

Greetings from Newborn Screening Ontario!

Thank you to all frontline healthcare professionals who make our screening program a success. Your parent education and support leads to early detection and better outcomes for Ontario infants.

Urgent Action Needed: We have received reports that some parents are finding the Infant Stool Colour Card (ISCC) in their discharge package sometimes as late as one month after discharge. **This poop card must be handed directly to parents, along with an explanation of its importance and instructions on how to use it.**

Screening Program Highlights

- 19% of referral cases showed cholestasis (conjugated bilirubin >17 mmol/L) requiring investigation
- Several cases of biliary atresia (BA) and other secondary targets have been successfully identified and treated

Boosting Awareness: BA Ads Across Ontario

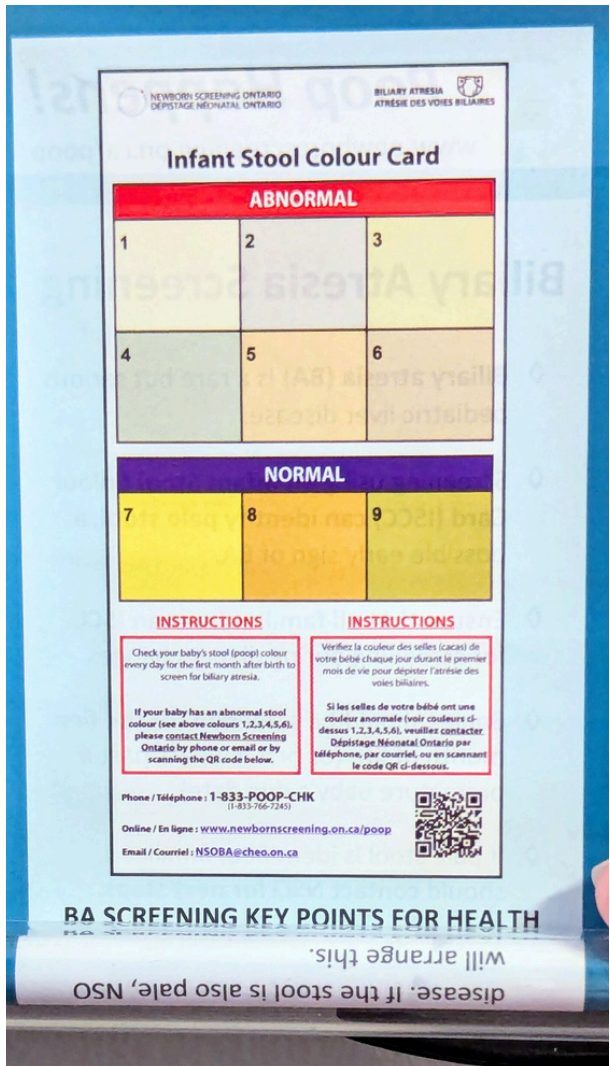
- NSO has continued to raise awareness of BA screening through several digital marketing initiatives:
- Hospital Screens:** French and English ads supported discharge teaching at select Ontario birth hospitals.
 - Pinterest:** Spring ads achieved the highest engagement across all platforms.
 - Audio Ads:** Podcast and radio ads aired early summer, reached audiences in everyday moments.

Poop Happens! Pens

Want some *Poop Happens* pens for your team? They feature a pull-out graphic of the Infant Stool Colour Card and helpful tips for bedside education.

We hope these pens support your teams during huddles or education sessions and raise awareness about the importance of early BA screening. It’s our way of saying thank you for being a trusted voice in newborn care.

[Click here to order!](#)



Save the Date!

Mark your calendars for our upcoming Fall NSO Submitter Webinar on **November 12, 2025 , from 12–1 PM!** Stay tuned - the webinar link will be included in an upcoming Submitter Bulletin.

Have a question that can’t wait for the webinar? Most answers can be found on the [NSO Submitter Hub website](#) which has up-to-date information about newborn screening.



Thank you again for all that you do!
Have a question or suggestion?
Contact us!
nsoba@cheo.on.ca

