

CENTRE FOR HEALTH PROMOTION
Department of Public Health Sciences
University of Toronto

13th Annual
ANNUAL REPORT
2002-2003

December 2003

The Annual Report is a time to reflect on the progress of the past year. This report, which touches on the many highlights of 2003, clearly shows that we are changing, growing and moving forward at the Centre for Health Promotion.

One significant achievement of 2003 was the confirmation of two funding partners for the Centre, the Centre for Addiction and Mental Health (CAMH) and the University of Toronto's Centre for International Health (CIH). Peter Coleridge, Vice-President of Communications, Education and Community Health at CAMH and David Zakus, Director of CIH, have shown tremendous leadership and support for the Centre by contributing funding in these tough economic times. Both partnerships have resulted in increased activities at the Centre around mental health and international health promotion, including:

- The Centre has provided advice on the health promotion initiative at CAMH and its evaluation; consulted with the Continuing Education Division of CAMH regarding courses on health promotion; and given in-service training on health promotion.
- I travelled to Mexico, as part of a delegation from CAMH, in October 2003 to give workshops in health promotion and evaluation to staff of the National Institute of Psychiatry.
- A course on International Health Promotion is under development with the help of Fran Perkins, Rick Edwards and Catherine Chalin.
- While this report contains detailed information on all of the Centre's activities, I particularly want to draw your attention to the following:
- The Centre now has an Advisory Board which has met several times in 2003 to develop a new mission statement and work plan for the Centre.

- We submitted two major research proposals, to the Canadian Institutes of Health Research (CIHR) and the Social Sciences and Humanities Research Council (SSHRC), and participated as co-investigators on several other major initiatives. For details, look under 'Funding Proposals' in this report.
- Internationally, the work with the Pan-American Health Organization (PAHO) on the development of a participatory evaluation resource manual continued; the work with Ligia de Salazar in Colombia on economic evaluation in health promotion began in earnest; and we organized a Croatian health promotion summer school in July and a Ukrainian study tour in December.
- Larry Hershfield, Michael Goodstadt and I continue to teach in the Masters of Health Sciences health promotion program at U of T and I still serve as coordinator for the student practica. Under the reforms being considered by Public Health Sciences at U of T, the MHSc will become even more important as the main route to a PhD for students in the social sciences and the research focus of the health promotion program is being used as an exemplar. The Centre is instrumental in connecting community projects and settings to students conducting research and evaluation.
- Much progress has been made toward establishing continuing education credits for the Health Promotion Summer School and application for graduate credit under a new Master of Applied Health Sciences will be considered in 2004.

There are many people connected to the Centre who are acknowledged throughout this report. I extend my personal thanks to everyone who contributed time and expertise to our work over the past year. In order to reflect the changes that the Centre is experiencing, the organizational chart has

changed somewhat, as you can see toward the end of this report. We say goodbye to some initiatives that have come to an end after many years of activity, such as the Quality of Life Research and Best Practices and Evaluation Units, but we welcome the continued involvement of Michael Goodstadt, Rick Wilson, Reg Warren and Rebecca Renwick in research projects and activities of the Centre. The Units that remain very active are The Health Communication Unit, with Larry Hershfield as Manager, the International Health Promotion Unit, with Fran Perkins as Coordinator, and the Health Promotion Summer School, with Lisa Weintraub as Coordinator. Our long-term Business Officer, Barry MacDonald, retired at the end of June but I am very happy that he wants to continue to work with us part-time and make a more gradual transition to full retirement. As a result, the Centre has a new full-time Administrative and Financial Assistant, Nora Sellers. She is a tremendous help to me and to everyone as, among many other responsibilities, she will reorganize the membership database and update our website.

Over the past year, we have also been blessed with several Masters students (Catriona Mill, Juliana de Paula, Andrea Norquay, Maria Grant and Teresa Petch), post-doctoral fellow, Weizhen Dong, and visiting scholars from many parts of the world. These visitors provide a wonderful opportunity to learn about what is happening in health promotion elsewhere and to make some great connections. Jaime Sapag from Chile, Consuelo Garcia Andrade from Mexico, Reza Shidfar from Iran, and Abdul Fattah (Bangladesh and Japan) stayed at the Centre for several weeks to several months in 2003.

For 2004, I see increased action to secure ongoing funding for the Centre, a renewed focus on continuing education, and the development of community-academic partnership research proposals. It has been a pleasure to be the Director of the Centre for another year and I look forward to several more.

Suzanne F. Jackson
Director

Ontario Health Promotion Summer School 2003: 10th Anniversary Event

Coordinator: Lisa Weintraub

«Health Promotion in Action» « Passez à l'action en promotion de la santé »

Last year's Health Promotion Summer School (HPSS), organized by the Centre for Health Promotion, took place in Toronto at the very comfortable Institute for Learning during the last week of June. One hundred and fifteen registrants from all over Ontario, as well as out of province and out of country, attended the 10th year anniversary and celebratory activities marking this event – *this in spite of Toronto's SARS epidemic, which erupted at key points during registration.*

Three committees actively helped plan the event – the Aboriginal and Francophone subcommittees, and the General Planning Committee, with close to 40 presenters helping to deliver the curriculum. Two themes were offered: *Community Mobilization* and *Building Healthy Public Policy*. Within these two themes, participants were able to choose French-language sessions, or Aboriginal workshops and presentations. A new approach to *Community Stories* showcased international presentations of special health promotion projects in other countries. The international Francophone celebration – St. Jean Baptiste Day – was celebrated on site and at Toronto's Harbourfront.

With special funding from Health Canada, the Centre for Health Promotion was able to create a special health promotion workbook for participants, focusing on HPSS 2003 themes.

HPSS 2003 was rated very positively by participants. They expressed their appreciation for the excellent facilities, and perceived the event to be dynamic, well-organized, and inspiring. HPSS 2003 External

Evaluator, David Sherwood, in his report to the Centre for Health Promotion, concluded that the Health Promotion Summer School is considered by participants to be a high quality, well-rounded learning experience.

Next year's Summer School is scheduled for June 20-24, 2004 and will also take place in Toronto, with highlighted Aboriginal and French-language sessions. The two themes planned are: *Developing Personal Skills* and *Reorienting Health Care*.

International Health Promotion Unit

Coordinator: Fran Perkins

Global

The Centre for Health Promotion's designation as a World Health Organization (WHO) Collaborating Centre in Health Promotion has been extended to 2007. A WHO collaborating centre is a national institution designated by WHO's Director-General to form part of an international, collaborative network carrying out activities in support of WHO's mandate for international health work. There are 31 collaborating sites, on a range of topics, in Canada and 24 sites focused on health promotion worldwide.

Suzanne Jackson continues to sit on the International Union of Health Promotion and Education (IUHPE) North American review of Health Promotion Effectiveness, with Marcia Hills and Stephen Fawcett as co-chairs. Their first progress report will be presented at the IUHPE conference in Australia in April 2004. The Centre for Health Promotion continues to be the Canadian base for the North American Regional Office of the IUHPE with Fran Perkins as the Director.

Latin America

The Centre for Health Promotion continues to be represented on a Pan-American Health

Organization (PAHO) Healthy Municipality Evaluation Committee which has been meeting since 2001. The Centre was instrumental in the preparation of a document on evaluation for decision-makers, published by PAHO in late fall 2003 in the four languages of the Americas. The Centre also participated in the development of the participatory evaluation resource manual which will be ready for field testing in late 2003. The Centre is currently working with the Ontario Healthy Communities Coalition on a proposal for funding to field test the manual in three to four sites in Ontario.

Our relationship with Brazil, started in 2002, continued in 2003 with a project on building indicators of health promotion into national data-collection systems for primary care practitioners with the support of the PAHO-Brazil Office. MHSc student Juliana de Paula worked on this project. In addition, a concept paper to develop a distance education system on health promotion in partnership with the University of Sao Paulo was submitted to CIDA but did not receive a green light to go forward to the proposal stage. Discussions are still underway to find an alternative route to fund this project.

The economic evaluation in health promotion project between the Centre and the Centre for Development and Evaluation of Technology in Public Health (CEDETES) at the Universidad de Valle in Cali, Colombia, with funding from US Centres for Disease Control, started work in 2003. A literature review was conducted and two meetings in Colombia in April and August 2003 were held, one with health economists from Cuba, Colombia, and Canada. Many thanks to Dr. Alan Shiell from the University of Calgary, who is making a substantial contribution to this project. Guidebooks for health economists and decision-makers are under development and they are expected to be available in 2004 for field testing. In October, Suzanne Jackson was invited by Dr. Consuelo Garcia-Andrade to go to Mexico City and give workshops on

health promotion/mental health promotion and evaluation to staff at the Instituto Nacional de Psiquiatria Ramon de la Fuente Muniz. She went with colleagues from Aboriginal Services at the Centre for Addiction and Mental Health who also discussed working with vulnerable populations and indigenous peoples in Mexico.

In March, the World Bank approached the Centre to do a literature review of effective disease prevention strategies, including economic evaluations, focusing on Latin America. Ken Hoffman produced a report entitled "A review of the evidence for the effectiveness and costs of interventions preventing the burden of non-communicable diseases: How can health systems respond?" The review focused specifically on cardiovascular disease, chronic obstructive pulmonary disease, and diabetes, as well as risk factors such as hypertension, smoking, obesity, physical inactivity, hypercholesterolemia, low fruit and vegetable intake, food security, airborne particulates, and indoor smoke.

Eastern Europe

In July 2003, a group of 11 Croatian physicians working largely in school settings came to the Centre for a two-week Health Promotion Summer School. Fran Perkins coordinated the program and at the end of the two weeks, the group gave excellent presentations of their health promotion plans on a variety of topics. It has been really exciting to hear that many of these plans have now been implemented in Croatia and that they are delivering health promotion training to others.

Suzanne Jackson sits on the Canadian Advisory Committee for the second phase of a CIDA-funded Youth Health in Ukraine project operated by the Canadian Society for International Health in Ottawa. This builds on the first phase of Centre involvement in 1999

and 2000. One of the activities of this second phase is a Study Tour to Toronto in December 2003 of Ukrainian educators involved in the Youth for Health project. Many thanks to the friends of the Centre who donated their time to meet with these, and other visitors coming from out of town.

Fran Perkins continues to provide her health promotion expertise to review and support projects in Russia and Croatia.

Southeast Asia

On a suggestion from Peter Singer from the Centre for Bioethics, Christina De Sa worked with Suzanne Jackson to draft a proposal to set up a health information system in Pondicherry, India building on a computer network that already exists in 14 villages there. The search for a funder is underway.

Ontario Tobacco Research Unit

Director: Roberta Ferrence

Since its inception in 1993 as the research component of the Ontario Tobacco Strategy, the Ontario Tobacco Research Unit (OTRU) has been a focal point for an active, tobacco-control research network in Ontario. Our network is a university-based, multi-disciplinary team of six principal investigators, numerous co-investigators, collaborating investigators, affiliates, consultants and Ontario Tobacco Strategy partners.

For the last ten years, OTRU has had a reporting relationship with the Centre for Health Promotion. Steps are currently being taken for OTRU to report directly to the Department of Public Health Sciences. Three co-sponsors of the unit, the Centre for Addiction and Mental Health (CAMH), and the Universities of Waterloo and Ottawa, make in-kind contributions of investigator and staff time, facilities and administrative support. Funding comes from the Ontario Ministry of Health and Long-Term Care, in-

kind contributions from sponsoring institutions and various external grants and contracts.

Program and Policy Research and Development

We continue to support tobacco control research in Ontario by informing and supporting our investigator base.

This year, we developed and implemented the OTRU Investigator Award Program for research in tobacco control. Through this program, we provided funds for eight awards of up to \$7,500 to OTRU-affiliated co- and collaborating investigators.

This year, OTRU carried out a systematic outreach to renew investigator memberships and gather information on currently funded tobacco control research, and the priorities, skills and expertise of our investigator base. During 2002-2003, the OTRU network of investigators participated in 28 new research projects with funding of more than \$16,000,000.

OTRU investigators and staff presented research findings at several conferences including the World Conference on Tobacco or Health held at Helsinki, Finland in July. Included were results from a national study on second-hand smoke in the home, a study of the economic impact of smoking bans in bars and restaurants in the city of Ottawa and a study of pharmacists' role in advising clients about smoking and cessation. These findings and other research updates are available on our website at www.camh.net/otru.

OTRU also supports investigators and students by organizing research related events, such as a workshop on multi-level modelling in tobacco control in April 2003 and a follow up workshop in September. An expert panel on economics and tobacco control met in June as part of a larger collaborative project with the Ontario Medical Association.

Following our external program review in 2002, we began an extensive strategic planning process to review the roles of our principal investigators and activities in the five functional areas based on our mandate.

Monitoring and Evaluation

Our Monitoring and Evaluation group issued the annual four-part Monitoring and Evaluation Series that examines progress of the Ontario Tobacco Strategy. This series relies on qualitative and quantitative evidence to document changes in the province's tobacco control climate, including policy and program initiatives and tobacco-related knowledge, attitudes, and behaviours.

OTRU's role in the evaluation of the Ontario Tobacco Strategy (OTS) included advice and technical assistance to OTS-funded community and province-wide projects and active participation on the OTS Coordinating Committee.

Teaching and Training

In the past year, our student-related initiatives included individual thesis research and field practica under the supervision of OTRU investigators. We expanded the University of Toronto graduate-level course, "Tobacco and Health: From Cells to Society," developed by Drs. Roberta Ferrence and Joanna Cohen. We also continue to video-conference the course through our Eli Lilly Learning Centre; in the past year, we offered this option to students at the Universities of Toronto, Waterloo and Alberta, McGill University and the University of British Columbia. This course gives students a comprehensive overview of tobacco and tobacco-related issues from a public health perspective.

OTRU is now a collaborator on two Canadian Institutes of Health Research (CIHR) strategic trans-disciplinary tobacco training program grants, including one with the University of Waterloo and the University of British Columbia that focuses on tobacco control research, and another training program grant funded this spring through CAMH and University of Toronto that focuses on training clinicians in tobacco research on special populations, such as people with mental health and substance use problems.

Through the OTRU Graduate Studentships for Research in Tobacco Control Program, initiated in 2001 to increase tobacco research capacity in Ontario, we offered 10 studentships of \$7,000 each in the 2003 calendar year.

Information Analysis and Dissemination

We continue to disseminate working papers, literature reviews, special reports and current abstracts on tobacco control to other researchers, public health professionals and policy makers in Ontario, through our library services and monthly mailings. This year we have added an electronic version of Current Abstracts to our web site.

Networking and Communications

Our web site and listserv continue to provide key information on funding and research events, as well as discussion on research issues. Currently 152 investigators and practitioners across the province and beyond subscribe to our listserv and in 2003, we continued to review and update the content and look of our web site.

The Health Communication Unit

Manager: Larry Hershfield

The following summarizes The Health Communication Unit (THCU) activities for the 2002–2003 fiscal year. Information on our current events and publications is available at www.thcu.ca.

Workshops and Events

In 2002–2003, we held a total of 23 regional workshops and five provincial workshops and participated in 10 Ontario events hosted by other agencies—reaching over 2,000 people. In addition to repeating our core events (on planning, evaluation, and health communication), our provincial workshops expanded to include Developing Exceptional Ads, Making the Case, Policy Development as Foundation for Chronic Disease Prevention. We offered extra sessions of these February Special Topics due to exceptionally high registration and long waiting lists. Our regular workshops received high ratings.

Consultations

We provided over 130 consultations, exceeding our annual target, including 58 guided process consultations. We continued to use external consultants throughout Ontario in addition to our core team, which includes a research librarian to keep us up-to-date. Our resource library continues to grow which increases the accessibility and quality of our resources.

Products

Existing THCU products were revitalized:

- New case studies were added to our policy development workbook, based on our updated policy development model.
- The Overview of Health Communication workshop package was greatly enhanced

with new principles and concepts from the most recent literature and examples from the field.

Notable additions to our health communication products list included the new Health Communication Message Criteria and Review Tool and a tool for health promotion practitioners managing health communication projects.

The THCU website continued to evolve with ongoing additions of new and revised products, design improvements and increased opportunity for interactivity.

The THCU newsletter, The Update - Special Issue on Policy Development, was distributed in spring 2003.

As well, the Ontario Health Promotion Email Bulletin, produced weekly in partnership with the Ontario Prevention Clearinghouse (OPC), and its online database (www.ohpe.ca) continued to reach a huge audience.

The Ontario Health Promotion Resource System

We enjoy productive and rewarding partnerships with fellow resource centres such as OPC, the Program Training and Consultation Centre, the Heart Health Resource Centre and the Focus Resource Centre. Larry Hershfield continued as chair of the Planning and Coordinating Committee as well as co-chair of the Information Coordination Committee. Brian Hyndman sat on the Impact Evaluation Committee and Jodi Thesenvitz co-chaired the Communications Workgroup.

Vortal Project

Affiliate members of the Youth Tobacco Vortal Project (YTVP) attended a one-day workshop in November 2002. This workshop focused on discussing the development of the

portal site, www.smoke-fx.com, as well as the individual affiliate sites, evaluation methods, youth participation and promotional and marketing plans.

YTVP affiliates were also offered continual technical support throughout the year in order to develop their own regional sites (i.e., graphic elements, technical advice).

An online community forum was developed where members can post or retrieve files, learn about meetings, take part in chat discussions, note or post events on calendars.

Development of the SmokeFX website included links for info on SSD, Be Heard Section, homework help, updated links.

Marketing kits which included SmokeFX posters and bookmarks were distributed to affiliate members for distribution in their region.

Workplace Project

The 2002-2003 fiscal year was a very important one for the THCU Health Promotion in the Workplace project. This was the year in which the very significant research and information gathering phases of the project from the previous year were translated into materials and events. The THCU workplace website at <http://www.thcu.ca/Workplace/Workplace.html> provides many written resources which are available for downloading, including a wealth of references, business case presentations, conceptual papers, lists of key materials and so forth. THCU also facilitated five regional workshops attended by 177 staff of Public Health Units and other intermediaries.

All this work involved six liaisons with regional networks covering the province, with regional representatives joining other workplace experts to form our Project Advisory Committee.

Special Projects

Best Practices

Michael S. Goodstadt

Michael Goodstadt (together with Barbara Kahan) continued his work related to the development of conceptual and operational tools to assist health promotion practitioners in identifying and implementing best practices in health promotion. In addition to teaching and student supervision at the University of Toronto in 2003, Michael provided best practices training workshops for health promotion and public health practitioners, both internationally and locally. In doing this, he has made progress in making best practices more accessible with respect to underlying concepts and practical decision-making.

In addition to his focus on best practices, Michael has also provided specific assistance to funding agencies, organizations, and practitioners with respect to conceptual and strategic planning and evaluation related, for example, to the prevention of gambling-related problems, and eating disorders.

Finally, Michael has taken leadership in a Health Canada initiative to develop a Canadian Consortium for Best Practices in Chronic Disease and Health Promotion.

Literacy and Health

Coordinator: Irving Rootman

The National Literacy and Health Research Project, under the direction of Irving Rootman, the former Director of the Centre for Health Promotion, has progressed well in the past year. Accomplishments in 2002-2003 included the following:

- The report on the environmental scan and needs assessment in both English and French was placed on the project website at <http://www.nlhp.cpha.ca/clhrp/indexe.htm>.

- The proceedings of the October 2002 National Workshop in both official languages was placed on the website and paper copies were distributed to workshop participants, funders and others.
- A research protocol to evaluate the National Literacy and Health Program was developed.
- A research proposal on the Measurement of Health Literacy with Irving Rootman and Jim Frankish as the Principal Investigators was funded by the CIHR.
- A contract, with Irving Rootman and Allan Best as the Principal Investigators, was awarded to evaluate the BC Health Guide Program.
- The first issue of an electronic newsletter was placed on the project website.
- A workshop on Culture, Literacy and Health was held at the Canadian Public Health Association Conference.
- Several presentations about the project were made by investigators.
- A Summer Institute on Literacy and Health Research was held at University of Victoria; several papers were published.
- A logo for the National Literacy and Health Research Program was developed.

Thus, the project is making excellent progress toward accomplishing the objectives which it set out in the proposal funded by the Social Sciences and Humanities Research Council of Canada. Among other things, it is hoped that several one-week Literacy and Health Research Institutes (including one sponsored by the Centre for Health Promotion) can be held during summer 2004, building on the experience of the Victoria Institute.

Student Projects in 2003

Supervisor: Suzanne Jackson

1. **Juliana de Paula** developed health promotion indicators for a national data collection system for primary care practitioners in Brazil with the financial support of Pan-American Health Office - Brazil Office (Jan - Apr 2003).
2. **Catriona Mill** studied the role of an early parenting program in promoting attachment between mother and baby and evaluated an early parenting program given in five sites in North Toronto. (Jan to Apr 2003).
3. **Andrea Norquay** received some funding from the Centre to develop a briefing note for the Urban Health Group on why the Ontario Public Health Association should focus on health in cities and which policy positions should be proposed. (Jan to Apr 2003).
4. **Maria Grant** did a pilot project to test the interview guide and recruitment process for a proposed study of the health effects of waiting for public housing for people on the waiting list for rent-geared-to-income housing in Toronto. (May to Aug 2003).
5. **Teresa Petch** updated the literature and completed the analysis of interviews related to Suzanne Jackson's long term study of the community systems approach with two groups in Toronto. (May to Aug 2003).

Funding Proposals Submitted from September 2002 to November 2003

Title: Strengthening Communities while Reorienting Health Systems and Establishing Healthy Public Policy: Ameliorating the Impact of Global Forces
Agency: CIHR - Global Research Fund
Amount: \$100,000 for 1 year
Partners: 22 applicants from University of Victoria [lead], UBC, Université de Laval, Escola Nacional de Saude Publica (Brazil), Universities of Ottawa, Alberta, Toronto, Dalhousie, CIHI, Universidade de Sao Paulo
CHP's role: CHP was one applicant with Marcia Hills as PI
Result: unsuccessful (submitted September 2002)

Title: 10th Anniversary HPSS workbook on community mobilization and healthy public policy
Agency: Health Canada Ontario-Nunavut Regional Office
Amount: \$30,000
Partners: CHP
CHP's role: CHP was lead (Brian Hyndman was author)
Result: Successful (submitted December 2002)

Title: Canada-Europe Initiative in Health Promotion Advanced Learning
Agency: Canada-EC Program for Cooperation in Higher Education and Training
Amount: \$512,000 for 4 years
Partners: Four European institutions (Hochschule Magdeburg-Stendal FH [Germany], University of Brighton [UK], University of Goteborg [Sweden], and University of Lisbon [Portugal] and three Canadian universities (University of Victoria [lead], University of Alberta and University of Toronto)
CHP's role: CHP was one partner, University of Victoria was Cdn lead
Result: unsuccessful (submitted April 2003)

Title: Distance Learning Technologies in Health Promotion for Health Professionals (Concept paper)
Agency: CIDA - Canada-Brazil Technology Transfer Fund
Amount: \$575,000 for 3 years
Partners: University of Sao Paulo, Brazil and CHP
CHP's role: CHP was Canadian lead
Result: unsuccessful (submitted April 2003)

Title: Centre for Urban Health Research
Agency: Infrastructure grant from CIHR
Amount: \$450,000 per year for 6 years
Partners: 17 applicants (12 from U of Toronto) and 5 others from across Canada
CHP's role: Suzanne Jackson is co-applicant
Result: Successful (submitted May 2003)

Title: Ottawa-Charter-based health promotion self-learning modules
Agency: Department of National Defense
Amount: \$75,000
Partners: Canadian Consortium for Health Promotion Research - Universities of Victoria, Calgary, Toronto, Montreal
CHP's role: CHP was lead for Building Healthy Public Policy (Rick Edwards was author)
Result: Successful (submitted June 2003)

Title: Assessing the Effectiveness of Health Canada's Community Initiatives in Health Promotion
Agency: Health Canada
Amount: \$79,950 over 1 year
Partners: Canadian Consortium for Health Promotion Research - 8 co-investigators with Marcia Hills at UVic as Principal Investigator
CHP's role: Suzanne Jackson is co-applicant
Result: pending (submitted October 2003)

Title: Health Effects of Waiting for Subsidized Housing
Agency: SSHRC
Amount: \$195,248 over 3 years
Partners: Sandy Welsh, Co-investigator (Sociology), in partnership with Toronto Community Housing Corp.
CHP's role: Suzanne Jackson is Principal Investigator
Result: pending (submitted October 2003)

Title: Health Promotion Affiliate of Canadian Health Network (CHN)
Agency: Health Canada - Canadian Health Network
Amount: \$250,000 per year for 3 years
Partners: Ontario Prevention Clearinghouse & CHP
CHP's role: CHP as partner
Result: pending (submitted November 2003)

Cancer Prevention Interest Group

Chair: Dorothy Goldin Rosenberg

The Cancer Prevention Interest Group (CPIG) continues to actively support the Recommendations of the Ontario Task Force on the Primary Prevention of Cancer (1995), with special focus on the areas of environmental and occupational health. Highlights in 2003 include:

- The CPIG continued to lobby Cancer Care Ontario (CCO) to issue a public statement calling for a ban on the ornamental use of pesticides, indicating the cancer/health implications of their use, following the example of the Canadian Cancer Society (CCS), which took such a strong public position in 2002.
- CPIG supported the Toronto Pesticide Partnership Bylaw campaign and are pleased to report that the city of Toronto has passed a bylaw banning the use of pesticides for cosmetic use, to be implemented in the coming year. Congratulations to all members of the successful campaign.
- In 2003, the Chair of the CPIG, Dorothy Goldin Rosenberg traveled to Lyon, France to participate on a panel on pesticides and health. She spoke of the statement issued by CCS recommending a ban on the ornamental use of pesticides, the Toronto Pesticide Bylaw campaign, and how Loblaws has gone "green" in their 440 lawn and garden centres.
- Dorothy and CPIG member Ruth Grier, continue to sit on the Toronto Cancer Prevention Coalition Environmental and Occupational working group, with its focus on the *Community Right to Know*. In 2003, the working group has applied for and received funding from CCO through their regional programs. The case study focus is the area of South Riverdale with its long history of toxic releases into the air, water and soil due to contaminating industries, and the Gardiner Expressway traffic.
- A documentary video entitled *If You Love Our Children: Children's Health and the Environment* is currently in production. The video features Jean Dominic Levesque Rene, a childhood cancer patient, who from the age of 11 has been an ardent activist for pesticide bylaws. The film's producer, Dorothy Goldin Rosenberg, and associate producer, Geraldine Macdonald of U of T's Faculty of Nursing, are currently raising money for the production, and the film is being developed in conjunction with the National Film Board of Canada. The film is anticipated to be completed by fall 2004, with plans for television sales, educational programs and community distribution.
- In 2003 the Cancer Prevention Interest Group Hamilton members were involved with a clean air campaign relating to health and Kyoto imperatives in their area.

Ontario Healthy Schools Coalition

Co-Chairs: Carol MacDougall and
Barbara Ronson

As always, the past year has been an extremely busy one for the Ontario Healthy Schools Coalition (OHSC) with joint leadership from the Centre for Health Promotion and the Ontario Public Health Association (OPHA). In the past year, OHSC held five meetings/teleconferences, increased email distribution from approximately 160 to 212 (including representatives from 32 of 37 health units), and increased the number of active members from 45 to 65.

Our Operational Plan for 2003 included:

- Following up with Health and Education representatives of the three political parties prior to the Fall 2003 Ontario election, encouraging them to incorporate Comprehensive School Health (CSH)/Health Promoting Schools (HPS) concepts in their election platform.

- Examining strategies to promote CSH/HPS.
- Continuing to build linkages with Ontario organizations that have an interest in the health and learning of the children and youth in Ontario.
- Building an inventory of case studies that illustrate the CSH/HPS approaches.

The following were highlights of our year:

- The Education Equality Task Force incorporated into their final report the input we and other organizations had provided via September 2002 deputations.
- We had several meetings through the year with various representatives of the Ministries of Health, Education, and Recreation, and, as a result, we produced two proposals (a detailed and a brief version), a background paper/jurisdictional review, a status update of healthy schools support in Ontario, and a collection of Healthy Schools Success Stories. OHSC members maintained communication with the other two political parties as well, advocating for Healthy Schools approaches whenever possible. In March 2003, NDP Education Critic, Rosario Marchese, attended our OHSC meeting.

Several Coalition members secured significant grants to pursue healthy school efforts:

- the Ontario Physical and Health Education Association (OPHEA) received \$2 million for an “Active Healthy School Communities” three-year initiative to promote physical activity and nutrition to prevent diabetes.
- York University’s LaMarsh Centre for Research on Violence and Conflict Resolution received \$600,000 from the Government of Canada’s National Crime Prevention Strategy for a three-year project to create a national strategy on bullying based on research evidence.

- The University Health Network (lead investigator Gail McVey) received \$543,000 from the Ontario Women’s Health Council for 2000-2003 to implement and evaluate a comprehensive school-based health promotion program designed to prevent disordered eating, and \$270,000 from Canadian Institutes of Health Research (CIHR) to develop and evaluate a web-based program to disseminate best practices to teachers regarding healthy eating.

- OPHA received \$10,000 from OPHEA to conduct a literature review and discussion paper on models for Active Healthy School Communities from around the world. Barbara Ronson, Co-Chair of our coalition, provided leadership for this work.
- Andy Anderson was commissioned to consult in the West Indies on health promoting schools.
- Irving Rootman and Doug McCall and a team of researchers across the country were given seed money from CIHR to develop a national research program on school health.
- Irving Rootman and Barbara Ronson were commissioned to produce a paper on literacy and health research for an International Think Tank on Reducing Health Disparities and Promoting Equity for Vulnerable Populations, sponsored by the CIHR.

The OHSC continued to raise awareness regarding CSH/HPS via conference presentations; publications and participation in the Pan-Canadian Healthy Living Strategy consultations.

The SARS outbreak resulted in the Canadian Association for School Health, and the OHSC assisting to coordinate a “SARS School Policy” debriefing session with Toronto and York Region school boards and public health units for a representative from the U.S. Centers for Disease Control Office of Safe and Drug-Free Schools/ U.S. Department of Education.

The Coalition coordinated the visit of Jack Jones, a leading School Health expert from the World Health Organization (WHO), here for a week in June 2003. He had a busy speaking schedule that included presenting at the Health Promotion Summer School, speaking with Toronto Public Health nurses, joining Coalition members and guests at a Queen's Park reception, meeting staff members of OPHEA, and participating, with a large group of educators, public health professionals and government officials, among others, at a full day forum on June 27. He was very well received at every event. He also joined some of the core Coalition members when they met with then Minister Witmer's Chief of Staff Jeff Mainland, ADM Norbert Hartmann, Peter Rzadki of the Ministry of Health and Long Term Care and Michael Thomas, policy advisor to former Minister Witmer.

We now have a "Healthy Schools" graphic identifier that is available for health units or school boards to adapt for local use, if interested, courtesy of Toronto Public Health. The aim is to raise awareness for the need for healthy schools province-wide via a recognizable image.

We look forward to another busy and productive year and continue to welcome any interested individuals or organizations to join our efforts.

Healthy U of T Award

Chair 2002 and 2003: Geraldine Macdonald

While activities of the Healthy University Interest Group have remained dormant over the past year, the Healthy U of T Award, presented yearly at the Centre's Annual General Meeting since 1998, continues to seek nominations and this past year received increased publicity and response from across the University campuses.

In October 2003, an article was published in the U of T Bulletin focusing on the Award and its mandate to recognize and show appreciation to an individual, department or organization within the University of Toronto (student, student group, staff or faculty) that has made a substantial and long lasting *healthy difference* to the University of Toronto community through promoting the health and well-being of others.

Recipients: Healthy U of T Award 2002

At the Centre's 2002 Annual General Meeting, the Award was presented to Victoria Simpson, of the Health and Safety Committee, FitzGerald Building. Victoria was recognized for creating a supportive and open environment where students and staff felt that their safety concerns are given serious consideration. Victoria was nominated by Lyn Michisor of the Department of Anaesthesia, who wrote of Victoria's 'dedication and commitment to foster excellence and peace, personally and professionally for all staff and students. Congratulations, Victoria!

Thanks are extended to the 2002 nomination review committee: Kathryn Haworth, Janna Luker, Geraldine Macdonald and Ruth Perkins.

Recipients: Healthy U of T Award 2003

This year, both a group and an individual Award recipient were selected. The committee was impressed by all the entries and the decision was a difficult one. All those nominated are to be congratulated.

The group Award 2003 recognizes the Sexual Education and Peer Counselling Centre (SEC). SEC is a student-run, non-profit organization that promotes sexual and relationship health through its many services and partnerships. Non-judgmental peer counseling, information on sexual health issues, outreach programs, and increasing sexual health knowledge and safety on campus, as well as the promotion of a queer positive outlook on campus are just some what SEC does. The nomination came from U of T student, Kunmin Karen Li.

The 2003 individual Healthy U of T Award recognized Dr. Luigi Girolametto, of the Department of Speech-Language Pathology. Dr. Girolametto's nomination was a glowing testimony to the difference he has made in the health and well being of many lives, both students within his department and beyond. The letters of support that accompanied his nomination were very impressive and the lasting influence he made, and continues to make, in the lives he touches was evident. Dr. Girolametto was nominated by Speech-Pathology graduate student Janice Bennett.

The 2003 nomination review committee included representatives from the faculty, staff and student body. The Centre for Health Promotion would like to thank Stephanie Chung, Wenda Kwong, Geraldine Macdonald, Nora Sellers and Winnie Wong.

MHSc Program in Health Promotion

In the past year, the Centre taught and provided practicum support for U of T's MHSc program in health promotion, with Suzanne Jackson continuing in her role as Associate Director and Practica Coordinator. In 2003, the courses taught by Centre staff were Critical Issues in Health Promotion Practice (Suzanne Jackson), Health Promotion Strategies (Michael Goodstadt), Health Communication (Larry Hershfield) and Health Promotion Practice Field Inquiry (Suzanne Jackson).

Plans were furthered this year to secure Faculty of Medicine continuing education accreditation for the Health Promotion Summer School in the coming year.

Newsletters

Our newsletter, *E-info Update*, is available by email or on our website. To subscribe, send an email to centre.healthpromotion@utoronto.ca. This year, two issues were distributed:

R *E-info Update*
Spring 2003
www.utoronto.ca/chp/einfospring2003.html

R *E-info Update*
Fall 2003
www.utoronto.ca/chp/einfofall2003.html

Database

A new database was designed specifically for the Centre in 2003 by Steve Kingston of MediaDoc. The database was designed to streamline the Centre's operations and to increase our capacity to keep partners, members, friends and interested groups and individuals up to date and connected.

Those Who Make it Happen

Main Office

Noelle Gadon, Part-time Admin Assistant
Suzanne Jackson, Director
Barry Macdonald, Business Officer
Nora Sellers, Financial and Admin Assistant

Best Practices and Evaluation Unit

Michael Goodstadt, Director
Barbara Kahan, Consultant
Reg Warren, Consultant
Rick Wilson, Consultant

The Health Communication Unit

David Comrie, Part-time Office Support
Cathy Duerden, Office Coordinator
Nancy Dubois, Consultant
Noelle Gadon, Acting Office Admin/Consultant
Larry Hershfield, Manager
Brian Hyndman, Consultant
Jodi Thesenvitz, Consultant

Health Promotion Summer School

Lisa Weintraub, Coordinator
Louise Grenier, Assistant

International Health Promotion Unit

Fran Perkins, Coordinator

Ontario Tobacco Research Unit

Joan Brewster, Scientist
Dr. Joanna Cohen, Associate Director
Lori Diemert, Research Officer
Rachel Dioso, Research Coordinator
Dr. Roberta Ferrence, Director
Clemon George, Research Associate
Linda Giltinan, Admin Supervisor
Sonja Johnston, Departmental Secretary
Dalal Kais, Program Assistant
Pam Kaufman, Research Associate
Rita Luk, Research Officer
Mel Martin, Program Manager
Shawn O'Connor, Research Associate
Yvonne Parti, Departmental Secretary
Marilyn Pope, Research Associate
Diane van Abbe, Information Coordinator
Charles Victor, Research Officer
Bo Zhang, Research Officer

Quality of Life Research Unit

Rebecca Renwick, Director

Special Projects

Ivan Brown, Consultant
Juliana de Paula, Student
Weizhen Dong, PhD Fellow
Rick Edwards, Consultant
Michael Goodstadt, Consultant
Maria Grant, Student
Ken Hoffman, Consultant
Brian Hyndman, Consultant
Barbara Kahan, Consultant
Catriona Mill, Student
Andrea Norquay, Student
Theresa Petch, Student
Irving Rootman, Consultant
Barbara Ronson, Consultant

Advisory Board

Connie Clement, Peter Coleridge, Myrna Gough,
Rhonda Love, Anuradha Marisetti, Blake Poland,
Heather Ramsay, Fran Scott, Harvey Skinner,
Andrea Stevens Lavigne, Kue Young, Shelley
Young, David Zakus.

Centre Volunteers and Guests

Sherri Anderson, Tracey Anderson, Sanja
Arpadzic, Monique Beaudoin, Jennifer Boyko,
Carol Burke, Maureen Cava, Mary Cerré,
Stephanie Chung, Peter Clutterbuck, Joey
Edwardh, Abdul Fattah, Angela Frisina, Héléne
Gagné, Consuelo Garcia-Andrade, Dorothy
Goldin Rosenberg, Victoria Grant, Ruth Grier,
Anne Hamilton, Denise Hébert, Ann Hewitt,
Jessica Hill, Mina Himmi, Gina Hudel, Huguette
Jacobson, Marilyn Johnson, Rajesh Kanhal, Roz
Kerr, Wenda Kwong, Joel Lexchin, Lee Styres
Loft, Geraldine Macdonald, Margaret Malone,
Carol Matthews, Ted Mavor, Maureen McDonald,
Margaret McDonald, Cindy McGregor-Marsden,
Gertie Mae Muise, Faye Parascandalo, Nittaya
Pensirinapa, Jaime Sapag, Judy Price, Delia
Reuben, Nancy Sagmeister, Reza Shidfar, Gary
Sibbald, Kim Sicker, Harvey Skinner, Colleen
Stanton, Debbie Thompson, Susan Vanstone,
Sandy Welsh, Winnie Wong

Funding 2002 / 2003

Project Title	Funding Source	Grant Period	Current Amount
Croatian Summer School	CSIH	07/03-07/03	\$5,650.00
Health Effects of Waiting for Social Housing	TCHC	05/03-08/03	\$4,320.00
HPSS plus Aboriginal Component	OMOH<C	04/00-03/04	\$80,000.00
Literacy and Health	SSHRC	04/01-03/04	\$50,000.00
Ontario Tobacco Research Unit	OMOH<C	07/00-06/05	\$400,000.00
Ontario Tobacco Strategy (OTRU)	OMOH<C	10/99-06/04	\$1,000,000.00
Partnership Agreement	CAMH	ongoing	\$72,750.00
Self-learning Health Promotion Training Modules	DND via CCHPR	07/03-12/03	\$12,100.00
10th Anniversary HPSS Workbook	Health Canada	01/03-07/04	\$30,000.00
The Health Communication Unit	OMOH<C	04/01-03/04	\$415,000.00
Tobacco Youth Vortal (THCU)	OMOH<C	04/01-03/04	\$100,000.00
Workplace Health (TCHU)	OMOH<C	03/01-03/04	\$200,000.00
Total			\$2,369,820.00

CAMH = Centre for Addiction and Mental Health

CCHPR = Canadian Consortium for Health Promotion Research

CSIH = Canadian Society for International Health

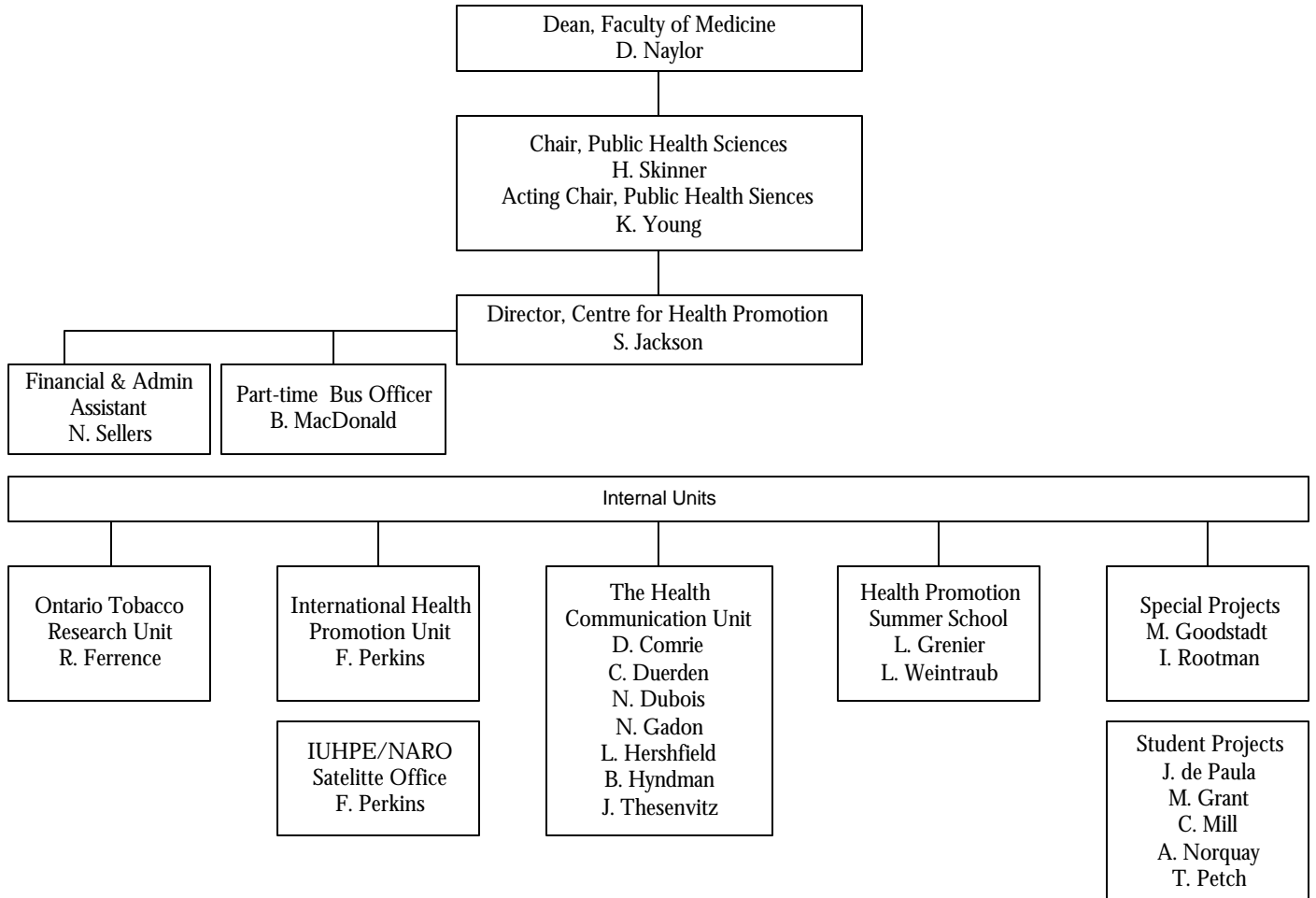
DND = Department of National Defence

OMOH<C = Ontario Ministry of Health and Long Term Care

SSHRC = Social Sciences and Humanities Research Council

TCHC = Toronto Community Housing Corporation

December 2003 Organizational Chart



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