



Centre for Health Promotion
UNIVERSITY OF TORONTO

14th Annual Report

2003 – 2004



Department of Public Health Sciences
Faculty of Medicine
University of Toronto

CONTENTS

Director's Report	1
The Internal Units	3
Health Promotion Summer School	3
International Health Promotion Unit	3
The Health Communication Unit	4
National Projects Unit	6
Special Projects	8
Literacy and Health	8
Weizhen Dong, Post-Doctoral Fellow	9
Health Promotion Affiliate 2004	10
Ulla Walter, Visiting Scholar	11
Student Projects	11
Funding Proposals	12
Special Interest Groups	13
Ontario Healthy Schools	13
Urban Research Working Group	14
Healthy U of T Award	15
Information	16
Appendix A: Funding 2003 – 2004	17
Appendix B: Those Who Made it Happen 2003-2004	18
Appendix C: Organizational Chart	19
Appendix D: How to Reach Us	20

The goals we set for the Centre for Health Promotion for 2003 to 2006 focused on education and training, evaluation, and research. I want to highlight our activities in relation to these goals as part of this report.

Education and Training

The Centre continued to have a close relationship with the Master of Health Sciences program at the University of Toronto with teaching and practicum student supervision. We also received accreditation for the Summer School to be included in the University of Toronto's Faculty of Medicine Office of Continuing Education "Certificate of Completion." This involved setting up components linked to the Summer School that could be graded, with the appropriate faculty, and a follow-up weekend to make up the requisite number of course hours. However, there were too few interested for it to be offered in 2004.

In 2004, the Centre continued to play a big role in the continuing education of health promotion practitioners through its Summer School and the workshops offered by The Health Communication Unit. In addition, planning was started for an International Mental Health Promotion Summer Institute to be held in 2005 in partnership with the Centre for Addiction and Mental Health.

Evaluation

The Centre continued to be involved in evaluation projects at all levels. Masters students completed practica at the Centre where they were involved in local program evaluations, the National Projects group worked on some national strategy evaluations (e.g. CAPC program), and I continued to be a co-investigator for a Health Canada/Canadian Consortium for Health Promotion Research project to study the effectiveness of community interventions. Internationally, the Centre continued as a member of the International Union for Health Promotion and Education's North American Health

Promotion Effectiveness project, partnered with the Ontario Healthy Communities Coalition, to pilot-test a participatory evaluation resource manual created by a working group of the Pan-American Health Organization, and I continued to work with Ligia de Salazar in Colombia to produce a guide for health promoters on economic evaluation.

Research

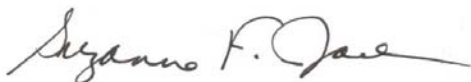
Our goal was to develop one or two collaborative community-based research proposals over the year. We met this by submitting for the second time a research proposal to the Social Sciences and Humanities Research Council in the fall of 2004 to study the health effects of waiting for public housing in partnership with the Department of Sociology and the Toronto Community Housing Corporation. We also submitted a proposal to the Department for International Development in the UK for a research consortium on mental health promotion of indigenous peoples involving colleagues in Mexico, Chile, Centre for Addiction and Mental Health and the Aboriginal Health Research Group at the University of Toronto. Additional research activities included the work of Dr. Weizhen Dong, who was doing a post-doctoral study with me and John Frank on the knowledge transfer issues of research around non-standard employment in Canada, and the work of Dr. Frank Stark, a political scientist who received a career transition award from the Canadian Health Services Research Fund to work with Dianne Patychuk at Toronto Public Health and me to explore some qualitative adjuncts for social epidemiologists to use in public health survey work.

As you can see from the descriptions in this Annual Report, there have been many other exciting activities linked to the Centre over the past year. I just want to highlight that I have been involved in helping the Centre for Addiction and Mental Health put health promotion into clinical practice, worked with

the Ontario Prevention Clearinghouse to start up the first health promotion affiliate of the Canadian Health Network, and was assigned as an author for one of the background papers for the next World Health Organization Health Promotion Conference (the sixth) in Bangkok in 2005.

I want to thank all of the people who have volunteered their time to contribute to the Centre for Health Promotion over the past year. These people include the coordinators or managers of the major units of the Centre, Fellows of the Centre, volunteers on our summer school subcommittees and working groups, students, and visiting guests and scholars (please see the back of this report for a list of names). All of these people make us a productive and exciting place! I would like to give a special thanks to Nora Sellers, who has been an excellent resource over the last year and Barry MacDonald who continued to provide financial advice - even in retirement.

Plans for the next year are to continue to seek new funding opportunities for the future and to be an exemplary community-academic partnership committed to education, evaluation and research. I look forward to another year at the helm!

A handwritten signature in dark ink, reading "Suzanne F. Jackson". The signature is fluid and cursive, with the first name "Suzanne" being more prominent than the last name "Jackson".

Suzanne F. Jackson, PhD
Director

Ontario Health Promotion Summer School 2004

Coordinator: Lisa Weintraub

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

The 11th **Ontario Health Promotion Summer School**, organized by the Centre for Health Promotion, took place once again in Toronto, and once again at the very well-organized and comfortable BMO Institute for Learning. During the last week of June, 135 registrants and 40 volunteers from all over Ontario and some parts of Canada participated in the Summer School.

Four committees actively helped plan the event – the Aboriginal, Francophone and General subcommittees, as well as the Steering Committee. Close to 50 presenters helped deliver the curriculum.

Two themes were highlighted this year and two Concurrent Series were offered within each stream. *Developing Personal Skills*, which included a General Stream and an Aboriginal Stream, entitled *The Medicine Wheel*, and *Reorienting Health Care*, which included a General Stream and a French-language Stream. The international Francophone holiday – St. Jean Baptiste Day – was celebrated on site with musical entertainment, and off site with a guided tour of Toronto. An Aboriginal banquet with musical entertainment was also provided, with over 100 participants.

HPSS 2004 was rated very positively by participants who expressed their appreciation for the excellent facilities, and perceived the event to be useful, dynamic, well-organized, and inspiring. HPSS 2004 External Evaluator, David Sherwood, concluded in his report to the Centre for Health Promotion that the Health Promotion Summer School continues to be «very successful» with a large number of

positive comments about the program as a whole. Francophones and Aboriginal participants clearly expressed their appreciation for sessions in their language and/or adapted to their culture, with many opportunities for cross-cultural experiences for all.

HPSS 2005 is scheduled to take place in Toronto once again, highlighting Aboriginal and French-language curriculum and activities. Themes planned are: *Strengthening Community Action* and *Creating a Healthy Organizational Environment*. Cultural and recreational activities will include a talent show, and a number of alternative health seminars.

International Health Promotion Unit

Coordinator: Fran Perkins

Latin America

As mentioned in our 2003 Annual Report, Suzanne and Lorna Heidenheim of the Ontario Healthy Communities Coalition continued to work together to field test the “Participatory Evaluation Resource Manual” developed by the Pan-American Health Organization (PAHO) in three municipalities in Ontario. The municipalities were selected, \$10,000 was received from the Ministry of Health and Long Term Care, and PAHO agreed to provide support for the training/orientation phase.

The project with Colombia to develop an economic evaluation guide for health promotion interventions moved forward in 2004. A first draft of the guide was written in Spanish and translated into English. Suzanne and Ligia de Salazar in Colombia plan to pilot test the guide in Canada, Colombia and Cuba in 2005.

An expression of interest to study the mental health promotion contributions of indigenous peoples in the Americas with the Centre for

Addiction and Mental Health (CAMH), Mexico, and Chile was drafted and submitted to Department for International Development in the UK in October. Although unsuccessful in that competition, it will be developed as a proposal in 2005.

Eastern Europe

In 2004, Fran Perkins completed 14 months work with Croatia as part of a World Bank Project managed by the Canadian Society for International Health (CSIH). This project addressed cardiovascular disease and Fran took the lead on 'Capacity Building in Health Promotion' through training. She continued her work as a monitor/evaluator for seven Canadian International Development Agency (CIDA) health projects in Russia.

Suzanne Jackson became the Chair of the Canadian Advisory Committee for the Youth for Health II project in Ukraine, funded by CIDA and also managed by CSIH. With still another year to go, the Youth for Health II project has exceeded most of the goals it set for this year! A delegation from that project came to Toronto for a week-long study tour at the beginning of December 2003 and another group came to Toronto in April 2004. These study tours are an important element of showcasing what Canada is doing in health promotion with youth.

International Union for Health Promotion and Education (IUHPE) / North American Regional Office (NARO)

Fran Perkins and Suzanne Jackson attended the 18th International Union for Health Promotion and Education (IUHPE) conference in Melbourne, Australia subtitled, *Valuing Diversity, Reshaping Power: Exploring Pathways for Health and Well Being*, from the 26th to 30th of April 2004.

Fran Perkins, as Co-Director for the North American Regional Office (NARO), attended incoming and outgoing board meetings of

IUHPE. She continued on the Board as the Canadian Co-Director for NARO. Suzanne Jackson was elected to the NARO Board as a Canadian Trustee.

NARO hopes to hold its annual meeting in Canada next year, and in 2007 Canada will host the 19th World Conference of the IUHPE. Suzanne continued to work with the NARO group examining the effectiveness of community interventions as the group's contribution to the IUHPE Global Project on Health Promotion Effectiveness.

Other

In other international work, Suzanne and Fran worked with Ian Small and others at the Centre for International Health to submit a proposal to CIDA on implementation of an immunization program in Cambodia, which included some community engagement components. Also, Suzanne was invited by EpiBerlin to give a talk in Berlin, Germany to a group of policy makers and epidemiologists about the difference that health promotion makes to how one conducts systematic reviews. The Centre was a collaborator on a proposal from the University of Jamaica on ecosystem approaches to human health with a focus on the near-shore environments of Caribbean counties. The Centre started work as a co-author of one of the 6 background papers for track #3 of the 6th World Health Organization Conference on Health Promotion to be held in Bangkok in 2005.

The Health Communication Unit

Manager: Larry Hershfield

The following summarizes THCU activities for fiscal year 2003-2004. Information on current events and publications is available at www.thcu.ca.

Workshops & Events

In 2003-2004, we held a total of 23 regional

workshops with 5 provincial workshops, with high satisfaction ratings for both repeat and new events. THCU also conducted a number of presentations and shorter workshops, participating in events such as the Health Promotion Summer School. The workshops were well attended and well received.

The advanced health communication workshop in November 2003 introduced new topics and materials about facilitation and group process.

In addition to repeating our core events on planning, evaluation and health communication, we held a Special Topics Workshop on February 24 & 25, 2004. The two-day workshop focused on strategies for presenting information on the effectiveness of health promotion. Guest speakers shared their experience and insights.

Consultations

We provided 156 consultations during 2003-2004, reaching over 800 people. THCU continued to use external consultants throughout Ontario in addition to our core team. A research librarian assisted consultants to provide up-to-date and seminal resources to clients. Finally, we continued to add to our resource library to increase the accessibility and quality of our resources.

Products

As of March 31, 2004 there were 3,375 subscribers to the OHPE Bulletin, produced in partnership with the Ontario Prevention Clearinghouse (OPC). The OHPE editorial team introduced two new sections to the Bulletin resulting in 46 'feature' messages.

We produced our THCU newsletter, The Update, as a special issue on policy development.

New products were promoted in the OHPE Bulletin, Health Health Mailing List and in

the CHP E-Info Update. The list of new and updated products included a 12-step action summary slide show (also a handout); a slide show/product "Internet Access and Use by Canadians"; an updated "Overview of Health Communication" presentation and the creation of OHC lecturettes:

- Audience Analysis and Segmentation
- Setting Communication Objectives
- Selecting Channels and Vehicles
- Message Development
- Materials Production Outlines
- Health Communication Evaluation, Effectiveness and Why Campaigns Fail

Other products developed or improved included the Steps 1-4 review tool and 5-7 review tools (effective campaign design checklists); a revised policy workbook; a briefing on effectiveness of health fairs and displays; updated scenarios/sample campaigns; a social marketing planner/worksheet; and a significantly updated media relations slide show.

The Ontario Health Promotion Resource System

We have continued to 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. Our staff were also active at the system level: Larry Hershfield co-chaired the Information Coordinating Committee and chaired Health Promotion 101 for much of the year. Brian Hyndman continued to chair the Impact Evaluation Committee and sat on the Coordinating Committee. Larry and Brian attended the OHPRS forums.

Youth Tobacco Vortal Project

The Youth Tobacco Vortal Project (UTVP) continued to upgrade and maintain the SmokeFX website (www.smoke-fx.com) as well as improve website navigation. YTVF

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

The online community forum previously developed continued to provide a space where members could post or retrieve files, find out about meetings, take part in chat discussions, and note or post events on calendars.

Affiliate members of YTVP attended an online marketing course in November 2004. Two new affiliates also joined the YTVP provincial advisory committee last year.

YTVP continued to monitor web traffic between SmokeFX and its linked sites, noting increases following promotional activities.

We undertook a number of marketing activities this past year, including marketing kits, SmokeFX flyers and bookmarks as well as mini-highlighters. These distributed to all affiliates of the YTVP to be given out in their region.

Flyers were included in the delegate packages for the Kid's Health Conference (Oct. 2003). A Sympatico banner ad campaign was run during National Non-Smoking Week (NNSW) (Jan. 19-25, 2004) and March Break (Mar.15-19, 2004)

An e-newsletter was developed and distributed to teachers during NNSW. The newsletter was sent to a database of approximately 400 teacher/schools at the beginning of NNSW.

The Workplace Project

THCU's workplace project concluded last June with a successful conference, *Comprehensive Workplace Health Promotion: Supporting Local Efforts in Ontario – "Bringing Resources, Networks and Insights Together"*. The conference brought together over 160 public health intermediaries and other supporting

organizations to network, collaborate, and share information to find solutions for current workplace health challenges. The Bank of Montreal (BMO) facility provided a terrific venue and appropriate learning environment for the conference. The conference included inspiring keynote speeches from Dr. Graham Lowe, President of the Graham Lowe Group Inc., and Dr. Julian Barling, Associate Dean School of Business, Queen's University. Local initiatives from public health units across the province were highlighted, as well as presentations by supporting organizations such as the Work Place Safety and Insurance Board (WSIB) and the National Quality Institute (NQI).

Two resources were developed for the conference, *Introduction to Comprehensive Workplace Health Promotion Info-pack* and *Influencing the Organizational Environment to Create Healthy Workplaces Info-pack*. Both of these are available online at THCU's workplace website.

The workplace project Virtual Community (www.thcu.ca/workplace/vc) was also promoted at the June conference and continued to provide a space for intermediaries to share insights, opinions and resources relating to supporting comprehensive workplace health promotion initiatives.

National Projects Unit

Coordinator: Rick Wilson

The Centre for Health Promotion undertook a project for Health Canada's Community Action Plan for Children (CAPC) and Canada Prenatal Nutrition Program (CPNP), entitled *CAPC / CPNP Deliberative Dialogue: Healthy Living and Ten Years Later ... What Had Been Learned and What Can Be Shared*. The project was designed to build on what has been learned both from community experience and from research on children's health issues.

The objectives and general approach to this project were highly innovative and consistent with the intermediary role that the Centre plays in relation to the community and academic environments. The *Deliberative Dialogue* was a cost-effective approach to a national event that was designed to provide meaningful, focused activities with defined products and dissemination plans.

The project looked at two questions:

1. Healthy Living

The health of children and families is a primary concern of all CAPC and CPNP projects and the *Deliberative Dialogue* project acknowledged and highlighted the work of CAPC and CPNP initiatives in promoting healthy living. There are many ways in which CAPC and CPNP projects address healthy living, including the promotion of healthy prenatal nutrition, healthy birth weights, breastfeeding, nutritious snacks for children, food preparation and community kitchens in supportive environments, to name just a few. The *Deliberative Dialogue* provided the opportunity to explore emerging issues in child health and the latest research on different aspects in health promotion for healthy families and children. Strategies were shared among all participants. This will enable projects to build upon and enhance comprehensive healthy living frameworks for implementation in their local communities through ongoing collaboration with key regional and community stakeholders. The final report will serve as a resource to all CAPC and CPNP projects for enhancing healthy living for children and their families, as well as for policy makers and stakeholders. The *Deliberative Dialogue* will also serve as an opportunity to profile and let others know of the work of CAPC and CPNP projects.

2. Ten Years Later ... What has been Learned and What can be Shared?

Are CAPC/CPNP projects effective program

models in reaching and engaging pregnant women, infants, children and families living in vulnerable circumstances and whose health and development are at risk? The guiding principles for the development of the projects/programs were founded on health promotion theory and concepts and included flexibility, a community base, equity and accessibility, strengthening and supporting families, and partnerships. In the 10 years since the programs were founded, there have been new developments and strategies by other stakeholders and partners which focus on early child development and population health. It was time for critical reflection on the projects, together with experts and stakeholders in health and within health promotion, and to share project perspectives and lessons learned around health promotion theory.

The *Deliberate Dialogue* was developed to address questions such as what were the lessons learned within the projects; how has the CAPC/CPNP experience influenced recent developments in the communities or has it; what can projects contribute to the theory and concepts to share with others; and what else can be learned.

Focus Assessment of a Triage Approach to Smoking Cessation.

The objectives of this project were to:

- Talk to health professional regarding the feasibility and application of a triaged (coordinated) approach to cessation in Canada;
- Hold 5-6 consultation/field study sessions across Canada, involving a minimum of 100 participants between January and March 2004;
- Analyze the information generated by the consultation/field study sessions and determine the level of support for the triaged approach;

- Produce summary reports for each consultation/field study session and a consolidated summary report on the results of the research;
- Evaluate the action research approach as a tool to review implementation issues.

These consultation/field study sessions allowed public health nurses, pharmacists, doctors, dentists, tobacco reduction coordinators, Ministries of Health and others to provide their input and perspectives on the creation and implementation of a coordinated approach to cessation in Canada. Focus group participants explored:

1. A proposed triaged approach to cessation, including providing comments on the model and suggestions for improvement of the model and of triage questions.
2. The barriers, challenges, benefits and costs of implementing a coordinated approach to cessation across Canada.

Special Projects

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, has continued to progress well in the last year. Among the accomplishments during this period were:

- A retrospective evaluation of the National Literacy and Health program was completed and presented to the Canadian Public Health Association and the National Literacy and Health Research Program for their consideration and action. It is currently being used in their strategic planning. A presentation was also made on the evaluation at the 2nd

National Literacy and Health Conference.

- A one-day workshop for graduate students interested in literacy and health research was organized by the research team prior to the 2nd National Literacy and Health Conference. About 20 graduate students from across Canada participated. In addition to participating in the workshop, the graduate students were assigned roles at the conference including chairing and recording sessions.
- The U.S. Institute of Medicine released a report on Health Literacy (*Health Literacy: A Prescription to End Confusion*) which was produced by a committee which included two Canadians (Irving Rootman and Dyanne Affonso, Dean of Nursing at the University of Toronto). Following the release, Dr. Rootman conducted a workshop on the report's implications for Canada at the Canadian Public Health Association Conference in June 2004 and participated as a panelist at a workshop on the report at the 2nd National Conference on Literacy and Health. Dr. Affonso was a keynote speaker at the Conference.
- A clear language version of the paper on literacy and health, written by Irving Rootman and Barbara Ronson for a Canadian Institutes for Health Research International Think Tank last year (<http://www.igh.ualberta.ca/RHD/Synthesis/Literacy.htm>), was prepared by Elsie Petch, Barbara Ronson and Irving Rootman. It was used as a background document for the 2nd National Conference on Literacy and Health and for an on-line discussion.
- Two issues of an electronic newsletter on literacy and health research in Canada were produced and placed on the project website ([www://www.igh.ualberta.ca/RHD/Synthesis/Literacy.htm](http://www.igh.ualberta.ca/RHD/Synthesis/Literacy.htm)).

- Several proposals for funding of literacy and health research projects were submitted by members of the research team, and numerous presentations were made by team members.
- A well-attended workshop on the future of the National Literacy and Health Research Program was held during the Conference on Literacy and Health.
- Several publications by team members were published in professional journals including: Rootman, I., Gordon-El-Bihbety, D., Frankish, J., Hemming, H., Kaszap, M., Langille, L., Quantz, D. and Ronson, B., Toward an Agenda for Literacy and Health Research in Canada, *Literacies*, 4, 38-40, Fall, 2004; Rootman, I., Health Promotion and Literacy: Implications for Nursing, *Canadian Journal of Nursing Research*, 36:1, 13-23, March, 2004; Rootman, I., Literacy and Health in Canada, Editorial, *Canadian Journal of Public Health*, 94:6, 405-407, November-December, 2003.

The project, which was funded by the Social Sciences and Humanities Research Council of Canada, is scheduled to end in March 2005. However, the investigators are considering ways of continuing the Canadian National Literacy and Health Research Program which has developed as a result of the project. Investigators are:

- Irving Rootman, Centre for Health Promotion U of T and Faculty of Human and Social Development, University of Victoria (PI).
- Deborah El-Bihbety-Gordon, President and Chief Executive Officer, Council for Health Research in Canada
- Heather Hemming, Faculty of Education, Acadia University

- Jim Frankish, Institute of Health Promotion Research, University of British Columbia
- Margot Kaszap, Faculty of Education, Laval University

**Projects Conducted by Weizhen Dong,
Post-Doctoral Fellow,**

Non-Standard Employment Studies and Policy Responses in Canada explored whether non-standard employment studies have made a difference at the policy level, and examined whether a research-policy bridge exists. Scholarly work has studied policy options for non-standard employment, improving working conditions and overall wellbeing of the workers concerned. Have these studies made any impact on public policy change? Preliminary study showed that research-policy translation is a dynamic process, that research dissemination strategies matter, and that there is a need to create a more direct channel for academia-policymaker dialogue in this field.

Beyond SARS: Health Care in a Highly Diversified Society -- a case study of Toronto explored the role of ethnic community organizations in the public health arena, as well as cultural competence issues in the health care system.

Preliminary study showed that ethnic community organizations can make a difference during public health crises. For example, Chinese community organizations in the GTA arranged various activities to assist the public, especially local Chinese, to fight against SARS and its side effects. They provided telephone lines to offer SARS related information and moral support to Chinese Canadians. They also organized activities to help ethnic businesses to overcome setbacks, and a Tribute Walkathon to pay tribute to frontline health workers and to generate funding for SARS related research, for example.

Preliminary study also showed that there were health care access obstacles among ethnic Chinese. Language and cultural understanding were the main issues. It was not uncommon for Chinese Canadians to return to their hometown (like Hong Kong or Taipei) to be treated when illnesses were serious. (This project received strong support from the Chinese community in the GTA, especially the Community Coalition Concerned about SARS, the I Love Toronto Campaign and the Buddha's Light International Association of Toronto.)

Health Promotion Affiliate 2004

Operational since May 2004, the Centre for Health Promotion and the Ontario Prevention Clearinghouse (OPC), in partnership, constitute the new Health Promotion Affiliate for the Canadian Health Network (CHN). Our timing couldn't be better since the CHN is undergoing a period of renewal in 2004-2005! In addition to now being the 'consumer-information portal' for the new Public Health Agency of Canada (PHAC), CHN is firmly committed to strengthening its focus on health promotion as part of its strategic directions for 2004-2006.

As a result, the Health Promotion Affiliate had a dual focus for 2004. Like other affiliates, we took on marketing, partnership and audience-building responsibilities, and the significant re-building and expanding of the Health Promotion Affiliate resource collection. At the same time we provided leadership and consultation to build the internal health promotion capacity of CHN as a whole. To accomplish this, the Health Promotion Affiliate employed the extensive health promotion knowledge and expertise of both the Centre and OPC.

The project team included Wendy Pinder, Project Manager, who holds a Masters degree in Health Policy, Management and Evaluation and has over 15 years experience in managing

and developing community health programs the provincial and local levels; Krissa Fay, Network Development Coordinator, who holds a Masters degree in Social Work with a concentration in Social Policy and will focus on building partnerships and collaborations with CHN and its Affiliates, regional partners and health organizations; and Maureen Davis, Information Specialist, who holds a Bachelor's degree in Library Sciences and has extensive experience in knowledge management, in both print and electronic environments. They developed an ambitious action plan that will assist all 20 CHN Affiliates with:

- *Education and Training:* to build a common understanding and approach to health promotion and disease prevention;
- *Health Promotion Collection Guidelines:* to achieve a more comprehensive range of health promotion materials in each collection, including information on the determinants of health, action areas, strategies, and settings;
- *Health Promotion Discussion Forum:* to build Health Promotion expertise within the CHN affiliation, in order to strengthen communication, develop a shared understanding of health promotion and work towards a common health promotion language

CHN is a bilingual health promotion web-based resource with both English and French language homepages and resources. The Health Promotion Affiliate is undertaking a partnership with PromoSanté to ensure that a full complement of culturally appropriate French language resources are available.

The overall goal is to make health promotion a more visible focus of the CHN website over the next year. As a start, view the Health Promotion Affiliate feature article (on CHN's homepage until December 15th) on heart health (www.canadian-health-network.ca.) Watch for more changes!

Ulla Walter, Visiting Scholar

Dr. Ulla Walter from Hannover University in Germany visited the Centre for July 2004 for a research leave. She used her time here to meet with many different organizations and projects. Dr. Walter also gave a presentation at the Centre on health care in Germany.

Student Projects in 2004

Michelle Ashem worked at the Centre assisting with the Health Promotion Summer School 2004. She also completed an evaluation of the Positive Possibilities program for teen moms in North Toronto.

Salima Allibhai worked with the Family Wellness Centre at the Scarborough Hospital, Grace Division conducting a program review designed to examine the relevance and effectiveness of the Family Wellness Centre's programs and strategies.

Paola Ardiles revised a Mental Health Promotion Checklist for the Centre for Addiction and Mental Health (CAMH). The goal of this ongoing project was to provide practitioners with both a set of guiding principles in mental health promotion and a practical tool with examples of good mental health promotion practices, with special attention to children and youth programs.

Niki Deller developed peer support strategies in the area of maternal, new born and family health in a joint venture with the Self-Help Resource Centre and the Best Start Resource Centre.

Maria Grant worked for Health Canada's Population and Public Health Branch Ontario & Nunavut Region where she identified key players in public health in Ontario, described their roles, and reported on their relationships with others in the field. The goal was to help regional staff better understand the diverse nature of public health in Ontario.

Tara Johnston worked with East York/East Toronto Family Resources to develop, coordinate and facilitate a needs assessment for the development and/or adaptation of Ontario Early Years Centre programs. Tara's project was directed at young parents who traditionally did not access the services available within the Toronto Centre Rosedale riding.

Fatima Jorge assisted in the evaluation (including the coordination, implementation and collection/analysis of baseline data, and staff/management and participant feedback) of children's outcome and systems integration within the Ontario Early Years services of East York/East Toronto Family Resources.

Erika Khandor worked with the Social Planning Network of Ontario's *Closing the Distance* initiative, led by social planning councils across Ontario. She collected and analyzed information on the diverse experiences of local communities working towards social and economic inclusion, the results of which were designed for use by local groups working in the area of social inclusion and community development.

Grace Lee from the Faculty of Nursing was at the Centre until December 2004 to complete her *Primary Health Care: Nursing Perspectives: Capacity Building* course. Grace collected and processed feedback from mental health consultants and managers at Toronto Public Health and CAMH on the Mental Health Promotion Checklist (completed by Paola Ardiles), in preparation for a pilot test of the resource.

Jaime Pachis studied the ways in which the components of early parenting programs operating in Toronto influenced the breastfeeding outcomes of mothers enrolled in the programs. In addition, she worked with the Centre to conduct an evaluation of the early parenting program at its 8 different sites across North Toronto.

Proposals from 2003 that were successful and/or started in 2004

Title: Centre for Urban Health Research Initiatives
Agency: Infrastructure grant from Canadian Institutes for Health Research
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

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

Title: Health Promotion Affiliate of Canadian Health Network
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

Proposals submitted in 2004

Title: Health Effects of Waiting for Subsidized Housing
Agency: Social Sciences and Humanities Research Council
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 2004)

Title: Mental Health Promotion in Pan-American Indigenous People
Agency: United Kingdom Department for International Development
Amount: \$600,000 per year for 5 years
Partners: Centre for Addiction & Mental Health, School of Public Health at the University of Chile, Instituto Psiquiatria de Mexico, Aboriginal Health Research Group at the University of Toronto
CHP's role: Lead agency and coordinator of research consortium
Result: EO1 not successful (submitted October 2004)

Title: Testing Participatory Evaluation Resource Manual of the Pan-American Health Organization
Agency: Federal Canadian Municipalities and Ontario Ministry of Health and Long Term Care (MOHLTC)
Amount: \$30,000 for 1 year
Partners: Ontario Healthy Communities Coalition
CHP's role: Suzanne Jackson is Co-investigator
Result: \$10,000 received from MOHLTC (submitted April 2004)

Title: Global Community of Practice in Ecosystem Approaches to Human Health – Latin America and Caribbean Communities: Focus on the Near-Shore Environments of Caribbean Counties
Agency: Canadian Institutes of Health Research
Partners: University of West Indies, Dalhousie University, CHP
CHP's role: CHP as collaborator
Result: pending (submitted October 2004)

Ontario Healthy Schools Coalition

Co-Chairs: Carol MacDougall & Barbara Ronson

This past year has again been a very busy one for the Ontario Healthy Schools Coalition. We hosted 4 meetings during the year with approximately 20 teleconference sites from across Ontario. We raised funds to cover teleconferencing and meeting costs through membership fees of \$20 per individual or \$100 per organization. To date, 47 organizations and 10 individuals have signed up. We now have a listserv moderated by Co-Chairs, Carol MacDougall and Barbara Ronson, along with Phil Hedges of the Ontario School Counsellors Association, and Sophie Bart of the Ontario Public Health Association (OPHA). We also have new letterhead with our own logo (as well as that of OPHA and CHP).

Our 3rd annual Forum and Strategic Planning Day took place on June 7th at Croft Chapter House. Speakers ranged from Angus Warner of Hospital for Sick Children on a diversity training program for schools, to Carol MacDougall on common elements of healthy school models, to Terri McDonald, president of the Catholic Principals Council of Ontario on political advocacy and government relations. Planning groups focused on:

1. Developing a Healthy Schools kit for school councils, principals and school community stakeholders;
2. Planning regional education sessions on Healthy Schools;
3. Developing school health policies; and
4. Compiling relevant evaluation findings.

In October 2004, the Ontario Teachers Federation and the Ontario Teachers' Insurance Plan collaborated with us in holding a "Healthy Schools – Healthy Minds" Symposium at Victoria College. Leaders from most of the teacher unions and school board associations were in attendance along with leaders in public health and

government. The keynote speaker was Bill Wilkerson of the Global Business and Economic Roundtable on Addiction and Mental Health. Peter Fonseca, M.P.P. and parliamentary assistant to the Minister of Health brought greetings from the Government of Ontario. Barbara Ronson and Carol MacDougall presented a slide show on healthy school models from around the world; and Giselle Brett spoke about a Sudbury Workplace Health Promotion Pilot Project involving the French catholic school board. Many good suggestions were made by participants for actions to move forward with a Healthy Schools agenda for our province.

We continued to engage in action consistent with our mission as established at our first Strategic Planning Day in April 2002:

- Raise awareness of the benefits and need for "healthy schools"
- Influence policy development and the provision of adequate public funding to guide the implementation of a "healthy schools" approach
- Provide a forum to share new and ongoing initiatives across health, education, and related sectors.

We were delighted at the progress in these directions. Deputy Ministers of Health and Education have formed a Healthy Schools Consortium with leadership from the Council of Ministers of Education in Canada and the School Health Research Network led by Irv Rootman and Doug McCall. The First Ministers' new Ten Year Plan for Healthcare committed to intersectoral initiatives "such as Healthy Schools". We expect Healthy School coordinators to be designated by all provincial governments in the near future and we are looking forward to assisting with such new activities by government. Some of our members were active in international initiatives. Dr. Andy Anderson launched a Healthy Schools Project in 5 islands of the Caribbean with support from the Bank of Nova Scotia. Fifteen of his students

spent 5 weeks there in April 2004 and more expect to go in 2005. Other members have hosted delegations from Ukraine and Singapore interested in Ontario school health efforts. Public health units from across the province continued to find new ways to promote school health in their communities and strengthened partnerships with school boards. Ontario's "Living School" initiative piloted a research and demonstration project on school health in 9 sites across the province.

These are just some of the many activities of our members that served to move us forward and made us a national leader in this work. We are looking forward to another very active year and continue to welcome any interested individuals or organizations to join our efforts.

Urban Health Promotion Research Working Group

Chair: Shelley Young

In May 2004, Suzanne Jackson met with associates from the Centre for Health Promotion at the University Toronto and requested a working group form to determine the future research focus for the Centre. As a result of this meeting, the Urban Health Promotion Research Working Group formed with the mandate to set a research agenda for the Centre, and develop research proposals that the Centre could submit for funding. The working group was further directed to explore a niche for research in the area of urban health and health promotion that would complement the existing body of knowledge.

The working group, chaired by Shelley Young, Policy Research Advisor, Public Health Agency of Canada, has identified 4 broad topics of interest:

1. Literacy and impacts on urban health;
2. Youth/children at risk for street involvement and implications for health;
3. Impact of 'unhealthy' public policies; and

4. Aging immigrants' health.

While it is anticipated that all topics will be developed into proposals at some point in the future, initial efforts focused on developing a project proposal that would combine the two topics of literacy and impacts on urban health with youth/children at risk for street involvement and implications for health. This project will use a 'literacy and health promotion' lens for re-connecting and re-engaging at-risk youth using the broadest definition of health promotion literacy.

Healthy U of T Award 2004

Chair: Geraldine (Jody) Macdonald

Each year the Centre for Health Promotion presents the **Healthy U of T Award** which recognizes a student, student group, staff or faculty at the University of Toronto that has made a substantial and long lasting healthy difference to the campus community.

In 2004 both a group and an individual Healthy U of T Award recipient were selected. The committee was impressed by all the entries and the decision was a particularly difficult one this year. All those nominated are to be congratulated.

The 2004 Healthy U of T Award in the individual category was presented to **Mike Peterson**, staff person with Computer and Network Services. Mike has been volunteer coordinator of the recreational Graduate Student Union Volleyball League for 25 years, starting in 1979 when he was a graduate student himself. The Volleyball League is open campus wide and welcomes not only graduate students, but staff, faculty and undergraduates as well. Currently there are 50 teams in the League, with representation from a broad range of departments and faculties across campus. Also, because of the way the League is organized, there is opportunity for all skill levels to participate. In addition to this role, Mike has organized baseball and hockey activities on campus, and has been an active advocate for improved access to recreational facilities on campus.

Mike Peterson was commended for his length of service and level of commitment. His efforts, which are inclusive of all campus members, have encouraged not only improved physical health, but also a sense of community and belonging. He was nominated for the Healthy U of T Award by Mahadeo Sukhai, President of the GSU, on behalf of the Union.

The **UTM Naturalization Steering Committee** was chosen to receive the group Healthy U of T Award 2004, in recognition of the work they do in creating a healthy and natural environment at the University of Mississauga campus, and their inclusion of campus members in their initiatives. Creating a beautiful, natural environment enhances the physical, mental and spiritual health of all. The activities and planting events organized by the Steering Committee make a lasting contribution to the surroundings at UTM at the same time as they bring together members from across the campus in a joint effort to create a healthier environment. The Steering Committee also advocates for healthier public policy and makes an important contribution to UTM's *Grow Smart Grow Green* directive to manage the campus's rapid growth in an environmentally sensitive manner.

The plantings organized by the UTM Naturalization Steering Committee have added 2,000 trees and 1,100 flowers and grass plants, including many native species, to the UTM campus. They were nominated by Dr. Ian Orchard, UTM Vice-President and Principal.

The 2004 nomination review committee included representatives from the faculty, staff and student body. The Centre for Health Promotion would like to thank Melissa Deruiter, Kathryn Haworth, Geraldine Macdonald and Nora Sellers.

Website

Visit our website at www.utoronto.ca/chp/ for information on what publications and resources the Centre has available and to learn about upcoming events in the area of health promotion.

Annual Report

Copies of past Annual Reports are also available on our website for downloading and are also available in hard copy upon request.

Newsletters

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

- *E-info Update*
Spring 2004
<http://www.utoronto.ca/chp/download/EInfoUpdates/einfospring2004.html>
- *E-info Update*
Fall 2004
<http://www.utoronto.ca/chp/download/EInfoUpdates/einfofall2004.html>

Those Who Made it Happen (2003-2004)

Main Office

Suzanne Jackson, Director
Nora Sellers, Financial and Admin Assistant

National Projects Unit

Rick Wilson, Consultant
Reg Warren, Coordinator

The Health Communication Unit

Larry Hershfield, Manager
Urmila Chandran, Consultant
David Comrie, Part-time Office Support
Cathy Duerden, Office Coordinator
Nancy Dubois, Consultant
Noelle Gadon, Consultant
Brian Hyndman, Consultant
Ali Kilbourn, Consultant
Barry MacDonald, Business Officer
Barbara Ronson, Consultant
Jodi Thesenvitz, Consultant

Health Promotion Summer School

Lisa Weintraub, Coordinator
Louise Grenier, Assistant

International Health Promotion Unit

Fran Perkins, Coordinator
Lauren Cordwell, Research Assistant

Special Projects

Salima Allibhai, Student
Paola Ardiles, Student
Michelle Ashem, Student
Niki Deller, Student
Weizhen Dong, Post-Doctoral Fellow
Richard Edwards, Consultant
Michael Goodstadt, Consultant
Maria Grant, Student
Tara Johnston, Student
Fatima Jorge, Student
Barbara Kahan, Consultant
Erika Khandor, Student
Grace Lee, Student
Jaime Pachis, Student
Irving Rootman, Investigator
Frank Stark, Career Transition Award

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 , Sanja Arpadzic, Jennifer Boyko,
Carol Burke, Mary Cerré, Urmila Chandran,
Melissa Deruiter, Richard Edwards, Hélène
Gagné, Dorothy Goldin Rosenberg, Victoria
Grant, Anne Hamilton, Kathryn Haworth, Denise
Hébert, Ann Hewitt, Mina Himmi, Huguette
Jacobson, Marilyn Johnson, Rajesh Kanhal,
Geraldine (Jody) Macdonald, Carol MacDougall,
Ted Mavor, Cindy McGregor-Marsden, Heidi
McGuire, Elsie Petch, Judy Price, Heather
Ramsay, Delia Reuben, Giannina Richeda, Barbara
Ronson, Hélène Roussel, Paulette, Schatz, Kim
Sicker, Harvey Skinner, Marat Slessarev, Colleen
Stanton, Jasmine Thibault, Susan Vanstone, Ulla
Walter, Sandy Welsh, Shelley Young

Funding 2003 / 2004

Project Title	Funding Source	Grant Period	Current Amount
HPSS plus Aboriginal Component	OMOH<C	04/04-03/05	\$90,600.00
Literacy and Health	SSHRC	04/01-03/04	\$50,000.00
Partnership Agreement	CAMH	ongoing	\$72,750.00
The Health Communication Unit	OMOH<C	04/03-03/04	\$415,000.00
Tobacco Youth Vortal (THCU)	OMOH<C	04/03-03/04	\$100,000.00
Workplace Health (TCHU)	OMOH<C	04/03-03/04	\$200,000.00
Smoking Cessation	HC	12/03-03/04	\$132,728.00
CAPC/CPNP Deliberative Dialogue	HC	07/04-03/05	\$249,843.00
Practicum Student Funding	EY/ET, HC, CAMH	04/01-03/04	\$34,595.00
Total			\$1,345,516.00

CAMH = Centre for Addiction and Mental Health

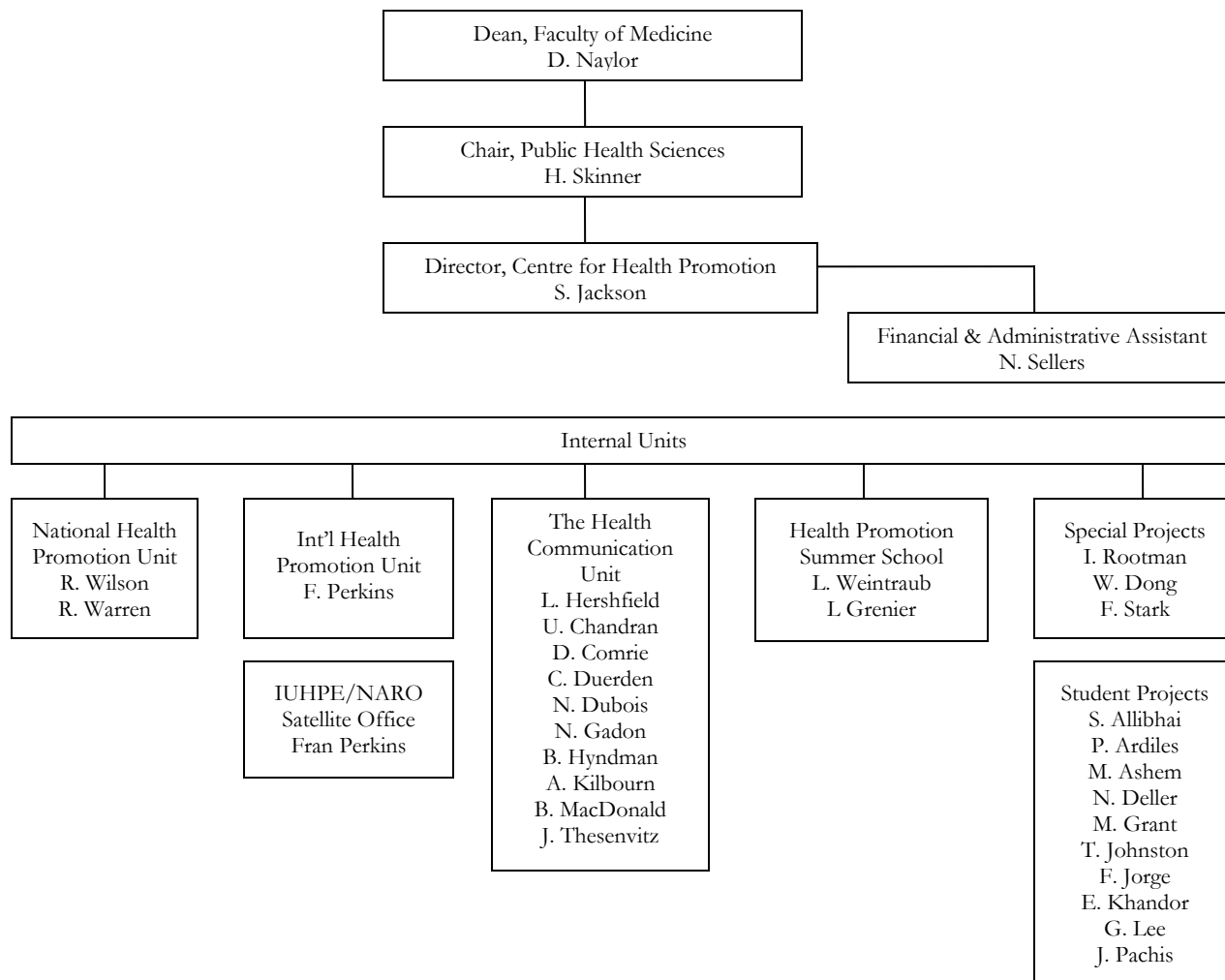
EY/ET = East York/East Toronto Family Resources

HC = Health Canada

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

SSHRC = Social Sciences and Humanities Research Council

December 2004 Organizational Chart



How to Reach Us

Centre for Health Promotion
100 College Street, Suit 207
Toronto, ON M5G 1L5
Phone: 416-978-1809
Fax: 416-971-1365
centre.healthpromotion@utoronto.ca
www.utoronto.ca/chp/
Suzanne Jackson, Director
Phone: 416-978-1100
suzanne.jackson@utoronto.ca
Nora Sellers, Financial and
Administrative Assistant
Phone: 416-978-2182
nora.sellers@utoronto.ca

Health Promotion Summer School
100 College Street, Suite 207
Toronto, ON M5G 1L5
Phone: 416-469-4632
Fax: 416-971-1365
hpss@rogers.com

International Health Promotion Unit
100 College Street, Suit 207
Toronto, ON M5G 1L5
Phone: 416-946-3682
Fax: 416-971-1365
www.utoronto.ca/chp/global.html
Fran Perkins, Coordinator
fran.perkins@sympatico.ca

The Health Communication Unit
100 College Street, Room 213
Toronto, ON M5G 1L5
Phone: 416-978-0522
Fax: 416-971-2443
hc.unit@utoronto.ca
www.thcu.ca
Larry Hershfield, Manager
Phone: 416-978-0585
hershfield.larry@utoronto.ca