
TO: Chair and members of the Board of Health

MEETING DATE: June 6, 2018

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Recommendations

It is recommended that the Board of Health:

1. **Receive this report for information.**

Key Points

- Growing Great Kids (GGK) System of Care is a partnership of organizations providing a coordinated continuum of community based services to children (birth to six) in Guelph and Wellington County. The key feature of this system is the provision of a central point of access to children's developmental services.
- Since 2009, Wellington-Dufferin-Guelph Public Health (WDGPH) has hosted the role of central intake through the preexisting parent child information line known as KIDS LINE.
- In 2017, WDGPH decided to divest the access point and the system's coordination responsibility in order to align with a broader vision of integrating services for children with special needs as mandated by the multi Ministry supported Special Needs Strategy.
- As of January 2, 2018 the central access point for the GGK System of Care was transferred from WDGPH to the Canadian Mental Health Association Waterloo Wellington (CMHA). The new GGK System of Care access point is now fully transitioned and is branded 'Here4Kids'.
- KIDS LINE has been rebranded as 'Let's Talk Parenting' information line. Parents, caregivers and professionals can continue to call the Let's Talk Parenting line to speak to a public health nurse (PHN) about pregnancy, breastfeeding, parenting and child health issues or concerns.

Discussion

GGK System of Care is a partnership of organizations providing a coordinated continuum of community based services to children (birth to six) in Guelph and Wellington County. The key feature of this system is the provision of a central point of access to children's developmental services that can be used by families or service providers who are seeking services for young children. These services include children's mental health, occupational therapy, physiotherapy, speech and language services, infant development, children's mental health services, licensed child care and parenting services. See Appendix A for an overview of the GGK System of Care.

Since 2009, WDGPH has served this partnership and the community by hosting the role of central intake through the existing parent child information line known as KIDS LINE. In 2017, WDGPH divested this role within the system in order to align with a broader vision for integrating services for children with special needs, as outlined in the provincial Ministry mandated Special Needs Strategy. The Special Needs Strategy is a cross sector initiative to streamline access to, and coordination of, special needs services across Dufferin and Wellington. As a result, the central access point for the GGK System of Care was transferred from WDGPH to the CMHA as of January 2, 2018. The dual agency transition team worked for four months to successfully transfer the access point function to CMHA and provided implementation support which concluded in April 2018. The new GGK System of Care access point is now fully transitioned and is branded Here4Kids.

A joint communications plan was implemented to decommission KIDS LINE, and launch the two new lines called Let's Talk Parenting Line (WDGPH) and Here4Kids (CMHA). See Appendix B for samples of the promotional materials.

Although the GGK access point role was discontinued, WDGPH will continue to provide a parent child information line as one mechanism for meeting the requirements outlined in the Healthy Growth and Development Standard of the modernized Ontario Public Health Standards. WDGPH retired the familiar name KIDS LINE and rebranded it as the "Let's Talk Parenting" information line. The public, including parents and professionals, can continue to call the Let's Talk Parenting line to speak to a PHN about pregnancy, breastfeeding, parenting and child health issues or concerns. The Let's Talk Parenting line is part of a suite of services under the same brand that also includes opportunities for parents to connect online and join the conversation on Twitter and Facebook. WDGPH also provides Let's Talk Pregnancy and Let's Talk Parenting e-newsletters by subscription.

WDGPH continues to be an active member of the GGK System of Care with participation of the Healthy Babies Healthy Children program and the Wee Talk preschool speech and language program. Although PHNs on the Let's Talk Parenting line no longer do System of Care referrals, they are able to transfer or redirect parents or professionals who are looking for developmental referrals to our partner Here4Kids. In addition, WDGPH has representation on several community planning tables that support the ongoing vision and implementation of this system.

Conclusion

KIDS LINE has been retired and replaced by the Let's Talk Parenting line. CMHA is now hosting the access point for GGK System of Care under the brand Here4Kids.

Ontario Public Health Standard

Healthy Growth and Development Standard: To achieve optimal preconception, pregnancy, newborn, child, youth, parental, and family health.

Requirement 1

The board of health shall collect and analyze relevant data to monitor trends over time, emerging trends, priorities, and health inequities related to healthy growth and development, and report and disseminate the data.

Requirement 2

The board of health shall develop and implement a program of public health interventions using a comprehensive health promotion approach to support healthy growth and development in the health unit population.

WDGPH Strategic Direction(s)

- Health Equity:** We will provide programs and services that integrate health equity principles to reduce or eliminate health differences between population groups.
- Organizational Capacity:** We will improve our capacity to effectively deliver public health programs and services.
- Service Centered Approach:** We are committed to providing excellent service to anyone interacting with WDG Public Health.
- Building Healthy Communities:** We will work with communities to support the health and well-being of everyone.

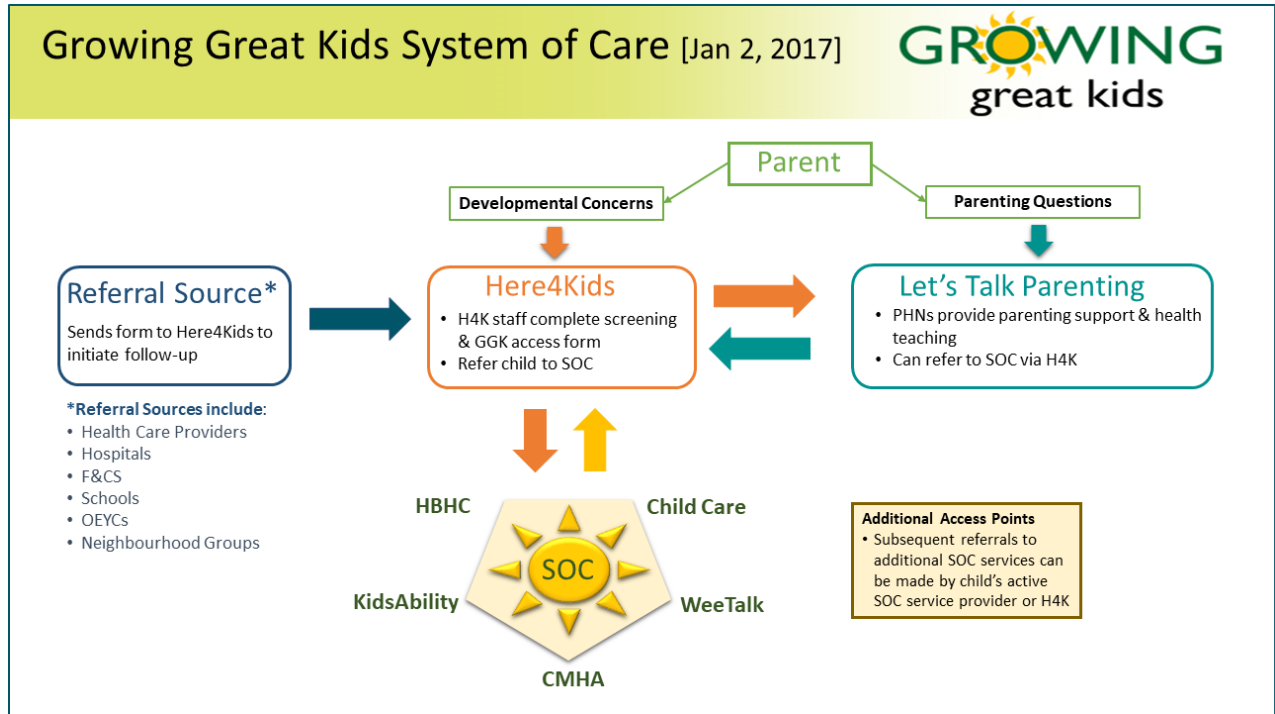
Appendices

Appendix A: System of Care for Wellington and Guelph

Appendix B: System of Care and Let's Talk Parenting Promotional Materials

Appendix A

Growing Great Kids System of Care for Wellington and Guelph



Appendix B

System of Care and Let's Talk Parenting Promotional Materials



As of January 2, 2018 KIDS LINE will no longer be the access point for developmental referrals for children aged 0-6 years in Guelph and Wellington. KIDS LINE, now **Let's Talk Parenting**, will remain in service as a parenting information line.

Here4Kids will be the new access point for services for children, youth, and families in Guelph, Wellington County and Dufferin County.

For questions about these changes or how your information is handled, contact info@wdgpublichealth.ca or privacy@cmhaww.ca.

Questions about parenting or your child's development?



Call Let's Talk Parenting to speak with a public health nurse about:

- pregnancy
- breastfeeding
- mom & baby care
- nutrition
- child health
- parenting

1-800-265-7293
ext. 3616



PublicHealth
WELLINGTON-DUFFERIN-GUELPH
Stay Well.



1844 4 KIDS II
(454-3711)

Call anytime to access Support and Services for Children, Youth & Families
Guelph-Wellington-Dufferin

Call Here4Kids to speak with a service coordinator about linking to services for challenges relating to:

- walking
- talking
- learning
- development

1-844-454-3711

Here4Kids and its host, CMHA Waterloo Wellington, comply with Ontario privacy laws. For any questions about how your information is handled, please contact privacy@cmhaww.ca.