

Safe Drinking Water: Communication and Outreach Strategies

November 26, 2012
Ingersoll Town Hall
Ingersoll, Ontario



Our Mandate

To prevent or reduce the burden of water-borne illness related to drinking water.

- Increase public awareness of water-borne illnesses and safe drinking water use by:
 - a. Adapting and/or supplementing national and provincial safe drinking water communications strategies; and/or
 - b. Developing and implementing regional/local communications strategies.

Role of Public Health

- Conduct risk assessments
- Issue advisories
 - Boil Water Advisory
 - Do Not Drink Advisory
 - Do Not Use Advisory
 - Health Information Advisory
- Apply risk mitigation strategies
- Monitor for compliance

Communication of Advisories

Who?

- Residents (the users of the system)
- Physicians, dentists, food operators, childcare and healthcare operators, school boards
- Area municipalities
- Ministry of Health and Long Term Care and Ministry of Environment

How?

- Through notices, media, newspaper ads, PH website
- Social media

Enhanced Communication Strategies



Dedicated WebPages: Fluoride and Sodium



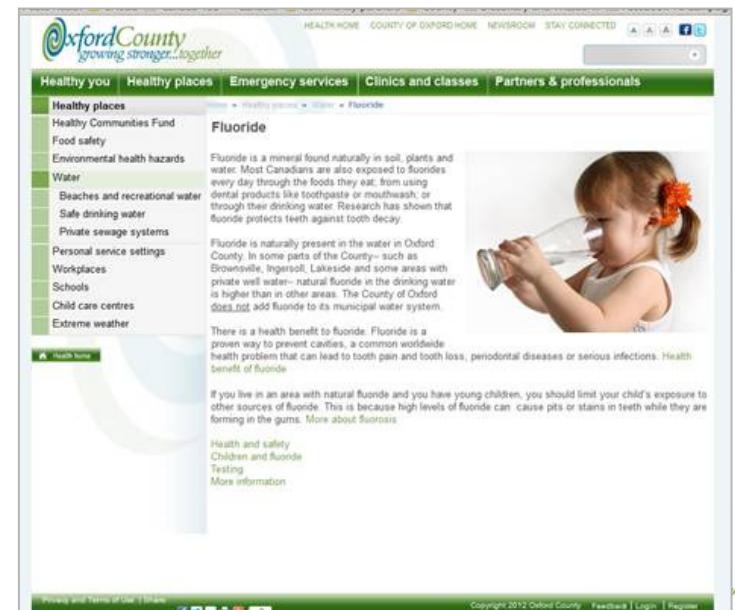
Health Information Advisory to be issued on annual basis



Health information statement available for use by area municipalities



Fact sheets



Questions



Peter Heywood

Program Supervisor
Oxford County Public Health
& Emergency Services

519-539-9800 Ext. 3502

pheywood@oxfordcounty.ca

www.oxfordcounty.ca