

ITEM	4
MANAGER'S REPORT NO.	49
COUNCIL MEETING	94/09/06

TO: CITY MANAGER DATE: 1994 AUGUST 26
FROM: MEDICAL HEALTH OFFICER
SUBJECT: HEALTH DEPARTMENT 1993 ANNUAL REPORT
PURPOSE: TO INFORM COUNCIL OF THE PUBLICATION OF
THE HEALTH DEPARTMENT 1993 ANNUAL REPORT

RECOMMENDATION:

THAT Council receive this report for information purposes.

REPORT

BACKGROUND:

In previous years, the Health Department has produced Annual Reports in a variety of formats for limited distribution and to meet legislative requirements. In 1993, the services of a communications consulting firm were used to produce the 1992 Annual Report. The report was well-received, but again restricted in its distribution due to budget constraints.

UPDATE:

The intent with the 1993 Annual Report was to provide a wider range of circulation to the Burnaby public to increase awareness of the Health Department. We wished to have our publication reach "closer to home", in keeping with the spirit of regionalization.

Distribution through a local newspaper offered the best option within our budget of \$5,000 and this year it was decided to use the Burnaby News in producing inserts such as we had in mind because of the assistance they could provide. The Burnaby Now will be used next year if the format proves successful and is to be repeated.

The insert is to appear in the August 31st edition of the Burnaby News and will be delivered to all Burnaby residents. Copies will also be distributed and will be available in our office.



 Arlene King, M.D., C.C.F.P., M.H.Sc., F.R.C.P. (C)
Medical Health Officer