

Second International Symposium on the Effectiveness of Health Promotion

May 28 to 30, 2001
University of Toronto
Toronto, Ontario, Canada

Registration Brochure

Presented by:



Centre for Health Promotion
UNIVERSITY OF TORONTO

IUHPE/NARO
Satellite Office,
Canada & The Caribbean

With the Generous Support of:

Centers for Disease Control, USA
Centre for Health Promotion, UofT
Department of Public Health Sciences, UofT
Health Canada
Health Development Agency, UK
Ontario Ministry of Health & Long-Term Care
Toronto Public Health

Agenda-At-A-Glance

Monday, May 28

What do we know about the effectiveness of health promotion?

- 8:00 am Registration
Refreshments available
- 9:00 am **Welcome**
Irv Rootman
- 9:15 am **Plenary**
 - 1. Community Development
John Raeburn
 - 2. Organisational Change
Harvey Skinner
 - 3. Policy Development
Nick Doyle
- 10:30 am Break
- 11:00 am **Small Groups**
Discussion of Plenary Topics
- 12:00 pm Lunch
- 1:00 pm **Plenary**
 - 1. Health Education
Alyson Taub
 - 2. Advocacy
Michael McCubbin
 - 3. Communication
Vicki Friemuth
- 2:30 pm Break
- 3:00 pm **Small Groups**
Discussion of Plenary Topics
- 4:00 pm **Plenary**
Reflections & Emerging Issues
Rick Edwards
- 4:30 pm Adjournment

Tuesday, May 29

How do practitioners, policymakers and community members make decisions on the effectiveness of health promotion?

- 8:30 am Refreshments available
- 9:00 am **Plenary**
Best Practices in Health Promotion
Barbara Kahan
Michael Goodstadt
Larry Green
- 10:30 am Break

Tuesday, May 29 continued...

- 11:00 am **Small Groups**
- 12:00 pm Lunch
- 1:00 pm **Plenary**
 - 1. Decision Making
Brian Hyndman
 - 2. Panel of practitioners, policy-makers and community members
- 2:30 pm Break
- 3:00 pm **Plenary**
 - 1. Q & A with *Brian Hyndman and Panelists*
 - 2. Reflections & Emerging Issues
Brian Hyndman

Wednesday, May 30

How do we improve the quality of evidence on the effectiveness of health promotion?

- 8:30 am Refreshments available
- 9:00 am **Plenary**
Release of
Health Promotion Evaluation
Jim Frankish
Vicki Friemuth
Sylvie Gendron
Michael Goodstadt
David McQueen
Richard Parish
Dennis Raphael
Irving Rootman
Reg Warren
- 10:30 am Break
- 11:00 am **Small Groups**
Where to from here?
- 12:00 pm Lunch
- 1:00 pm **Plenary**
Small groups feedback
- 2:30 pm **Closing Remarks**
Irving Rootman & TBA

What led us here?

In June 1996, The Centre for Health Promotion at the University of Toronto held a Symposium on the Effectiveness of Health Promotion. That Symposium led to a productive program of work focussed on consolidating evidence on effectiveness, using evidence, and developing new evidence in health promotion. Accordingly, the knowledge about how to use this evidence as well as understanding about how to improve its quality has grown with it.

Why have a Second Symposium?

There is an increased demand for “evidence-based health promotion”, and a need to share knowledge developed to date. We expect that the Symposium will contribute to the improvement of health promotion practice through producing resources, which will be of use to both practitioners and policymakers and will identify means of improving the quality and use of evidence in health promotion.

Program Overview

Day one will address the question of “What do we know about the effectiveness of health promotion?” Evidence on the effectiveness of health promotion strategies will be the focus of the reviews (i.e. Communication, Education, Community Development, Organisational Change, Policy Development and Advocacy). Academic experts on these topics will review and summarise the current evidence, and brief summaries of their papers will be presented at the Symposium with commentary from people who have had experience in using these strategies. Small groups will then discuss the presentations and papers, with authors present in order to obtain feedback for revision of their papers.

The **second day** will focus on the question of “How do practitioners and policymakers use information

on the effectiveness of health promotion?” Papers and brief presentations on the topics of “Models for decision-making” and “best practices” will be given, followed by a panel on how policymakers, practitioners, community members and researchers use information to make decisions. This will be followed by discussions in small groups.

Day three will look at two questions. The first, “How do we improve the quality of evidence on the effectiveness of health promotion?” will be the focus of presentations, and later plenary and small group discussions, based on the WHO-EURO Working Group for Health Promotion Evaluation. The second, “Where do we go from here?” will be answered when small groups meet to define future directions for research, policy, and capacity development in evidence gathering and use.

Just some of the Notable Presenters & Panelists...

Maria Teresa Cerqueira, Pan American Health Organization

Nick Doyle, Health Development Agency

Rick Edwards, Health Promotion Consultant

Jim Frankish, University of British Columbia

Vicki Friemuth, Centers for Disease Control

Sylvie Gendron, University of Montréal

Dorothy Goldin Rosenberg, Community

Michael Goodstadt, Centre for Health Promotion

Larry Green, Centers for Disease Control

Ruth Grier, Former Ontario Minister of Health

Brian Hyndman, The Health Communication Unit, Centre for Health Promotion

Liz Janzen, Toronto Public Health

Barbara Kahan, Health Promotion Consultant

Michael McCubbin, SPHERU

David McQueen, Centers for Disease Control

Des O’Byrne, World Health Organization

Richard Parish, Health Development Agency

John Raeburn, University of Auckland

Irving Rootman, Centre for Health Promotion

Harvey Skinner, Public Health Sciences

Reg Warren, Health Promotion Consultant

General Information

The venue for the Symposium will be Koffler Institute for Pharmacy Management Auditorium – a comfortable, barrier-free setting on the University of Toronto campus. Breakout rooms will be located in adjacent buildings. Lunch will be served at the University of Toronto Faculty Club, located within a five-minute walk of the main venue.

Registration fees are \$75 for 3 days (\$35 for students). Daily rates are not available. Registration fee includes morning refreshments, refreshment breaks, lunch for 3 days, and all delegate materials.

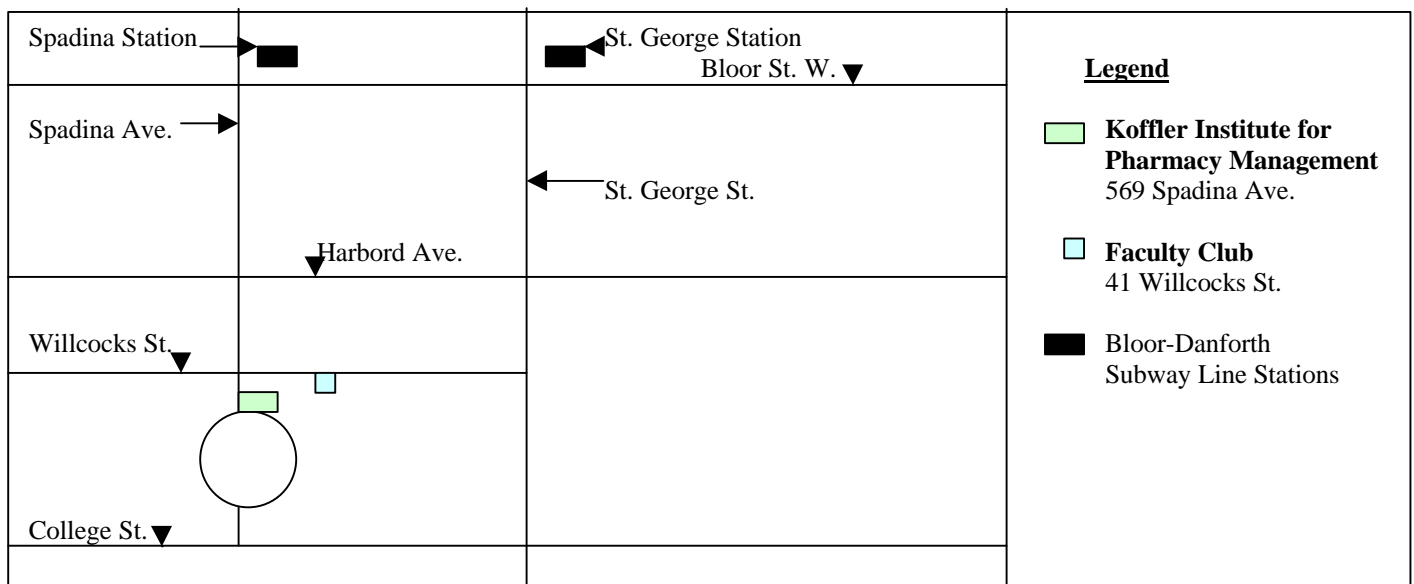
Getting there. From Spadina Subway Station, take the Spadina South Streetcar to Willcocks. The Koffler Institute for Pharmacy Management is located at 569 Spadina Avenue (north of College and south of Harbord). The Faculty Club is located at 41 Willcocks, between Spadina and Huron. If you are not familiar with Toronto or the UofT Campus, you can download maps from, <http://maps.city.toronto.on.ca/accesstoronto/asp/mapframes.htm>, or <http://oracle.osm.utoronto.ca/map/>

Deadline for registrations is May 11, 2001.

Refunds will be given for cancellations received by May 11, 2001. We will not issue refunds after that time.

Confirmation of your registration will be sent via email (where available) or fax within the week of your registration. If you do not receive a confirmation of your registration, please contact the Conference Co-ordinator, Joanne Taylor Lacey (contact info on registration form). As registration is limited, only confirmed participants may attend.

Accommodation. Participants are asked to make their own travel and accommodation arrangements. Many hotels with reasonable or academic rates are located within a short distance of the University of Toronto campus. Some suggestions are: The Courtyard Marriott, 475 Yonge St. at Wellesley (1-800-228-9290), The Quality Inn, 280 Bloor St. W. at St. George (416-968-0010), and The Delta Chelsea, 33 Gerrard St. at Bay (1-800-268-1133). Or, visit www.toronto.com for links to hotel and bed & breakfast websites for the Toronto area.



Registration Form

To register, please complete form and return, with payment, to:
Joanne Taylor Lacey, Conference Co-ordinator
Centre for Health Promotion, University of Toronto
100 College Street, Suite 207
Toronto, ON, Canada M5G 1L5

Important to Note...

- ✓ Please print clearly.
- ✓ Each participant must complete a registration form.
- ✓ Closing date for registrations is May 11, 2001.

Registration Information (Please Print)

Name _____

Organisation _____

Mailing Address _____

City _____ Province _____ Postal Code _____

Country _____ Email _____

Tel # _____ Fax# _____

Special Needs (e.g. accessibility, food allergies). Please specify.

Payment Enclosed

Regular Fee - \$75.00

Student Fee - \$35.00

Fees are for 3 days (see page 4 of the Registration Brochure). Daily rates are **not** available.
Please make cheques payable to the **University of Toronto**.