Program/Service Information Report

Client and Community Support

January – June 2026

To:	Board of Health
Meeting Date:	November 4, 2026
Report No.:	**BH.01.NOV0426.C12**

Key Points

- Client and Community Support (CCS) is a multidisciplinary team that connects community members with public health programs, health information, appointments, and internal and external services through multiple communication channels.
- From January to June 2026, CCS managed more than 17,000 community interactions, averaging 2,953 interactions per month across its service channels.
- Key initiatives and service enhancements include:
  - Developing a chatbot dashboard to support continuous quality improvement and performance monitoring.
  - Launching the Prenatal Care Access Program (PCAP) pilot and relaunching *Sight for Success* to advance equitable access to prenatal and vision care.

Program Requirements

Compliance with OPHS and Accountability Indicators:

☒ In compliance

☐ Not in compliance. If not in compliance, provide additional information about the variance and how it will be addressed.

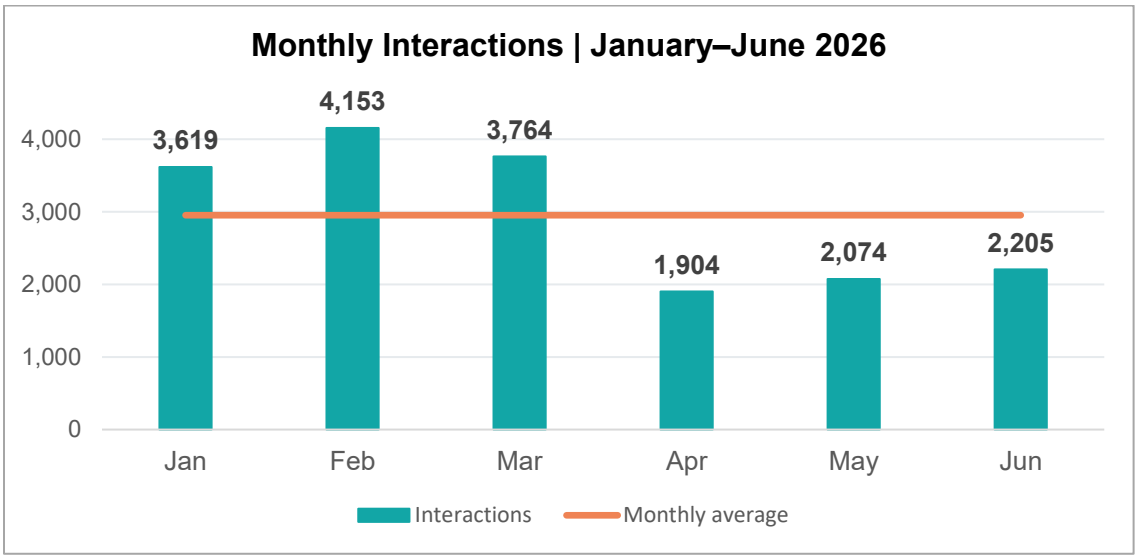
Highlights

Service Navigation & Community Demand

CCS is a multidisciplinary team that helps clients navigate internal public health services and external community resources. Receptionists and public health nurses (PHNs) connect with the community by telephone, in person, by email, fax, and chatbot, providing evidence-based health information that supports informed decisions about health and well-being. From January to June

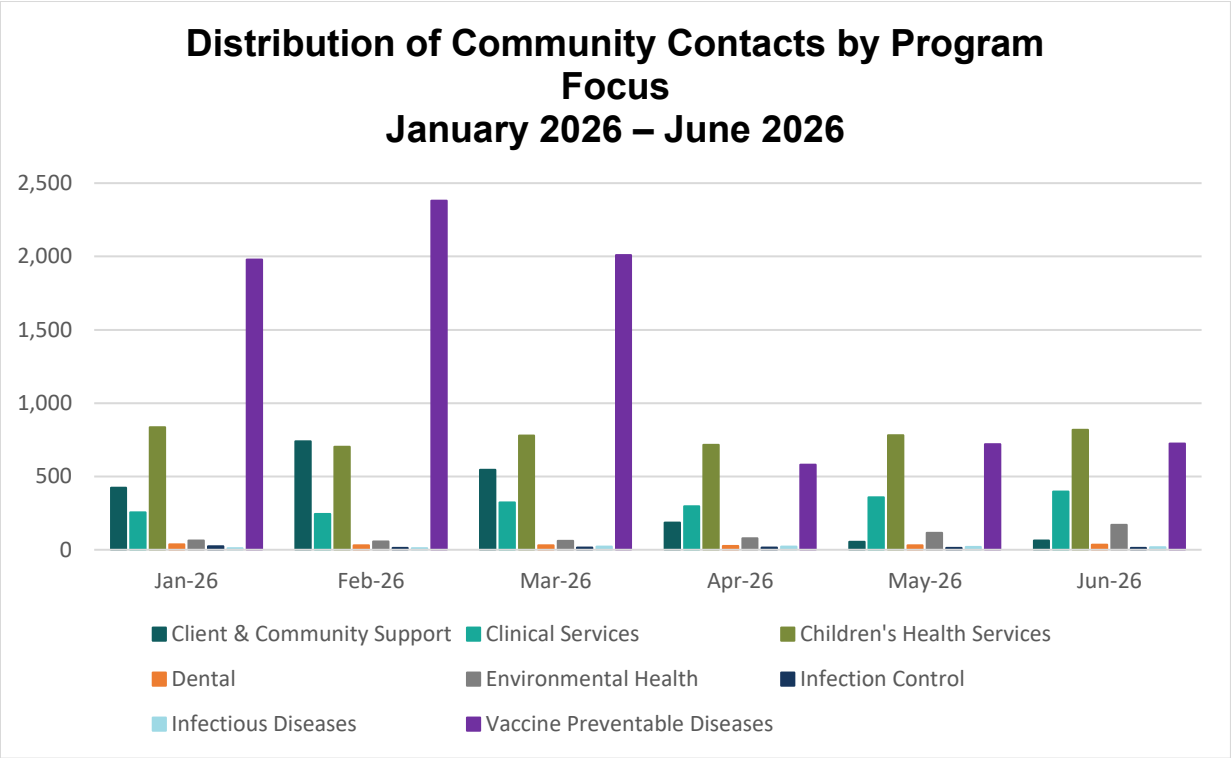
2026, the CCS team managed more than 17,000 interactions across all public health program areas, averaging 2,953 interactions per month (Figure 1).

Figure 1: CCS interactions with the community by month from January to June 2026.



As the community's first point of contact, CCS responds to needs across public health program areas by providing health education, appointment booking, internal transfers, and navigation to community services. Call volumes and topics vary with public health seasons and significant community events. For example, during the Immunization of *School Pupils Act* (ISPA) campaign from January to March, Wellington-Dufferin-Guelph Public Health (WDG Public Health) reminds families that school-aged children's immunization records must be current with public health. As a result, vaccine-related calls peak during these months as CCS helps parents and caregivers update their children's records (Figure 2).

Figure 2: Distribution of community contacts by program area from January to June 2026.



Understanding Community Demand and Supporting Healthcare Providers

The CCS team monitors which populations seek public health support. From January to June 2026, parents and caregivers accounted for most contacts (58%), followed by the general public (35%). Healthcare providers remain a growing group seeking support through the dedicated provider line, answered live by designated PHNs. Healthcare providers accounted for 4% of calls to CCS during this time. The line offers timely assistance with questions about public health programs, client inquiries, and service delivery.

Expanding Public Access Through an AI-Powered Chatbot

The team of PHNs and reception staff aim to live answer calls from the community year-round, although high call volumes may lead callers to leave a voicemail. To provide accessible health information 24/7 and serve community members who prefer to access information online, WDG Public Health also offers an AI-powered chatbot. The chatbot uses generative artificial intelligence (AI) technology to understand and answer complex opened-ended questions by using information from WDG Public Health's website and reputable sources the CCS team has provided in the chatbot's knowledge base.

On average each month the chatbot is opened 196 times with 138 engaged conversations in which clients had a back-and-forth conversation with the chatbot. The automated resolution rate is a parameter used to monitor the chatbot's performance and represents the percentage of conversations the chatbot can automatically resolve in a way that is accurate and relevant. The automated resolution rate remains consistently high at an average of 91%. WDG Public Health staff continue to provide guidance and coaching to improve the format and precision of the chatbot's responses. The chatbot expands WDG Public Health's reach allowing community members to receive answers to questions in real-time and outside of regular business hours, 37% of conversations occur on weekends and after hours. Highest-volume topics answered through the chatbot from January to June 2026 include:

- accessing and reporting of vaccine records
- sexually transmitted infection testing appointments
- appointment scheduling for vaccinations

The CCS and Data and Analytics teams continue to collaborate to refine a clear, user-friendly chatbot dashboard that provides timely insights into engagement, topics, resolutions, trends, content gaps, and usage. These insights support the chatbot's ongoing quality improvement. Two optional, high-level demographic questions will also help identify the populations being reached. Users may select their age range and area of residence—Guelph, Wellington County, or Dufferin County. The questions will remain optional and broad to protect users' privacy and anonymity.

Focus on Children's Health

Prenatal Care Access Program

WDG Public Health has recently launched the *Prenatal Care Access Program (PCAP)* as a pilot program in partnership with the Guelph Community Health Centre's Community Access Midwifery Program (CAMP) to improve access to timely prenatal care for pregnant Guelph residents who do not have a primary care provider or face barriers to accessing care. The program launched in October and offers weekly clinics with coordinated appointments involving a WDG Public Health PHN and a CAMP midwife. Clients will receive an initial health assessment, prenatal education, screening, and support to identify the most appropriate ongoing prenatal care provider. By bringing assessment, care navigation, and referral support together in one pathway, PCAP aims to reduce delays, strengthen continuity of care, and promote equitable access to prenatal services. This collaborative program represents a unique model within Ontario public health, and a comprehensive report will be shared later in 2027.

Sight for Success Vision Health Program

Last year, WDG Public Health reinstated the *Sight for Success* program in response to updates to the Ontario Public Health Standards Vision Protocol. Unique within Ontario public health, this equity-based program helps reduce financial barriers to student vision health. It provides eligible students in Grades 1–12 with a subsidy of up to $160 toward prescription eyewear after they complete an OHIP-covered eye examination and meet established financial criteria. From January to June 2026, two additional optometrists joined the program, bringing the regional network to more than 20 participating optometrist partners across Wellington Dufferin Guelph. During this period, 24 students qualified, and 19 subsidies were issued to students aged 5–18, with an average age of 14. By reducing financial barriers and raising awareness of OHIP-covered eye examinations, *Sight for Success* supports improved vision and academic outcomes while advancing equitable access to vision care for school-aged children and youth across the region.

Related Reports

BH.01.JUN425.R17 – Client and Community Support
(https://wdgpublichealth.ca/sites/default/files/bh.01.jun0425.r17_-_ccs.pdf)

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