

Healthy Children and Families
**2017–2018 Annual
Highlights Report**

January 2017–June 2018



Healthy Children and Families

Mission:

Our mission is to promote health and prevent disease of Albertans by using a population health approach.

Population:

We focus our work on families from preconception through pregnancy, birth, infancy, childhood, and youth up to 18 years of age.

Approach:

Our work is mainly primary prevention – preventing disease by intervening to remove or reduce risk factors. Our initiatives are supported by evidence, aligned with the priorities of key stakeholders, and responsive to the needs of Alberta families. We work closely with, and would like to sincerely thank, Alberta Health Services (AHS) partners, the Government of Alberta, and external stakeholders. We look forward to our ongoing collaboration.



For all Healthy Children and Families **free** resources, visit:

<https://dol.datacm.com>

User ID: healthypublic
Password: healthy2013

Functions:

- Health promotion
- Province-wide program planning, implementation and maintenance
- Performance measurement and evaluation

Strategic priority areas:

- Sexual and reproductive health
- Healthy pregnancies and birth outcomes
- Breastfeeding
- Early child development
- Child and youth mental health
- Child and youth nutrition and physical activity

Populations



989,166 Rural population¹



3,349,023 Urban population¹

Footnotes

¹ AHS Surveillance and Reporting, 2018.

² Families: includes either a couple (married or common-law) with children or a lone parent and their children.

Healthy Children and Families



1,492,655 People³
ages 20-44 years



56,697 Total births⁵



266,515 Children ages 0-4³

that we serve

4,338,189

Alberta total population¹



752,670 Children ages 5 - 19 years³



63 School authorities
(public, separate & francophone)⁴



2,008 Schools⁴



490,060 Families with children^{2,3}
under 17 years of age

Footnotes

³ Statistics Canada. 2017. Alberta [Province] and Canada [Country] (table). Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29, 2017.

⁴ Alberta Education. School & Authority Index - Alberta Schools and Authorities, 2018, education.alberta.ca/alberta-education/school-authority-index/everyone/alberta-schools/. Accessed 1 Jun. 2018.

⁵ Alberta Perinatal Health Program (APHP) Data – January 2014 to June 2018. Accessed June 4, 2018.

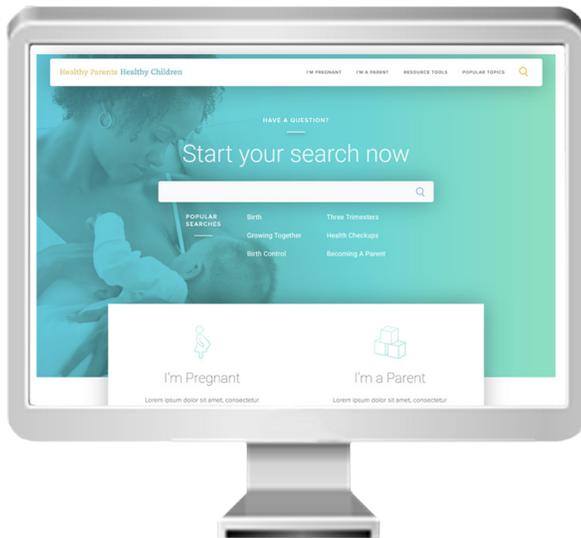
Healthy Parents, Healthy Children Redesign

Healthy Parents Healthy Children

Healthy Parents, Healthy Children (HPHC) is a practical guide to pregnancy and being a parent. It provides comprehensive and reliable information based on evidence and best practice. The HPHC print and online resources were created in response to a need for standardized pregnancy, birth, and early childhood resources for expectant parents, parents of children up to six years of age, as well as their health care providers.

HPHC consists of:

- **Website:**
HealthyParentsHealthyChildren.ca



 **Facebook:** HealthyParentsHealthyChildren
 **Twitter:** @AHS_HPHC

- **Books:** *HPHC: Pregnancy & Birth* and *HPHC: The Early Years*



- **Health marketing:** Includes paid ads and social media to deliver health promotion messages and drive the target audience to the website



373,089
visits to website
from Alberta



168,825
website visitors
from Alberta



14,900
social media engagement
(likes, comments, reposts)

Healthy Parents, Healthy Children Redesign

January 2017 – June 2018

Print copies of *Healthy Parents, Healthy Children* disseminated:

Individual copies of
The Early Years



21,440

Two-book sets



40,740

This year, the HPHC website and books underwent a complete content review, revision, and redesign. The changes were based on evaluation findings, latest evidence and best practice, and expert stakeholder review.

Key changes included:

- Content additions and revisions
- Changes to the organization of material
- Use of plain language and additional quotes from Alberta parents
- Improvement of the index to ensure ease of finding information
- Complete rebranding, including additional pictures and illustrations to help explain content and reflect greater diversity
- Website redesign to enhance navigation, search function, and user experience

What's Next:

- Launch of updated and redesigned website and print books in fall 2018
- Development of *HPHC Team Action Plan* to outline the expansion and integration of HPHC into a multi-level provincial initiative

“ *As a new mom, I have a lot to learn. Whenever I was in a pinch, I found myself looking to Google to answer my questions. It often wasn't super helpful and I often found conflicting information... [my doctor] advised me to stop 'Googling' and start looking for answers in the Healthy Parents, Healthy Children books. Ever since I started doing that, I have found the books to be a great resource and a wonderful reference. It gives me peace of mind to know the information is accurate and evidence-based.* ”

~ Farzana, mom of a young baby

Preconception Health Website & Media Campaign

The Preconception Health initiative targets Albertans aged 18–44 who are planning to become pregnant, and those with no plans to become pregnant at this time.

The ReadyorNotAlberta.ca website was launched in January 2016 and highlights modifiable risk factors that affect reproductive health outcomes. It identifies actions and resources for each risk factor.

Key accomplishments in 2017–2018 include:

- Launch of cannabis, reproductive life planning, and travel (Zika virus) content
- Mobile optimization of six website tools
- Content development for four health care provider eLearning modules on the Alberta Perinatal Professionals Electronic Library

Two media campaigns occurred between October–May 2017 and August 2017–July 2018. The purpose of the campaigns was to increase awareness and utilization of the website.

Strategies included:

- Quizzes on contraception, pregnancy, and fertility in Facebook ads
- Testing new creative concepts and using the design preferred by users for new ads on STIs, folic acid, reproductive life plan, and healthy weights
- Emphasizing awareness of preconception health within the harder-to-reach “not ready” audience

Alberta Health Services
May 30 · 🌐

You never know when you'll be ready to have a baby. Start being active and eating healthy now.

Today ...Years Later

Play the long game.
Health today can impact pregnancy later.

READYORNOTALBERTA.CA [Learn More](#)

Alberta Health Services
May 30 · 🌐

Not all babies are planned. But they all need folic acid. Make sure it's in your multivitamins—just in case.

Today ...Later

Is folic acid in the mix?
Some multivitamins pair better with sex.

READYORNOTALBERTA.CA [Learn More](#)

Preconception Health Website & Media Campaign

January 2017 – June 2018

126,103 pages viewed by Albertans on ReadyorNotAlberta.ca



What's Next:

- Launch of eLearning modules on the Perinatal Health E-Learning for Professionals (HELP) Module
- Completion of needs assessment with target audience and health care providers
- Update information including content on sexual and gender diversity
- Ongoing media campaigns

 **Alberta Health Services**
May 30 · 🌐

Improve your chances of getting pregnant and having a healthy baby. Make a reproductive life plan.



Today



...Later

Plan for a healthy baby.
See what you can do before pregnancy.

READYORNOTALBERTA.CA [Learn More](#)

 **Alberta Health Services**
May 30 · 🌐

STIs now can hurt fertility later. Protect yourself today.



Today



...Years Later

Play the long game.
See how STIs can impact your future.

READYORNOTALBERTA.CA [Learn More](#)

Teaching Sexual Health



Teaching Sexual Health is a comprehensive sexual health resource that provides tools and information to help teachers and parents talk confidently with children about sexual health.

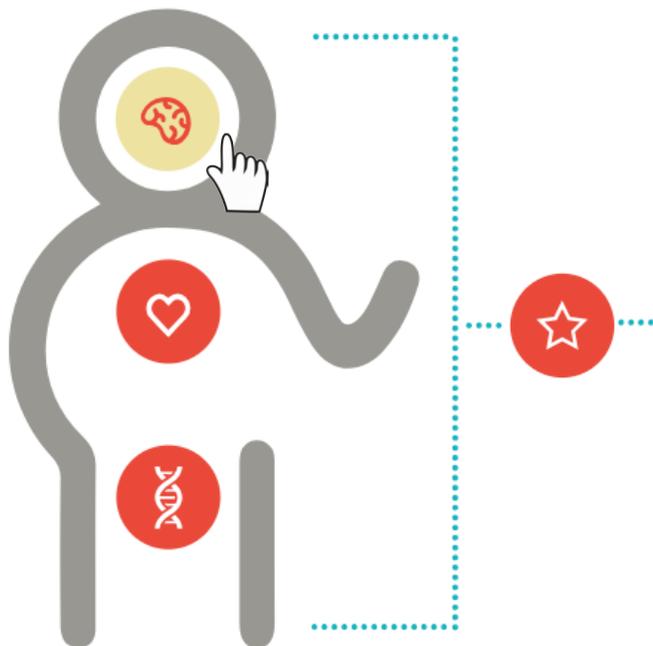
The [TeachingSexualHealth.ca](https://www.teachsexhealth.ca) teacher portal is an Alberta Education authorized resource. Free teacher workshops are also offered throughout the year and were redesigned in October 2017.

The parent portal provides parents of children birth–18 years with information and resources.

The website was redesigned and relaunched in February 2017. Changes included:

- New consent videos and lesson plans
- Updated content and an interactive tool on sexual and gender diversity
- New interactive STI and birth control tools
- Kahoot lesson plans for grades 4–CALM
- Free parent guides and FAQ Flash Cards
- Improved functionality and accessibility

Two media campaigns targeting parents occurred between February–April 2017 and August 2017–March 2018.



Gender Identity

A person's internal sense of identity as female, male, both or neither, regardless of their biological sex assigned at birth.

Teaching Sexual Health

January 2017–June 2018:

61,297

Visits to teacher portal from Alberta



Lesson plan & teacher resource downloads

143,220

64,987

Visits to parent portal from Alberta



Parent workbook downloads

1,652

919

New Facebook followers



People reached on Facebook

93,762

183

New Twitter followers



People reached on Twitter

193,400

6

Online teacher workshops



Teacher participants

135



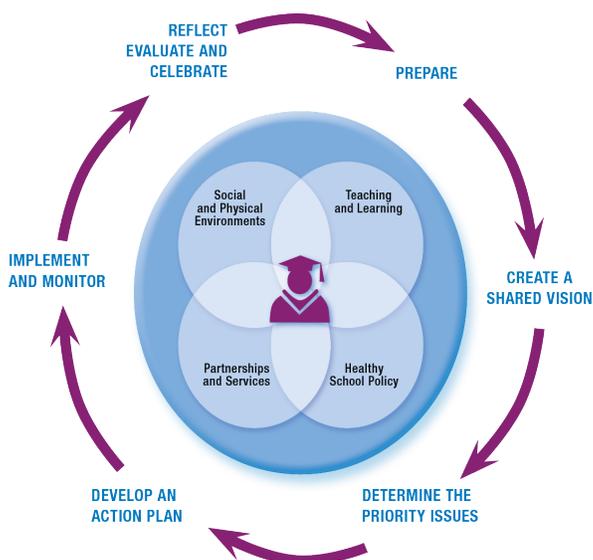
What's Next:

- Launch of revised lesson plans and learning activities for grades 4–CALM
- Launch of revised teacher FAQs
- Evaluation of teacher workshops
- Development of new content on technology and media
- Ongoing media campaigns

Comprehensive School Health

Supporting student wellness

Healthy Children and Families (HCF) works actively with 48 school authorities to create school settings that support healthy eating, active living, and positive mental health for nearly 575,000 students. The evidence-based Comprehensive School Health (CSH) approach guides this work.



CSH in action

We use the CSH approach to guide school communities in carrying out interventions tailored to their unique needs:

Student involvement, partnerships, and policies to complement the Alberta School Nutrition Program

School environment changes, equipment, and training to improve students' physical literacy

Supporting nutrition policy implementation through communication tactics and vending/contract reviews

Standing desks built by students and movement breaks to reduce sedentary behaviour

Evidence-based social and emotional learning programs and supportive training for school staff

Art projects on mental health themes as a way of embedding health across curriculum

Examples of our work to facilitate CSH:

- Strong partnerships at all levels of the education system, including provincial agencies, school authority wellness committees, health champion networks, and student-led wellness projects
- Professional learning opportunities. Nearly 90% of attendees reported sessions having a 'noticeable' or 'very strong' impact on awareness, knowledge, and confidence to apply CSH
- Creation and distribution of evidence-based CSH resources, such as the *Boost Student Success with CSH* infographic
- Outreach events including workshops and exhibits at teachers' conventions, Healthy Active School Symposia, and provincial and national conferences

Comprehensive School Health

Healthy school policy: Laying the foundation for success

Healthy school policies demonstrate a long-term commitment to student health and shape school culture by defining values, standards and expectations.

A key CSH priority for HCF is to support the development and implementation of evidence-based policy.

HCF supported 22% of school authority partners with policy development and 33% with policy implementation this past year.

In 2017–2018, this work focused on supporting school authority strategic plans on mental health and resiliency as well as overarching wellness policies.

Based on a scan and appraisal of school authority health policies, HCF created several resources:

- *Developing and Implementing Effective Healthy School Policies*
- *Introduction to Policy Evaluation*
- *Healthy Eating in Schools: Policy Recommendations*
- *Physical Activity in Schools: Policy Recommendations*



Up-to-date provincial CSH resources:

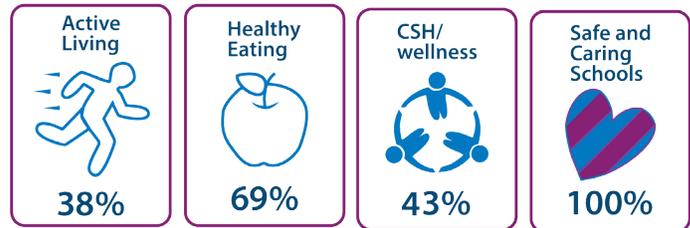
[ahs.ca/csh](https://www.ahs.ca/csh)

New policy resources:

[ahs.ca/info/Page7124.aspx](https://www.ahs.ca/info/Page7124.aspx)

Healthy school policy: By the numbers

School authorities in Alberta with policies posted online related to:



71%

School Authority partners that embed Comprehensive School Health in their business plans

What's Next:

- Launch of MyLearningLink module on CSH for AHS staff
- Develop an external website that consolidates AHS school health promotion content and resources.
- Ongoing work with school authorities to create, improve, and implement health policies and interventions aligned with CSH

AHS Breastfeeding Strategy

The development of the *AHS Breastfeeding Strategy* was commissioned by the HCF Steering Committee after approval to move forward with an AHS Breastfeeding Initiative.

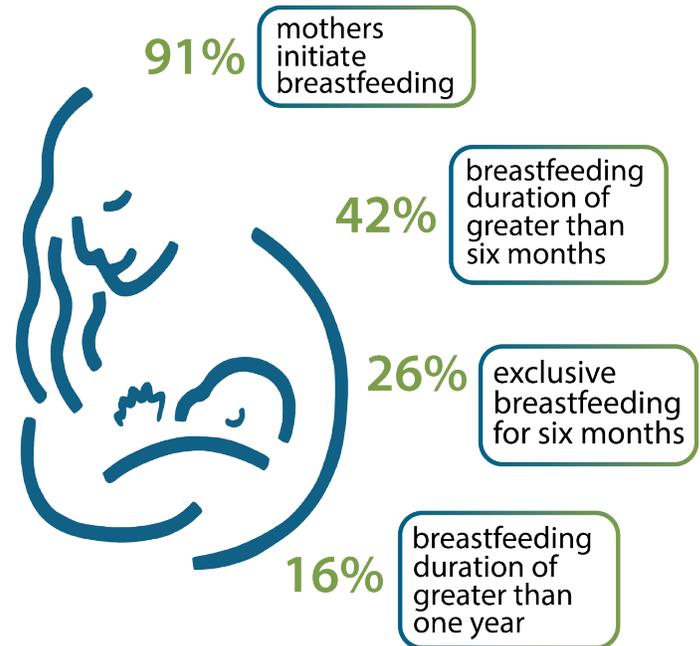
A number of key developments informed the development of the strategy:

- Breastfeeding identified as a key priority by AHS and the Government of Alberta
- Literature reviews and review of national and international documents and model strategies, including WHO/UNICEF Baby-Friendly Hospital Initiative
- Environmental scan of community and acute care facilities across AHS
- Strategic action planning completed by HCF

The intent of the breastfeeding strategy is to guide decision-making and implementation of evidence-informed approaches to protect, promote and support breastfeeding across AHS.

The strategy is based on the Population Health Promotion Model, which acknowledges the complexity of the interrelated factors that influence breastfeeding decisions and practices, including the role of the health care system.

Breastfeeding in Alberta:¹



Reasons mothers discontinue breastfeeding:²

Lack of confidence

Lack of support

Feeling isolated and excluded

Healthcare system culture

¹ Alberta Health Services (2015) Healthy Children and Families Health Status Assessment Report. Healthy Children & Families, Healthy Living, Alberta Health Services, Calgary, AB (Internal document).

² MacKean, Gail, and Wendy Spragins. The Challenges of Breastfeeding in a Complex World: A critical review of the qualitative literature on women and their partners'/supporters' perceptions about breastfeeding. Alberta Health Services, 2012.

AHS Breastfeeding Strategy

GOAL	Breastfeeding is promoted, protected and supported in Alberta within a patient and family centred care approach			
OBJECTIVES	To provide families with support to meet their breastfeeding goals	To improve system level support for breastfeeding	To improve health care provider knowledge, attitudes and practices	To improve breastfeeding rates
STRATEGIC ACTION AREAS and ACTIONS	Policy and Leadership <ul style="list-style-type: none"> • Strategic Leadership • Provincial Breastfeeding Policy 	Capacity Building <ul style="list-style-type: none"> • Staff Education • Parent Education • Peer Support 	Health Marketing <ul style="list-style-type: none"> • Social Marketing • Health Communications 	
	Evaluation and Monitoring			
GUIDING PRINCIPLES	<ul style="list-style-type: none"> • Patient and family centred care • Evidence-informed practice • Informed-feeding decision • Health equity 		<ul style="list-style-type: none"> • Continuity of care • Cost/Resource-neutrality • Population Health approach 	



What's Next:

- *AHS Informed Feeding Decision Definition and Approach*
- *AHS Provincial Breastfeeding Policy*
- Release of AHS 20-hour breastfeeding course's first set of *Working with Breastfeeding Families* modules:
 - *Promoting a Positive Breastfeeding Experience*
 - *Informed Feeding Decision*
 - *Including Partners and Supporters*

Safe Infant Sleep

Sudden Infant Death Syndrome (SIDS) and other sleep-related injuries and deaths are a public health concern.

Following the implementation of the AHS Safe Infant Sleep (SIS) policy, a comprehensive evaluation was completed that highlighted the need for enhancements to staff education modules. Surveyed health care providers wanted more evidence related to safe sleep recommendations and strategies for addressing common questions and barriers. In collaboration with maternal and child health stakeholders, the SIS module was revised and is planned for release in 2019. A knowledge translation strategy is also being developed.

Safe Sleep
for your baby's first year

Research tells us that you can reduce the risk of SIDS and prevent other sleep-related injuries and deaths in babies up to 1 year old by doing these important things:

- Put your baby on their back to sleep, every sleep
- Use a crib, cradle or bassinet that is free of clutter
- Keep your baby warm, not hot
- Keep spaces smoke-free before and after birth
- Breastfeed your baby
- Share a room. Don't share a bed, sofa or any other sleep surface with your baby

Put your baby on their back to sleep, every sleep

Always put your baby on their back to sleep for their first year. This lowers their risk of SIDS. Even when your baby can roll over on their own, research tells us to still put them on their back to sleep. If they roll over, you don't have to move them back.

Back to sleep, tummy to play

When your baby is awake and with you, place them on their tummy to play several times every day. Tummy time helps prevent flat areas on their heads. It also helps with your baby's development and makes their body stronger to be able to roll, sit and crawl.

Remember—back to sleep, tummy to play.

Alberta Health Services
Healthy Parents,
Healthy Children

or your baby, go to yChildren.ca and being a parent

Link us 24/7

What you can do to help reduce the risk of SIDS (sudden infant death syndrome) and prevent other sleep-related injuries and deaths in babies.

Alberta Health Services

“Reducing risk factors has the greatest potential for reducing SIDS. As there is often no way of determining which infant is ‘vulnerable,’ the goal is to remove as many risk factors as possible.”
~ Rachel Moon, Author of American Academy of Pediatrics 2016 Recommendations for a Safe Sleep Environment

Put your baby on their back to sleep -- every sleep

Use a crib, cradle or bassinet that is free of clutter

Don't share a bed, sofa or any other sleep surface with your baby



Breastfeed your baby

Keep your baby warm, not hot

Share a room with your baby

Keep spaces smoke-free before and after birth

Safe Infant Sleep

Safe Infant Sleep resources

Resources for parents (a new brochure and bookmark) were enhanced and can be ordered free of charge by health care providers.



Safe Sleep

for your baby's first year

What you can do to help reduce the risk of SIDS (sudden infant death syndrome) and prevent other sleep-related injuries and deaths in babies.

For more information, visit:
HealthyParentsHealthyChildren.ca
A practical guide to pregnancy and being a parent



Healthy Parents,
Healthy Children

Safe Sleep

for your baby's first year

Keep your baby safe by doing these important things:

-  Put your baby on their **back** to sleep, every sleep
-  Use a **crib, cradle or bassinet** that is free of clutter
-  Keep your baby **warm, not hot**
-  Keep spaces **smoke-free** before and after birth
-  **Breastfeed** your baby
-  **Share a room.** Don't share a bed, sofa or any other sleep surface with your baby



For questions, call:
811 Health Link
Health Advice 24/7

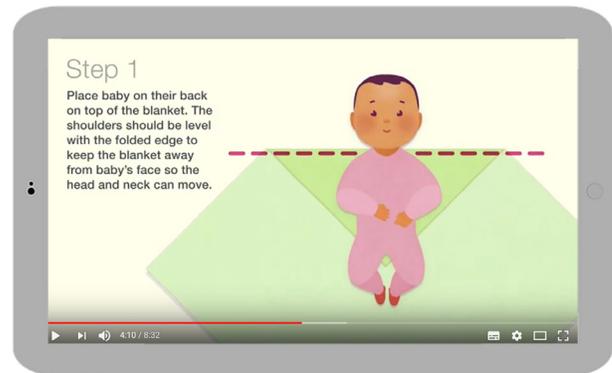
Swaddling Video

A swaddling video has been produced for parents and health care providers to learn how to safely swaddle babies to reduce the risk of SIDS and other sleep-related injuries and deaths.

To date, the video has been viewed 1,397 times.

Find the video at

HealthyParentsHealthyChildren.ca



WCC Standardization & PPD Policy

Well Child Clinic Standardization

The Well Child Clinic Standardization (WCCS) project supports public health nurses' unique position to impact early childhood development in Alberta.

The standardization of the non-immunization component of WCC visits will soon be implemented across the province. The province-wide rollout also includes the implementation of the new Postpartum Depression Screening Policy Suite.

Development of an implementation module, as well as plans for communication and evaluation are underway in anticipation of rollout across AHS Public Health.

Postpartum Depression Policy Suite

The Public Health Postpartum Depression (PPD) Screening Policy Suite will support maternal mental health, which has a profound impact on all aspects of a mother's life and affects her children, partner, and family.

Activities included:

- Policy consultations with various stakeholders within and outside of AHS
- Completion, review and approval of PPD staff education module
- Finalization of data elements for PPD and other WCCS activities aligned with the public health database Meditech to support evaluation and surveillance.

Following endorsement and approval phases, the PPD Policy Suite will be implemented this fall.

Routine Activities	Non-Routine Activities
Within Patient and Family Centred Care, a routine activity will be <i>prioritized</i> based on parent questions/concerns and/or nursing clinical judgment	Within Patient and Family Centred Care, a non-routine activity will <i>only be addressed</i> based on parent questions/concerns and/or nursing clinical judgment
Breastfeeding/Nutrition	Domestic Violence
Child Growth (Measurements)	General Development and Behaviour
Injury Prevention	Hearing
Family Adjustment	Developmental Dysplasia of the Hip
Postpartum Depression	Oral Health
Tobacco Exposure Reduction	Plagiocephaly/Fontanels/Sutures
Safe Infant Sleep	Vision

Casebook & Healthy Pregnancy Weight Gain

Evidence-Informed Decision Making Casebook

The National Collaborating Centre for Methods and Tools collects and shares success stories from across Canada of how research evidence is used to inform public health decisions.

The 2nd edition of their *Evidence-Informed Decision Making Casebook* features the WCCS project in an article entitled *Making Evidence Informed Decisions about the Alberta Public Health Well-Child Visit: The Art and the Science*.

In the article, the team shares their process to determine standardization by completing an environmental scan, conducting literature reviews, developing decision-making criteria, running a ranking exercise, and building consensus. By appearing in the casebook, the project's lessons learned will help public health leaders across Canada.

Project team members will also lead a national webinar as part of the *Success Stories in Evidence-Informed Decision Making* series.

The casebook and webinar can be found at nccmt.ca



National Collaborating Centre
for Methods and Tools

Centre de collaboration nationale
des méthodes et outils

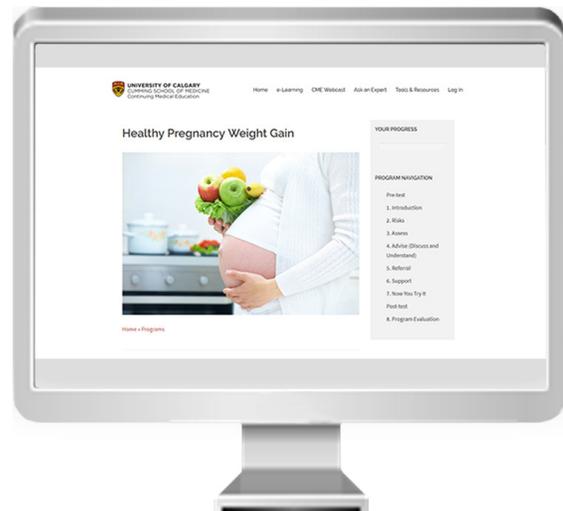
Healthy Pregnancy Weight Gain

This project was developed to promote healthy pregnancy weight gain among Alberta women.

In partnership with the ENRICH research program and the University of Calgary, an online accredited continuing medical education program was launched June 2018.

The program goal is to build knowledge and skills of health care providers to support women to achieve healthy lifestyle behaviours and meet weight gain recommendations during pregnancy. The free module is available at ecme.ucalgary.ca/programs/hpwg

A successful media campaign to increase public awareness about healthy pregnancy weight gain and direct users to HealthyParentsHealthyChildren.ca occurred in 2017.



Sustained Media Campaign

The HCF sustained media campaign is a coordinated approach to buying online advertisements that drive traffic to our websites:

- HealthyParentsHealthyChildren.ca
- TeachingSexualHealth.ca
- ReadyorNotAlberta.ca

By strategically scheduling and cycling targeted search ads, social media ads, and website banner ads in close collaboration with AHS Community Engagement & Communications, the sustained media campaign has increased website traffic, increased click-through rates, and decreased cost-per-click results for HCF initiatives.

The coordinated approach to advertising has lowered overall costs, optimized staff resources, and increased campaign effectiveness by not oversaturating our target audiences with multiple campaigns at the same time.

Pregnancy Weight Gain
Ad | healthyparentshealthychildren.ca
Calculator to Determine the Healthy Weight Gain Range During Pregnancy

Healthy Pregnancy Weight
Ad | healthyparentshealthychildren.ca
A Calculator to Determine Your Pregnancy Weight Gain Range

Pregnancy Weight Gain
Ad | healthyparentshealthychildren.ca
A Calculator to Determine Your Pregnancy Weight Gain Range

Plan for a healthy baby.
Make a reproductive life plan.

See How

READY — OR — NOT

Alberta Health Services

IF YOU DON'T TEACH YOUR KID, WHO WILL?

Alberta Health Services

BECAUSE THEY DON'T COME WITH A MANUAL

Alberta Health Services

Need help talking to your teen about sexual consent?

Watch the video

Alberta Health Services

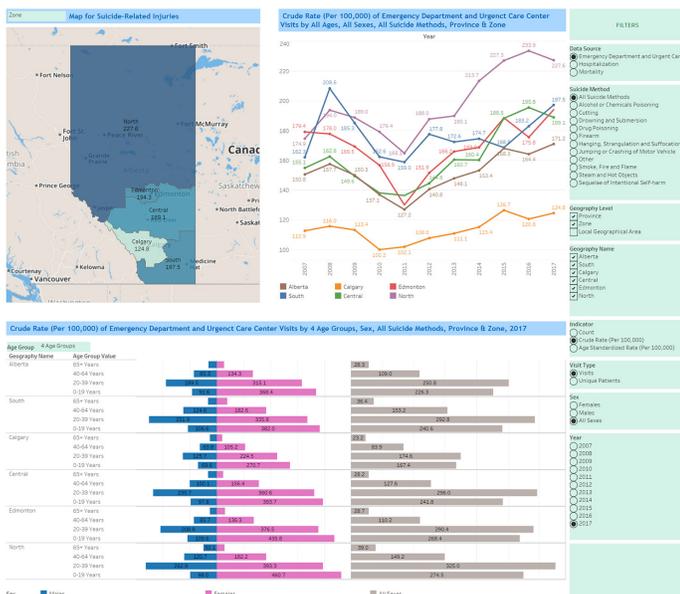
Healthy Children and Families Dashboard

Members of the HCF Knowledge Translation & Evaluation team have joined forces with Surveillance & Reporting to create our own HCF dashboard on AHS Tableau.

Using health indicators that describe the health status of the populations targeted by our initiatives, this dashboard will:

- Provide easily accessible, up-to-date data that will allow HCF to monitor the health status of Alberta parents and their children
- Support the continuance or adjustment of current strategies based on health trends
- Assist in prioritizing and planning future health promotion projects and initiatives

The anticipated launch date for the dashboard is summer 2019.



Alberta Health Services (AHS)

Population, Public and Indigenous Health

Healthy Living

Healthy Children and Families

Reproductive
Health

Early
Childhood

Healthy Children
and Youth

Healthy Parents,
Healthy Children

Knowledge Translation and Evaluation

Healthy Living Vision: Wellness for every Albertan

Healthy Living Mission: To promote health and prevent disease of Albertans using a population health approach

Healthy Children and Families has an AHS webpage
ahs.ca/info/Page13568.aspx
for health care providers and the public.

The site provides additional details on HCF initiatives, resources, and ordering information.

For more information contact: maureen.devolin@ahs.ca

