patient satisfaction and the overall patient experience and would also offer a more sustainable service in the long term.

With that in mind, you have been invited to share in the process of identifying concrete solutions to help transform primary health care in Clarendville and surrounding communities.

As part of its Strategic Plan for 2017-2020 entitled, *Lighting the Way: Navigating Together*, Eastern Health renewed its commitment to timely access to quality services in the eastern region.

In **Bonavista**, for example, we made several changes in the delivery of primary health care - by offering interdisciplinary team approaches to patient care; conducting efficiency exercises in emergency care to reduce wait times, while also hiring physicians and nurse practitioners. And last year, our mental health and addictions staff on the **Burin Peninsula** took a completely different approach to the delivery of their services – with the introduction of several walk-in clinics. It was a big step in the right direction to address increasing demand, waitlists and an unprecedented spike in the number of suicides in the area.

With your help, we plan to address identified health needs in Conception Bay Centre as well. Thank you in advance for your interest, your time and valuable ideas, and for partnering with us to help improve both the delivery and outcomes of health care in your communities.

Sincerely,

David Diamond
President and CEO Eastern Health

What is Primary Health Care?

In Newfoundland and Labrador, primary health care is typically a person's first point of contact with the health-care system.

Primary health care is a philosophy for organizing and delivering a comprehensive range of coordinated and collaborative community-based services that empower individuals, families and communities to take responsibility for their health and wellbeing. Effective primary health care requires a culture and system designed to be responsive to the needs and realities of individuals, families and local communities.

It encompasses a full range of community-based services essential to maintaining and improving health and wellbeing.

Primary health care can include interactions with providers, such as family doctors, pharmacists, social workers, nurses, occupational therapists, counsellors, community volunteers, and others.

It includes services that promote health and wellness, prevent illness, treat health issues or injuries, and diagnose and manage chronic health conditions.

Primary health care is essential health care made accessible at a cost which the country and community can afford, with methods that are practical, scientifically sound, and socially acceptable.

A highly effective primary health-care system should support individuals, families, communities and the health sector to proactively prevent illness and maintain health. This includes recognizing and working to improve social conditions that have a significant impact on health, such as income, housing, education, and environment, known as the 'determinants of health.'

Primary Health-Care Providers:

- Chiropractors
- Counsellors
- Diabetes educators
- Dietitians
- Family doctors
- Mental Health and Addictions counsellors
- Nurse practitioners
- Occupational therapists
- Pharmacists
- Dentists
- Physiotherapists
- Registered nurses
- Psychologists
- Community Health Nurses
- Social workers
- Speech language pathologists
- Health educators
- Paramedics
- Self-management leaders
- Community volunteers
- Educators

What We Know

Over the past 15 years, Canadian provinces and countries around the world have made changes to the way primary health care is delivered. Greater focus has been placed on preventative services delivered in the community - rather than waiting until people are so sick that they need to visit emergency departments, have invasive surgeries, lose mobility, or require expensive medications.

Here in Newfoundland and Labrador, we've already made some changes to the way we deliver primary health-care services, such as allowing authorized pharmacists to deliver influenza vaccines. The provincial government's primary health care framework, *Healthy People, Healthy Families, Health Communities: A Primary Health Care Framework for Newfoundland and Labrador 2015-2025*, identifies four goals to improving primary health care: 1) Engaged individuals, families and communities sharing responsibility for health promotion and illness and injury prevention, early intervention and self-management. 2) Individuals and families attached to a Primary Health Care Team. 3) Timely access to comprehensive, person-focused primary health-care services and supports. 4) Connected and coordinated services and supports across the health and social sectors.

We also know there is more we can and should do at the local level. We can learn from the programs put in place in other parts of the province; in Bonavista, for example, during the past two years, we have made a number of changes in the delivery of primary health care, by offering an interdisciplinary team approach to patient care and conducting efficiency exercises in our emergency care to reduce wait times, while also implementing a full complement of physicians and nurse practitioners. We believe that many of those successful measures can also be applied to the Conception Bay North and Trinity Bay South area - but to move forward, we want to know what is most important to you. Our health care system is always evolving, and we know there are a variety of changes we can make to improve it.

The Social Determinants of Health and an Engaged Community

The Social Determinants of Health

The Social Determinants of Health refer to the social and economic conditions that impact on the health and well-being of individuals, families, and communities. These determinants include education, socioeconomic status, employment, housing, early life experiences, access to social supports, and food security. When peoples' experiences in relation to these determinants are positive, health and quality of life is improved. Integrating the social determinants of health as we improve and build new models for primary health care, acknowledges the interplay between and impact of these social determinants on one's physical and mental health.

Community Engagement

Community engagement is critical to improving population health and to ensuring we address the social determinants of health. The people, families and groups living in our communities are an invaluable resource. They have a wealth of skills, knowledge and experiences that must be leveraged to improve the health and wellbeing of those within their communities. It's essential they be informed and valued participants in improving the way we organize services and supports to achieve optimal health and wellness.

A health-care system – even the best health-care system in the world – will be only one of the ingredients that determine whether your life will be long or short, healthy or sick, full of fulfillment, or empty with despair.

- The Honourable Roy Romanow, 2004

Demographics

When considering the population, it is important to examine the demographics. There is evidence to suggest that socio-economic conditions affect the population's health status, and that as people age, individuals are more likely to have chronic conditions (sometimes multiple) resulting in higher rates of morbidity and mortality.

Indicator	Conception Bay Centre	Eastern Health	Province
Population > 65 ¹	21.7%	17.9%	19.4%
Median Age (years) ¹	50	44	46
Employment Rate ^{2*}	46.9%	55.0%	50.7%
Completed High School ^{2**}	87.8%	84.2%	79.6%

Sources:

- 1) Compiled by the Health Analytics and Evaluation Services Department based on the MCP Beneficiary Registry. This would include anyone with a provincial health care (MCP) with a start date prior to April 1, 2016 and a termination date (if any) after March 31, 2017. This population is not based on Census data or Statistics Canada Annual Population Estimates.
- 2) Compiled by the Health Analytics and Evaluation Services Department using the Statistics Canada, Census of the Population, 2016, as posted on Community Accounts, Newfoundland and Labrador Statistics Agency, Government of Newfoundland and Labrador (accessed 2019-07-03).

Notes:

Information obtained using Census data from Community Accounts (Median Age, Employment Rate and High School Completion rate) did not align perfectly with the PHC areas. Instead, Local Areas as defined on Community Accounts that matched closely to Statistics Canada Census Consolidated Subdivisions were used.

- The area that most closely matched Conception Bay Central was 'Local Area 11' and included Avondale, Brigus Junction, Colliers, Conception Harbour, Deer Park/Vineland Road, Georgetown, Harbour Main-Chapel Cove-Lakeview, Holyrood and Marysvale

*Employment rate calculation for population 15 years and over by labour force status

**Completed high school calculated for those who are between the ages of 25 and 64 who have attained “High school diploma or equivalent” or “Postsecondary certificate, diploma or degree”.

Primary Health-Care Services

There are a variety of services by Eastern Health staff working in Conception Bay Centre. These services are offered at the Eastern Health building in Holyrood.

Services include:

Community Support Programs

Mental Health & Addictions

Public Health

Continuing Care

Financial Services

Environmental Health

Communicable Disease Control

Community Services

Each of these programs deliver their services in a variety of settings, including client homes, various community locations, and in their offices.

Population and Public Health Program works with individuals, families, communities and partners to promote health, prevent disease and injury, as well as create healthy communities and places. Programs and Services provided by Population and Public Health include:

- Public Health Nursing:
Prenatal Education and Support, Healthy Beginnings Program, Support for Newborns, Young Children and their Families, Breastfeeding Support, Child Health Clinics
- Environmental Public Health
- Health Promotion
- Communicable Disease Control

Mental Health and Addictions Program (MHA) offers a range of services including:

Counselling	Assessment
Consultation	Intervention
Case Management	
Short-term Treatment (change clinic and single walk-in clinics)	

These services are offered across the lifespan targeting children and youth, adults and seniors with mental health and substance use/gambling problems; addictions and mental illnesses. Services range from assessment, counseling, to case management. Case management specialized services are available for individuals experiencing severe and persistent mental illness.

Community Support Program provides a wide range of services to clients and families both in their own homes and in the ambulatory care settings by a variety of health professionals.

- Acute Care Services and Post-acute Nursing Care Follow-up
- Assessment for Personal Care Home and Long-Term Care Placement
- Chronic Disease Prevention and Management
- Falls Prevention Program
- Home Support Services
- Palliative and End-of-Life Services
- Wound Management Services
- Clinical and financial assessment services to seniors requiring home support, as well as adults with physical and/or intellectual disabilities requiring support in their home to maintain their independence in the community;
- Special assistance programs and equipment, orthotics, home oxygen to community clients who meet eligibility requirements.

Intervention Services provide assessment and ongoing evaluation of applied behavioral analysis for children with autism and behavioral programming for adults with intellectual disabilities.

Questions

1. Community Involvement is important in creating a healthy and vibrant place to live and grow. What would make your community a healthier place to live?

2. What aspects of the primary health-care system are working well in your community/region?

3. What aspects of the primary health-care system are not working so well in your community/region?

4. What recommendations do you have for changing/improving primary health care in your area?

5. Do you have any additional comments you would like to make with regards to primary health care in your area?

If you have any questions or feedback, please contact:

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