




ML MIDDLESEX-LONDON
HEALTH UNIT

The Evolution of the Let's Grow
Program: Delivery of an on-line
program to Generation Y

Debbie Shugar, Manager
Reproductive and Early Years Program Team
Nathalie Vandenheuvel, Public Health Nurse
Sherry Young, Program Administrative Assistant



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Background

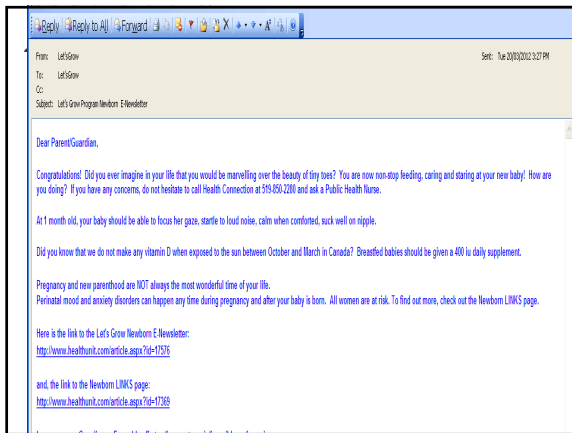
- Fall 2000 to December 2011
- Past Evaluations
- Decrease in enrolments
- Evidence: How London residents prefer to receive public health information



Access to on-line Let's Grow Program

- MLHU Website
 - Visit: www.healthunit.com/letsgrow.aspx
- Age –paced email alerts to parents of Middlesex-London
 - Example of an e-alert (Newborn Issue)







HOW?

- Coordination of a Let's Grow electronic workgroup
- Representation throughout the health unit
- Organization of information/excel



Social Marketing



- Health unit staff
- Parents of newborns
- Hospitals, OEYCs, libraries, licensed child care centres, schools, etc.
- Physician mail out
- In-service opportunities



Interesting Stats Jan-March

- Timely email alerts:
 - 5 mass emails performed
 - 2, 037 e-alerts were sent to 1, 181 families
- Webpage hits
 - English: 4, 674
 - French: 1, 019



Next Steps

- Evaluation/Surveillance
- Re-organizing LINKS pages to fit with new website design
- Integrating with Parenting communication task group
- Social media
- E-magazines