

Program/Service Information Report  
**Client and Community Support**  
**April-September 2024**

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**To:** Board of Health

**Meeting Date:** November 6, 2024

**Report No.:** **BH.01.NOV0624.C14**

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## Key Points

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- Client and Community Support is a multidisciplinary team focused on ensuring seamless navigation of both internal and external services across the community through multiple communication channels.
- From April to September 2024, they engaged with the community over 11,000 times, averaging 1,833 monthly interactions through multiple channels.
- The team's current initiatives include:
  - Healthy Growth and Development Community Planning & Engagement
  - Sight for Success - Vision Health Program
  - Chatbot content curation and planning

## Program Requirements

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### 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

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### The Health Information Line

The Client and Community Support (CCS) program helps clients access health information, community resources and services. This team is a multidisciplinary team that streamlines services across all programs (see Figure 1 for call distributions).

The public health nurses operating the health information line connect with the community via multiple channels, including phone calls, emails, ChatBot, in person interactions, faxes, and collaborating with other programs to deliver efficient services. It provides essential, evidence-based health information to aid informed decision-making.

**Figure 1:** Distribution of Calls by Program from April to September 2024

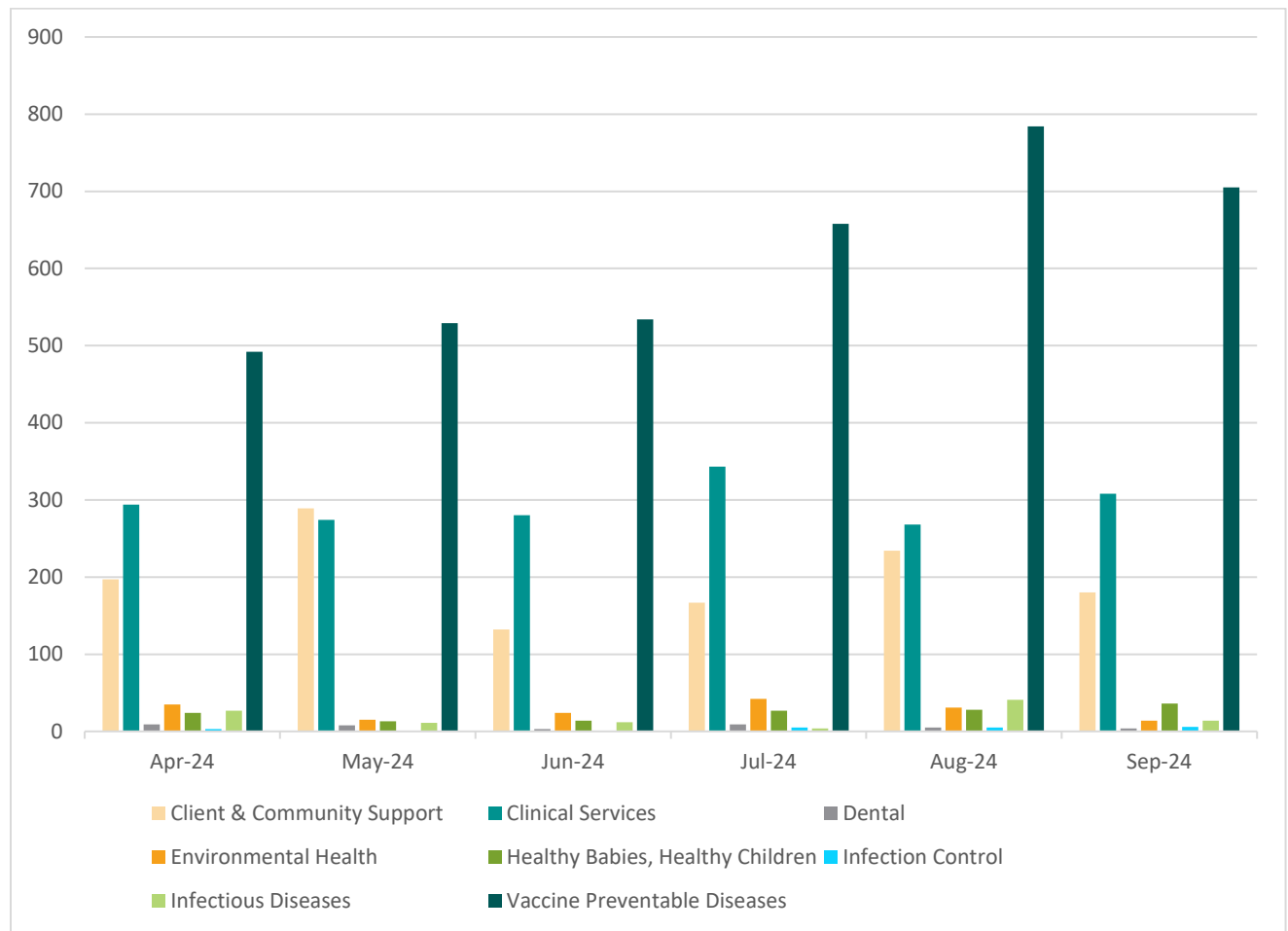


Figure 2 shows the total community interactions, including in-person visits, phone calls, emails, faxes, and Chatbot engagements. Reported encounters varied due to the summer season and reduced operations and community initiatives during that time. The CCS June 2024 BOH Report<sup>1</sup>, indicated community interactions are expected to spike in the coming months as we approach respiratory season and the fall vaccine campaign. This is a cycle that reflects community need and mirrors the Seasons of Public Health<sup>2</sup>.

**Figure 2:** CCS interactions with the community from April 1 to September 30,2024

Month	Number of Interactions with the Community
April 2024	1714
May 2024	1738
June 2024	1562
July 2024	1986
August 2024	2079
September 2024	2133

### Chatbot

Since its launch in September 2023, the Chatbot has offered a new avenue for public health information dissemination. It has proven to be a dependable tool for the community, allowing the CCS team to allocate more time to other projects and support various program initiatives (Refer to Figure 3 for relevant statistics). Presently, it includes more than 120 conversation flows catering to common queries, created in partnership with the Communications team and other agency programs.

To improve accessibility, the Chatbot now offers replies in 10 languages: Arabic, Dutch, English (default), Tagalog, French, German, Polish, Punjabi, Spanish, and Vietnamese. The team remains committed to monitoring and updating content according to community needs. The Chatbot is currently undergoing evaluation, and results will be shared at a later date.

**Figure 3:** Chatbot Statistics from April to September 2024

Parameter	Average Number of Encounters per Month
Opened (Clicked on the icon)	271.5
Engaged (Typed in the Chatbot)	186.5
Parameter	Average Percent of Encounters per Month (%)
Recognition Rate (Conversations were the Chatbot correctly understood the client’s question)	87.8
Conversations Outside of Business Hours (Outside of 8am-5pm, Monday to Friday)	51.9

## Healthy Growth and Development

The CCS team is crucial in advancing Healthy Growth and Development within the agency. Public Health Nurses (PHNs) on the Health Line provide essential education and resources to parents looking for information about parenting and child development. This involves offering advice on the agency's internal programs such as Healthy Babies Healthy Children (HBHC) and Vaccine Preventable Diseases (VPD), in addition to community navigation support to child development services, parent child programs and community breastfeeding support. The team also spearheads initiatives aimed at assessing and improving awareness of the various programs and services available throughout the province, along with insights into healthy growth and development needs of WDG parenting community.

## Environmental Scan

In Summer 2023, CCS assessed the local services in WDG that support healthy growth and development and collected insights from service providers. The second phase of the community needs assessment was finalized in Spring 2024, during which the team performed an environmental scan of the programs and services offered by other Public Health Units (PHUs). Twenty-seven of 34 PHUs contacted, responded with information on their healthy growth and development initiatives. This data will shed light on the various strategies employed by other public health areas to support their communities.

## Parent Insight Survey

WDG Public Health is collecting insights from parents and caregivers of children aged 0 to 6 to understand community needs for health promotion strategies. The survey began on September 30, 2024. Support services are crucial for giving children a strong start. Wellington Dufferin Guelph Public Health aims to hear from many caregivers to identify needs and allocate resources effectively. The goal is to collect insight and feedback from 1700 parents and caregivers in the WDG area, with results expected in Summer 2025.

## Vision Health Program: Sight for Success

The CCS team remains committed to managing the Sight for Success initiative. This program offers financial assistance for students from kindergarten to grade 12 who require prescription glasses whose families face financial difficulties. Partnering with 25 local optometrists across the City of Guelph, Wellington County, and Dufferin County, the initiative has successfully supported 30 students so far.

Funding remains available for qualified applicants and promotion of the program continues with community optometrists and through the local school boards.

## Related Reports

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BH.01.JUN0524.R23 – Client and Community Support

([https://wdgpublichealth.ca/sites/default/files/bh.01.jun0524.r23\\_-\\_ccs.pdf](https://wdgpublichealth.ca/sites/default/files/bh.01.jun0524.r23_-_ccs.pdf))

## References

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1. BH.01.JUN0524.R23 – Client and Community Support  
([https://wdgpublichealth.ca/sites/default/files/bh.01.jun0524.r23\\_-\\_ccs.pdf](https://wdgpublichealth.ca/sites/default/files/bh.01.jun0524.r23_-_ccs.pdf))
2. Wellington-Dufferin-Guelph Public Health. Report to the Board of Health. B.H.01.NOV0123.R28 – Client and Community Support. [Internet]. 2023 November 1. [cited 2024 Oct 1]. Available from:  
[https://wdgpublichealth.ca/sites/default/files/bh.01.nov0123.r28\\_-\\_ccs.pdf](https://wdgpublichealth.ca/sites/default/files/bh.01.nov0123.r28_-_ccs.pdf)

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