



**BOARD OF HEALTH
REPORT 13-002
1:30 p.m.
Monday, March 18, 2013
Council Chambers
Hamilton City Hall**

Present: Mayor B. Bratina, Chair
Councillors B. McHattie, J. Farr, B. Morelli, C. Collins,
T. Jackson, S. Duvall, T. Whitehead, M. Pearson,
B. Johnson, R. Powers, R. Pasuta, J. Partridge

Absent with
regrets: Councillor B. Clark – Personal Business
Councillor S. Merulla – City Business
Councillor L. Ferguson – Vacation

**THE BOARD OF HEALTH PRESENTS REPORT 13-002 AND RESPECTFULLY
RECOMMENDS THE FOLLOWING:**

**1. Infectious Disease and Health Hazard Semi-Annual Report – Q3 and Q4
(July 1, 2012 to December 31, 2012) (BOH13007) (City Wide) (Item 5.1)**

That Report BOH13007, respecting Infectious Disease and Health Hazard Semi Annual Report – Q3 and Q4 (July 1, 2012 to December 31, 2012), be received.

2. Chief Nursing Officer Initiative (BOH13012) (City Wide) (Item 5.2)

That Report BOH13012, respecting Chief Nursing Officer Initiative, be received.

3. Healthy Babies Healthy Children Protocol (BOH13010) (City Wide) (Item 5.3)

That Report BOH13010, respecting Healthy Babies Healthy Children Protocol, be received.

4. Healthy Babies Healthy Children Budget (BOH13009) (City Wide) (Item 5.4)

That Report BOH13009, respecting Healthy Babies Healthy Children Budget, be received.

5. Community Food Security Stakeholders Sub-Committee Minutes - November 7, 2012 (Item 5.5)

That the minutes of the Community Food Security Stakeholder Sub-Committee Minutes of November 7, 2012, be received.

6. Community Food Security Stakeholders Sub-Committee Minutes – December 5, 2012 (Item 5.6)

That the minutes of the Community Food Security Stakeholder Sub-Committee Minutes of December 5, 2012, be received.

7. Food Safety Disclosure Three Card System (BOH13011) (City Wide) (Item 7.1)

- (a) That Report, BOH13011 Food Safety Disclosure Three Colour Food Safety Inspection Sign plan and implementation plan outlined in Appendix "B" and "C" of Board of Health Report 13-002, be approved;
- (b) That the Three Colour Food Safety Inspection Signage outlined in Appendix "D", "E" and "F" of Board of Health Report 13-002, be approved;
- (c) That one time start-up funding in the amount of \$35,000 in 2013 to be funded firstly from any Public Health Services and/or Corporate surplus and secondly from Public Health Services Reserve #112219, for the implementation of the Three Colour Food Safety Inspection Sign System in February 2014, be approved;
- (d) That the Board of Health refer the approval of the one-time funding in the amount of \$20,000 for evaluation, to the 2014 Capital Budget process.

8. Public Health Accreditation 2013 Application (BOH13006) (City Wide) (Item 8.1)

- (a) That members of the Board of Health agree to participate in the accreditation process and appoint the chair and one other councillor who will meet with the Ontario Council on Community Health Accreditation representatives during the on-site visit occurring on June 17 – 19, 2013

- (b) That all members of the Board of Health agree to complete a brief questionnaire and submit to the Ontario Council on Community Health Accreditation.

9. Correspondence

- (a) **Correspondence from the Ministry of Health and Long-Term Care respecting 2012 Physician Services Agreement**

Recommendation: Be received

FOR THE INFORMATION OF THE COUNCIL:

- (a) **CHANGES TO THE AGENDA (Item 1)**

The agenda was approved as presented

- (b) **DECLARATIONS OF INTEREST (Item 2)**

None

- (c) **MINUTES (Item 3)**

- (i) **February 4, 2013 (Item 3.1)**

The minutes from the February 4, 2013 Board of Health meeting, were approved.

- (d) **DELEGATION REQUEST (Item 4)**

- (i) **Delegation request by Anne Marsden respecting Hamilton Public Health Safety and Audit of an Unaddressed Gastroenteritis Outbreak with Diagnosed Case of C-Difficile April 2006 (Item 4.1)**

That the delegation request by Anne Marsden respecting Hamilton Public Health Safety and Audit of an Unaddressed Gastroenteritis Outbreak with Diagnosed Case of C-Difficile April 2006, was denied.

(e) PRESENTATION (Item 7)**(i) Food Safety Disclosure Three Card System (BOH13011) (City Wide) (Item 7.1)**

Richard MacDonald Program Manager with Public Health Services gave a presentation to the Board, respecting Food Safety Disclosure Three Card System. A copy of Mr. MacDonald presentation was retained by the Clerk.

The presentation respecting the Food Safety Disclosure Three Card System, was received.

(f) DISCUSSION ITEMS (Item 8)**(i) Public Health Accreditation 2013 Application (BOH13006) (City Wide) (Item 8.1)**

Staff were directed to report back to the Board of Health in Fall 2013 with the results of the Accreditation Survey conducted by Ontario Council on Community Health Accreditation in June 2013.

(g) GENERAL INFORMATION (Item 11)**(i) Removal of Outstanding Business List Items**

Outstanding Business List Item B, respecting the Food Safety Disclosure Three Card System, was removed, as the item is complete.

(h) ADJOURNMENT (Item 13)

The Board of Health adjourned at 2:45 p.m.

Respectfully submitted,

Mayor R. Bratina
Chair, Board of Health

Christopher Newman
Legislative Coordinator

**Public Health Services
Food Safety
Disclosure Program
Communication Strategy**

Background

At the September 17, 2012 Board of Health meeting the decision was made to revise the single “Green Card” disclosure system into three colour (red, yellow, green) food safety inspection signs at the entrance to food premises.

This document outlines activities that will be undertaken by Public Health Services to raise awareness about the new program among stakeholders, including the food operators, City staff and the general public.

Challenges to be taken into consideration

Operators

In previous consultations, operators identified their preferences for what a disclosure system should entail. These included:

- Preference of a pass/fail or two-coloured sign system (red and green) as opposed to a three-sign rating
- Information on the sign should be simple and easy to understand
- The rating system should be thoroughly explained
- Infraction criteria used to issue a yellow sign should reflect the risk of food-borne illness
- Explanation is needed of the requirements to obtain a good grade
- The Web site should be updated in a timely manner
- Enough notice should be provided to the operators before the Program is launched

They also voiced their concerns regarding the use of a yellow sign, as this was thought to be open to misinterpretation by the public. The Toronto experience also confirmed this perception that the yellow sign (conditional pass) is not understood by the public. Operators insist that the yellow sign is ambiguous and that the public will not eat at a restaurant if it displays a yellow sign. Thus, a future disclosure system that includes a yellow sign must ensure that the meaning of the yellow sign is well explained.

Target Audiences for Communication

External:

- Food premises operators
- General public in Hamilton
- Local media (print, TV and radio)
- Bordering Health Units (Halton, Niagara, Brantford, Haldimand-Norfolk, Wellington, Dufferin, Guelph)
- Industry associations:
 - Ontario Restaurant, Hotel and Motel Association

- Canadian Council of Grocery Distributors

Internal:

- City Council and Strategic Management Team (SMT)
- Public Health Services Management Team (PHSMT)
- Customer Contact Center, Environmental Health Duty Line & Public Health Inspectors
- Other City of Hamilton staff

Objectives

General public, City staff, City Council, SMT, PHSMT

- To raise awareness about the availability of Hamilton's Food Safety Disclosure Program
- To educate the general public how to use the new disclosure signage system

Operators and industry associations

- To educate operators and industry associations about the new Food Safety Disclosure Program and how the program will impact them

Media

- To generate positive local media coverage about the program
- To provide accurate key messages to the media in order to increase public awareness and knowledge about the new system

Timelines

The strategy will be implemented in two phases.

Phase I **August – October 2013**

Program roll-out for key public health staff (Customer Contact Center, Environmental Health Duty Line & Public Health Inspectors), followed by food operators and industry associations.

Phase II **November 2013 – January 2013** and ongoing

Communication to City Council, SMT, PHSMT and other City staff.

Official launch for general public and ongoing promotional and educational activities.

Key Messages

- The City of Hamilton is introducing the new Food Safety Disclosure Program (Green, Yellow, Red)

- The Program aims to:
 - Provide more information on site to consumers
 - Increase compliance of operators with food safety regulations
 - Improve food safety standards in food premises
 - Reduce the risk of food-borne illness
 - Increase public awareness about food safety

- The Program will have a three-coloured sign approach to food safety with:
 - **Green** sign indicating substantial compliance with Food Premises regulation
 - **Yellow** sign indicating a significant non-compliance with Food Premises regulation which may affect food safety
 - **Red** sign indicating conditions in the food premises which have an immediate health hazard to the general public

- Food premises inspection summaries will be posted on site and available on the Food Safety Zone Web site (www.foodsafetyzone.ca)

- Anyone will be able to obtain information about food safety program by calling the Customer Contact Centre.

Communication Strategy

Strategy for the Media and General Public

1. Revise the Food Safety Program's Web site and Food Safety Zone in order to provide updated information on the new disclosure system.

2. Develop communication and promotional materials including:
 - Media releases
 - Media kit (news release, operator package, fact sheet, sample signs)
 - Brochure or flyer with information about the Program – for distribution with other PHS program information and as an insert with resident's water bills
 - Display panel to be part of the generic Environmental Health display. The display will be used at community events and City facilities.
 - Advertising posters to be available in public places – libraries, community centres, doctor's offices, Councillors' offices, City facilities, local malls, movie theatres, bus shelters, and other public places in Hamilton.
 - Other promotional materials for the public (e.g. fridge magnets, pens, etc).

3. Develop and conduct a media relations campaign which will include:
 - Sending out a media release
 - Media briefing during the Program launch
 - Providing media kits to local media (news release, operator package, fact sheet, sample signs)

- Conducting media interviews

After the Program launch, media relations should continue through regular news releases, media interviews and participation in the local media, as opportunities arise.

4. Officially launch the Program to the target groups other than the operators. The launch activities will include:
 - An event at one of the food establishments where a green sign will be given to it by the Associate Medical Officer of Health (AMOH). Local media, Chair of Human Services, Public Health Inspectors and program staff will be invited to attend and participate in the photo opportunity. This event will also be an opportunity for the media to interview the AMOH about the Program.
 - Setting up a food safety disclosure display with promotional materials at City Service Centres.

MOH, AMOHs, Director of Environmental Health

1. Develop a Q&A fact sheet for the MOH, AMOHs and Director of Environmental Health for handling media inquiries.

Environmental Duty Line, Public Health Inspectors, Customer Contact Centre

1. Ensure that the Customer Contact Centre and the Environmental Health Duty Line have information available to handle calls. Develop a FAQ fact sheet for Public Health Inspectors and the Duty Desk, if needed.

Operator-specific strategy

1. Produce a communication letter with Program updates to be distributed to all operators via mail/email.
2. Produce an Owner/Operator Guide with information about the program, explanation of the three card system, tips on how to pass, food handler training and certification information. The Guide will be distributed to all operators by Public Health Inspectors prior to the official launch of the Program. The Guide can be in the form of a book or a kit.
3. Produce a flyer for employees at food premises to be posted by the operators
4. Organize presentations to educate and update the operators about the program and its benefits to them and their customers

City Council, PHSMT, DMT

1. Write an information Report to Council with Program updates.
2. Update council on the evaluation of the new disclosure system in 2014/2015.

Evaluation

Evaluation activities will include the following:

- Tracking calls to the Customer Contact Centre and Environmental Health Duty Line and monitoring types of questions asked
- Recording and reviewing feedback from the public
- Recording and reviewing feedback from the operators
- Recording and reviewing feedback from the industry associations
- Tracking the number of presentations to BOH and community

The Food Safety Program will also continue to track the number of inspections completed, and the number of premises with infractions resulting in the posting of yellow cards and red cards. This data will be compared to our previous food inspection results to determine whether greater compliance by food operators is being achieved with the new disclosure system.

HAMILTON FOOD SAFETY INSPECTION

PASS

DATE OF INSPECTION

PREMISES NAME

ADDRESS

INSPECTION SUMMARY DEFINITION

PASS

Substantial compliance with the Ontario Food Premises Regulation

INSPECTOR:

BADGE#

INITIALS

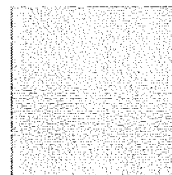
MEDICAL OFFICER OF HEALTH

For more information, please call City of Hamilton Public Health Services at **905-546-3570**

Check inspection reports online: **WWW.FOODSAFETYZONE.CA**



Hamilton
Public Health Services



The results of this inspection reflect the conditions of the premises at the time of the inspection. This certificate of inspection is the property of the City of Hamilton and must be returned upon request.

CONDITIONAL PASS

DATE OF INSPECTION

PREMISES NAME

ADDRESS

INSPECTION SUMMARY DEFINITION CONDITIONAL PASS

Significant non-compliance with the Ontario Food Premises Regulation.

INFRACTIONS FOUND AT THE TIME OF INSPECTION

- Failed to ensure safe food cooking/holding/storage temperature(s)
- Failed to protect food from contamination
- Failed to practice adequate food handler hygiene
- Failed to provide adequate pest control
- Failed to maintain the sanitation of the premises
- Failed to provide, maintain and/or clean equipment and utensils

INSPECTOR:

BADGE#

INITIALS

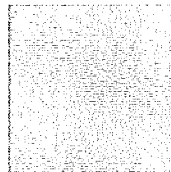
MEDICAL OFFICER OF HEALTH

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HAMILTON FOOD SAFETY INSPECTION

CLOSED

Premises closed by order under the authority
of the Medical Officer of Health.

UNDER AUTHORITY OF THE HEALTH PROTECTION
AND PROMOTION ACT, R.S.O., 1990 AS AMENDED,
PURSUANT TO SECTION 13

DATE: _____ TIME _____ AM
 PM

PREMISES NAME

ADDRESS

MEDICAL OFFICER OF HEALTH

INSPECTOR:

BADGE#

INITIALS

INSPECTION SUMMARY DEFINITION

CLOSED

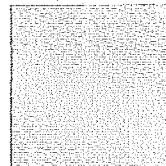
Conditions in the food premises are an immediate health hazard.

For more information, please call City of Hamilton Public Health Services at **905-546-3570**

Check inspection reports online: **WWW.FOODSAFETYZONE.CA**



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