



Centre for Health Promotion
UNIVERSITY OF TORONTO

15th Annual Report 2005-2006

Department of Public Health Sciences
Faculty of Medicine
University of Toronto



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What an amazing year! We had a few changes in structure and personnel of the Centre, added ties to the Department of Public Health Sciences, many students and international visitors, and continued to build on our previous projects and successes. This Annual Report is full of details about all of the activities of the Centre but I would like to point to some highlights in my report.

International Profile

In terms of my own travel and relationships internationally, each year seems to concentrate in a certain part of the world. Through its projects, the Centre has been building relationships with Europe in 2006. This is largely through two major new projects - the Canadian European International Health Promotion project between three Canadian universities and three universities in Europe, and a youth and health project in Serbia and Bosnia-Herzegovina with the Canadian Society for International Health. Our international role was recognized when I was asked to author a chapter on Canada's role internationally in health promotion for the new edition of "Health Promotion in Canada" edited by Irv Rootman, Michel O'Neill, Ann Pederson and Sophie Dupere as well as to author a chapter on Canada for a book called "The Way Forward" to be released at the major IUHPE conference in June 2007. This book will include a synthesis of ten country reports from around the world.

Of course, we continue to have good relations with PAHO and WHO-Geneva in our role as a WHO Collaborating Centre. In addition to our evaluation projects with PAHO to support the healthy settings initiatives in the Americas,

we have been engaged in follow-up to the Bangkok Conference by WHO-Geneva through our policy coherence work. As a Collaborating Centre, we are often asked to participate and contribute to initiatives without additional funds. Sometimes funds are flowed our way but they never cover all of the costs incurred by the Centre in doing this work. This is greatly appreciated by both parts of WHO and represents the kind of partnership in projects which we hope will lead to renewal of our status as a Collaborating Centre.

One last point to note in our international profile is that with the Centre for International Health, the Centre for Health Promotion has been recognized as a key player in the global health profile of the Department of Public Health Sciences and its new global health thrust.

Partnerships

Partnerships are an important feature of health promotion and important to the functioning of the Centre for Health Promotion. Our key funder continues to be the Ontario Ministry of Health Promotion and we are grateful for that ongoing support. Our key partners in 2006 continue to be the Centre for Addiction and Mental Health and the Ontario Prevention Clearinghouse. CAMH and the Centre partnered in 2006 to develop and give a course on mental health promotion in Chile; in finalizing a guide to mental health promotion practice for those working with children and youth; in planning for a mental health promotion symposium for June 2007; beginning to work on the next guide for mental health promotion practice, this time for those working with seniors; and in working together to plan the 2007 Health

DIRECTOR'S REPORT

Promotion Summer School with the theme of mental health promotion. We are also working together to lobby for health promotion principles and practices within the Local Health Integration Networks.

Our second major partnership is with the Ontario Prevention Clearinghouse in our role together as the Health Promotion Affiliate of the Canadian Health Network. CHN is a source of screened information on all kinds of topics and we provide a link to national resources in health promotion. In addition, we continue to assist all CHN affiliates to add a health promotion dimension to their collections. The overall CHN site is becoming better at promoting a health promotion perspective and we are grateful to our staff and team in supporting this.

Role in Education and Training

The Centre has been active in education and training in health promotion. We support professional development of health promotion practitioners working in Ontario through the workshops and consultations of The Health Communication Unit (THCU) and the annual Health Promotion Summer School (HPSS). Each year, we continue to improve the products and services within THCU and add new features to the Summer School. In 2006, the HPSS had a full Francophone stream, instead of the customary 2 days of curriculum entirely in French. We now have a full general stream, First Nations stream and Francophone stream. We completed the first 4-year cycle of topics related to the action areas of the Ottawa Charter and an advisory group provided some ideas for the next cycle of four years of summer schools. In follow-up to the Mental Health Promotion Summer Institute that was held in 2005, Andrea Stevens Lavigne and I formed a committee to plan a

symposium right before the June 2007 IUHPE conference in Vancouver.

In addition to the continuing education activities listed above and elsewhere in this report, the Centre has played a key role in the Masters program in health promotion in the Department of Public Health Sciences at the University. The Centre is active in providing practicum placements for MHS students and I coordinate all of the practicum placements for the health promotion students. My contacts with people in the field is a key asset. Larry Hershfield, Michael Goodstadt and I teach courses in the MHS program. In 2006, Public Health Sciences started a Masters level concentration in global health and I have played a key role in developing the proposal, designing the admissions process, developing the core course with a cohort of other faculty, and supporting students. I have had an opportunity to meet with faculty and students across the other public health disciplines (epidemiology, community nutrition, occupational and environmental health, and biostatistics) and that has been personally rewarding. There are several global health programs starting in Canada at the moment and our distinguishing focus has been to add a global health dimension to the basic skills training already offered in the MHS programs.

Role in Research

One of the key objectives of the Centre is to be involved in research. In 2006, we played a role in a large CIHR Team grant on Circumpolar Chronic Disease Prevention to assist community members in the Canadian Territories to apply the data and research results collected by the investigative team to the development of disease prevention programs. This is a five-year program and in the second year (2007), we will begin modestly

with a health promotion summer school in the Yukon. We will also be playing a role in training and conducting evaluations and evaluation research. Also at the pan-Canadian level, the Centre has been involved in a project of the Canadian Alliance of Community Health Centre Associations (CACHCA) to conduct economic evaluations of primary health care. After several consultations, it was determined that we needed to have better evaluations of primary health care configurations and measures of success before we do economic evaluations. As a consequence, I have been part of a research project proposal submission to the Canadian Health Services Research Foundation by CACHCA, provincial governments, community health associations, Université de Montréal, University of Ottawa and University of Toronto. Connected to primary health care, the Centre was part of a research project to explore teamwork within Community Health Centres in Ontario and the role of health promotion in CHCs. Natalie Gierman carried out this work as a Masters field inquiry and we discovered that most CHCs practice health promotion as a whole but this practice can either be integrated across the CHC or practiced separately by different parts of the organization.

At the local level, there have been several projects around inclusion of marginalized populations using participatory research methods in Toronto and other parts of Ontario by the Ontario Women's Health Network and the Ontario Prevention Clearinghouse. I was invited to be on the Advisory Committee of one of these initiatives and then guide the group in a participatory data analysis process. This grounded work with marginalized women as inclusion researchers was exciting and rewarding. There have been two reports from these initiatives – "Count Us In: Inclusion

and Homeless Women in Downtown East Toronto" and "Stroke Prevention with Marginalized Women in Toronto, Peel and Sudbury".

Comings and Goings

The above activities and others described in this Annual Report demonstrate the exciting work of the Centre for Health Promotion. Over the past year, I would like to thank Nora Sellers, who has been with the Centre for several years as Financial and Administrative Assistant and who moved on to an undergraduate coordinator position which is something she had wanted to do. I was sorry to lose her but I am pleased to welcome Mohini Athia as Nora's replacement. Also, 2006 saw the retirement of Rick Wilson, the Coordinator of our National Projects Unit in Ottawa. Rick has been a big booster of the Centre and he is now able to enjoy golfing full-time! Reg Warren is continuing to hold the torch in Ottawa but there were no projects that could be attributed to the Centre in 2006. I would also like to welcome our new Youth Engagement Unit, with Charlotte Lombardo as the Manager and the involvement of Cameron Norman and Harvey Skinner. The YouthBet projects of the Gambling Unit under the direction of David Korn and Jennifer Reynolds as Manager are also part of the Youth Engagement Unit. Past projects have been winding down and at least four proposals went in this fall to keep this unit alive. There are many people who contribute over the course of a year to the Centre and they are listed near the end of this report. It is always a pleasure to work with so many wonderful people. Thanks to everyone who contributed!



Suzanne Jackson, Ph.D.
Director

MENTAL HEALTH PROMOTION: PARTNERSHIP WITH CAMH

Mental Health Promotion Course

Andrea Stevens Lavigne and Suzanne Jackson developed a course on mental health promotion that was delivered as a one-week course in a summer school held by the Universidad de Chile in Santiago in January 2006. Maria Teresa Valenzuela co-taught the course and provided interpretation of the materials.

Guide to Mental Health Promotion Practice

For several years, CAMH, CHP and Toronto Public Health have been collaborating to develop a guide to mental health promotion practice for those working with children and youth. Several student practicums have helped to draft and test the principles and elements of the Guide. It was finalized in 2006 and is expected to be published by CAMH in early 2007. With our visiting student from Germany, Anja Ziegenspeck, we have started to develop a guide for those working with seniors following some of the same guidelines and grounded in the literature and best practices.

International Mental Health Promotion Symposium

Marianne Kobus-Matthews and Suzanne Jackson co-chair the committee that is planning for an international mental health promotion symposium that will take place as a pre-conference event linked to the IUHPE Conference in June 2007. The Symposium is a follow-up to the International Mental Health Promotion Summer Institute that was held in summer 2005. It has received funding support from provincial and federal organizations and governments and will take advantage of the international speakers and participants coming

to the conference. Through our efforts, Canada is showing a leadership role in hosting these institutes and symposia.

Health Promotion Summer School 2007

The theme picked by the committee for HPSS 2007 is mental health promotion. Marianne Kobus-Matthews and Suzanne Jackson are co-chairs of this event and will draw heavily on the curriculum developed for the course in Chile.

**Ontario Health Promotion
Summer School 2006**

Coordinator: Lisa Weintraub

The 13th Ontario Health Promotion Summer School (HPSS), organized by the Centre for Health Promotion, was held June 26-29th at the BMO Institute for Learning. More than 150 registrants, 40 volunteers and 80 presenters from all over Canada participated. We were also honoured by visits from international guests, including representatives from Brazil and Belgrade.

Four committees actively helped plan the event – the Aboriginal, Francophone and General Curriculum subcommittees, and Steering Committee. The theme highlighted in all three curriculum streams was Creating Supportive Physical and Social Environments.

Several special cultural and social events were held, including a Francophone multi-media presentation; a raucous laughter workshop; an Aboriginal Feast, with a special performance by “Come Dance with Me” a children’s dance troupe from Sarnia; and a culturally nourishing international Francophone banquet with local Francophone musical talent “Fajebo”.

HPSS 2006 was rated very positively by participants in the evaluations where they expressed their appreciation for the excellent curriculum, facilities and atmosphere. A special thank you to our funding partners Heritage Canada, Ministry of Health and Long Term Care and their Aboriginal Health Office, and Aboriginal Healing and Wellness Strategy for their support.

HPSS 2007 will take place at the Crowne Plaza, Toronto from June 25-27, 2007 highlighting the theme ‘Mental Health

Promotion’ in the General, First Nations and French-language curricula and activities.

The Summer School will take place over three days, instead of the usual four days. Planning subcommittees are gearing up again, following debriefing from last year, in collaboration with the Steering Committee. HPSS 2007 promises to be another rewarding educational and networking experience.

International Health Promotion Unit

Coordinator: Fran Perkins

The International Health Promotion Unit serves as a focal point for international activities for the Centre. It is not a unit that sits alone. People visit from all around the world and request speakers to learn from the specific expertise we bring to health promotion in all aspects of our work. The core work of the Centre and expertise we bring is disseminated through education, capacity building and research.

Europe

CSIH - Youth for Health in Bosnia-Herzegovina and Serbia

Suzanne Jackson, Fran Perkins, Harvey Skinner, Larry Hershfield, and Charlotte Lombardo are the Centre for Health Promotion’s contribution to a team working on strengthening gender-sensitive primary health care services and improving access to these services for youth in Bosnia-Herzegovina and Serbia. This Canadian International Development Agency (CIDA) funded project is executed by the Canadian Society for International Health and began in the summer of 2006. Three missions have taken place to date by Fran and Suzanne. This project will be in the field for three years and will specifically focus on strengthening youth primary health policy, improving youth

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oriented programs and services, increasing access to primary care services by youth especially through health promotion activities, youth engagement, and reaching out to vulnerable populations.

Suzanne takes the lead for strengthening PHC services through capacity building, team building, curriculum development and strengthening services. Fran leads the team that works to increase access to youth friendly services through advocacy, outreach, designing and promoting alternate approaches. She is involving youth and youth NGOs in all aspects of the work and targeting initiatives to special populations.

CEIHPAL Exchange

The Centre for Health Promotion is one of three university-based centers in Canada who along with the Centre for Health Promotion Studies at University of Alberta and Centre for Community Health Promotion Research at University of Victoria have a partnership with three universities in Europe. The purpose of the partnership is to foster student exchanges, begin developing a common international health promotion curriculum, and build relationships. At this point, the Centre has hosted one student from Magdeburg, Germany (Anja Ziegenspeck) and one from University of Brighton (Nicole Vann) in the fall of 2006. A U of T Masters student, Vanessa Yu, was the first to go to Europe in the summer of 2006 and a second student, Giulia El Dardiry, will be going to the University of Athens for a term beginning in January 2007.

Ottawa Charter Commemorative Conference in Hanover, Germany

November 20 and 21, a conference was held in Hannover, Germany to review the progress of health promotion since the Ottawa Charter 20 years ago. Suzanne Jackson was invited to

be a keynote speaker on “Evidence in Health Promotion” at this meeting.

Latin America

Economic Evaluation in Health Promotion

Although this project, funded by the Centres for Disease Control in Atlanta, has been underway since 2002, this year marked a breakthrough in conceptualizing the issue. The Guide (expected to be available in early 2007) has been rewritten for a health promotion professional and policy-maker audience. It describes the steps of an economic evaluation for single level health promotion interventions (example tobacco cessation campaign) and the special considerations required for multi-level more complex health promotion interventions, such as healthy settings projects. Ligia de Salazar at the Universidad de Valle, Alan Shiell at the University of Calgary and Suzanne Jackson have worked closely together on this version, with support from colleagues in the Pan-American Health Organization. The exciting part is that the Guide has identified new avenues for economic evaluation research that are being pursued by Alan Shiell’s group, *Social and Public Health Research Economics Group* (at the University of Calgary). The next step will be training in the methods and issues specific to health promotion economic evaluation in Latin America and Canada.

Participatory Evaluation Resource Manual

With the Pan-American Health Organization and colleagues in Trinidad-Tobago, the Centre has been working on the English version of this resource manual to make it more community-friendly. The Manual will be available in 2007 and help healthy settings projects that want to use a participatory approach to evaluation.

Training in Chile re Mental Health Promotion & Media Advocacy

Suzanne Jackson and Andrea Stevens-Lavigne from the Centre for Addiction and Mental Health developed a one-week mental health promotion course which was translated and co-taught in Chile by Maria Teresa Valenzuela at the Universidad de Chile in Santiago. Andrea and Suzanne conducted this course in Chile in January 2006 along with Nancy Dubois from THCU who presented a course in Media Advocacy the same week. Both courses were enthusiastically received by participants.

Russia

Fran Perkins has just completed six years as one of two consultants that monitored and evaluated eight CIDA health related projects in Russia. Canadian expertise is well received because of the similarities in geography, regionalization and the Canadian approach. Particularity the participatory capacity building approaches.

World Health Organization

WHO-Geneva Policy Coherence

The Centre was asked to prepare a background paper for a meeting of WHO Collaborating Centres in Singapore on policy coherence. The meeting was a follow-up to the Bangkok Conference on Health Promotion held in August 2005 and the policy coherence topic was the first action area in the Bangkok Charter - putting health on the global development agenda. After the meeting, the Centre submitted a proposal to WHO-Geneva to continue to work on this topic by doing a literature review and developing some practical tools for assessing whether there is policy coherence and how to do it. Giulia El Dardiry was hired as a student in the summer of 2006 to work on this literature review with the guidance of Carmen Connolly, Fran Perkins and Suzanne Jackson.

To help us ground the policy coherence discussion we focused on over or under-nutrition. The literature review was completed in the fall with additional help from Charlotte Lombardo who added specific case studies from Brazil and Bangladesh. The next steps are hosting a technical meeting and doing pilot testing of the tools developed.

WHO Collaborating Centre Redesignation

The Centre's designation as a WHO Collaborating Centre in Health Promotion will expire in February 2007. A re-application to continue the status was prepared and submitted in the Fall of 2006. Our WHO partners, the Pan-American Health Organization and WHO-Geneva have been pleased with our work and we anticipate the status will be renewed.

International Union of Health Promotion and Education (IUHPE)

North American Regional Office (NARO)

The Canadian office of NARO/IUHPE is based at the Centre for Health Promotion.

Fran Perkins is a Regional Co-Director for NARO (Canada) and as such attends both NARO and IUHPE Board meetings. NARO had three main goals for the 2005-06 year: first, to support the 2007 IUHPE conference in Vancouver; second to increase membership by taking advantage of the upcoming international conference; and third to encourage a diverse choice of candidates for the change over of both the NARO and IUHPE Boards in 2007. A successful panel session and regional meeting was held at the CPHA Conference in Vancouver in May 2006.

Suzanne Jackson is a Canadian trustee member of NARO.

IUHPE Conference “Health Promotion Comes of Age: Research, Policy and Practice for the 21st Century”

Vancouver, June 10-15, 2007

Canada will host the triennial IUHPE Health Promotion Conference in 2007.

The Centre is part of the planning process for this major health promotion event in several ways. 1. The Centre for Health Promotion (Suzanne Jackson) is a member of the Board of Directors of the Canadian Consortium for Health Promotion Research, which oversees the conference office, the planning and budget for the event. 2. Fran Perkins and Irv Rootman sit on the Steering Committee and local planning committee respectively for the event, and 3. Suzanne Jackson, among others, will be called upon to review abstracts.

Mental Health Promotion Symposium

As one of the pre-events for the big conference, the Centre for Health Promotion, Centre for Addiction and Mental Health (CAMH) and others across the country have been planning a Mental Health Promotion Symposium to be held on June 10, 2007. This symposium is a follow-up to the Mental Health Promotion Summer Institute held in 2005 co-sponsored by the Centre for Health Promotion and CAMH. The bulk of the support for this event is coming from British Columbia institutions and a former colleague of the Centre, Peter Coleridge.

IUHPE Book - “The Way Forward: Renewing Our Commitment to the Ottawa Charter”

One of the books to be released at the conference in June 2007 will be a synthesis of the key factors that contribute to the success of health promotion based on reports from ten countries. Suzanne Jackson has been asked to be the lead author for a report from Canada for this book. She has set up an

advisory committee, surveyed people across the country for health promotion highlights and political contexts from 1986 to 2006, hired Danielle Schirmer to work on this, and worked with Jane Farquharson and Barb Riley to write the section on heart health as an example of the bumpy road faced by health promotion in Canada over the last 20 years. The chapter will be finalized in February 2007.

IUHPE Global Program on Health Effectiveness

As part of this program CDC Atlanta has funded PAHO to develop evaluation tools in Latin America. For more details please see “Economic Evaluation in Health Promotion” under the previous Latin America section.

Global Health

Global Health Concentration in the MHSc at Public Health Sciences

As the Department of Public Health Sciences at University of Toronto moved to implement its vision of being the “leading school of public health with global reach,” it created a global health concentration at the Masters level. Suzanne Jackson co-directed this initiative in 2006 with David Zakus from the Centre for International Health. The first cohort of students began in September 2006 and includes representation from epidemiology, health promotion, occupational and environmental health, and community nutrition. Suzanne played a major role in developing the concentration, the core course, and supervising and mentoring students. Students must complete their basic disciplinary program in public health and add one international course, one internationally-related practicum placement and complete the core course.

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Visitors and Exchanges

Dra. Lucero Rodríguez Cabrera and Dra. Lorenza Mariscal, from Healthy Communities, Prevention and Promotion Secretariat, Mexico were at the Centre for a week in May.

Dr. Shumei Wang, Associate Professor, Funan University, Shanghai, China, visited for a week in June.

Dr. Ana Maria Girotti Sperandio, Coordinator of Healthy Municipalities Network, Brazil attended the Health Promotion Summer School and visited the Centre in June.

Andelka Kotevic, Senior Nurse, and Dr. Dusanka Matijevic, Social Medicine Specialist, both at the Institute of Public Health, Belgrade, Serbia attended the Health Promotion Summer School in June.

Eberhard Goepel from Germany visited in July from the European-Canadian exchange.

Lucia Y. Izumi Nichiata, and Lislaine A. Fraccolli (Brazil) visited the Centre in August while doing a short post-doctoral fellowship at UofT. Their interest lay in developments in the field of child health, community empowerment and HIV/AIDS.

Dr. Rae Walker, Associate Professor, School of Public Health, La Trobe University, Australia gave a seminar on "Trust Between Community Based Organizations" in September

Dr. Reza Shidfar, Iran is a visiting scholar doing research on Iranian immigrant health issues in Toronto from October 2006 to September 2007.

Thavaraj Subramaniam, Director, Institute for Health Promotion, Ministry of Health, Malaysia was at the Centre for a week in October.

Dr. Nasruddin Jaafar, Dept of Community Dentistry, University of Malaya, Malaysia, visited in October 2006

Dr. Abdul Fattah, epidemiologist with connections in Bangladesh and Japan was at the Centre from October 2005 to December 2006.

Old friends also dropped by the Centre in July to give updates about their activities: Jaime Sapag (Chile), Juliana de Paula (Brazil), and Consuelo Andrade (Mexico).

The Health Communication Unit

Manager: Larry Hershfield

The following summarizes THCU activities this past year. Information on current events and publications is available at www.thcu.ca.

Workshops & Events

In 2005-2006, we held a total of 22 regional workshops and 3 provincial workshops, with high satisfaction ratings for both repeat and new events. As in previous years, THCU also conducted a number of presentations and shorter workshops. The workshops were well received and attended.

In addition to repeating our core events (on planning, policy, and health communication), we held four web conference events (webinars) on three topics, Introduction to our Online/Interactive Health Communication Planner (2 sessions), Managing the Campaign Development Process, and Risk Communication: A discussion with Vicki Freimuth, former

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director of communication at the CDC in Atlanta (please see the products section below for more information on the online Learning Community piloted for two of these events).

Consultations

We provided 117 consultations during 2005-2006. THCU core team consultants provided service throughout Ontario. A research librarian provided information to help the consultants give up-to-date and seminal resources to the clients. We continue adding to our resource library to increase the accessibility and quality of our resources.

Workbooks

We have completely redone our Strengthening Personal Presentations workbook, based on the new personal assessment tool created in the last year. This workbook has been added to the website.

Presentations

The following slideshows from our core workshops were updated on the THCU website in November 2005:

Evaluating Health Promotion Programs
Introduction to Health Promotion Program
Planning slideshow
Policy Development

Weblogs

An online learning community was launched at <http://www.thcu.ca/blogs/lc/>, using WordPress weblog software. Content from the following events was posted and both participants and the general health promotion community were invited to read and comment on:

- text summaries of participant Q&A session from Managing the Campaign Development Process, November 29, 2005 (Larry Hershfield and Jodi Thesenvitz, THCU)

- Message Development: Fear Appeals
- Focus Testing
- Finding Consensus
- Focal Messages for Multi-risk Factor Issues
- Oversaturated Media Environments
- Tips and Tools for Team Efficiency
- Text and audio proceedings of participant Q&A from the Risk Communication Web Conference, March 29, 2006 (Vicki Freimuth, University of Georgia)
- Finding the right spokesperson
- Internal communication during a crisis
- Dealing with literacy levels in risk communication
- Enlisting media as partners
- Dealing with media misinformation
- Communicating difficult decisions sensitively
- Planning for workload during a crisis
- Risk communication training
- Prioritizing internal communication during a crisis
- Controlling dissemination of confidential information

Website Redesign

Full redesign of the website was started this past year. The purpose of the redesign was to provide a more dynamic learning experience and make it easier to access ever-expanding resource offerings by using best practices in web design. We are currently finalizing content and design for this new, database-driven site and it will launch be launched in 2007.

Other Products

We continued to update our What We're Reading column online as well as posting the results of literature searches conducted for

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clients. In addition, our collections of links to material on the following topics were updated:

- Behaviour change and social science theory
- Evaluation
- Policy development resources
- Health promotion planning resources
- Health communication, step 8 (message development)

The following standalone resources were also updated online:

- Tips for Running Focus Groups with Youth
- Changing Behaviours: A Practical Framework
- Audience Analysis Data and Profiles (seniors, teens, and baby boomers)
- Overview of Developing Health Communication Campaigns Tool Kit

Ontario Health Promotion Email Bulletin

We continue to alter and improve the OHPE website and database, both functionally and aesthetically with our partners, the Ontario Prevention Clearinghouse. There were 24 “feature” issues in 2005-2006 among them were:

- The Effectiveness of Regulating Alcohol Advertising: Policies and Public Health, December 16, 2005
- OHPE’s Year in Review, January 6, 2006
- Comprehensive Workplace Health Promotion: Recommended and Promising Practices for Situational Assessment Tools, January 13, 2006
- Youth & Alcohol, Messages & Media (YAMM) Campaign, February 24, 2006
- Creating a Consistent Health Promotion Approach in a National Network, March 3, 2006

Forthcoming

We are developing a series of “vignettes” called Request, Results, and Reflections for

the website. The point of these short stories is to show site visitors the kind of consultation requests that are received from health promoters and how their practice changes after receiving THCU services.

- A feature article for the OHPE Bulletin Branding (based on a workshop attended by a THCU representative, “Branding for Environmental Non-Profits,” taught by Suzanne Hawkes from the Institute for Media, Policy and Civil Society [IMPACS]) was published in Fall 2006.
- Our health communication case study series was updated with additional issues in Fall of 2006 on the Safe Kids Week, Breathing Space, and “2 for 2” campaigns.
- Research and design of three case studies for our health promotion planning process and two for our evaluation process is underway and will be added to the website in the 2006/07 fiscal year.

The Ontario Health Promotion Resource System

We continued to enjoy productive and rewarding partnerships with resource centres such as OPC, the Heart Health Resource Centre and Focus Resource Centre. Our staff is active at the system level, participating in sub-committees of the OHPRS that are related to the expertise/needs of THCU, such as the communication working group and the evaluation committee.

THCU’s Workplace Project

(www.thcu.ca/workplace) in its sixth year (2005-2006):

- Facilitated the development of the Ontario Healthy Workplace Coalition, a group of key stakeholders interested in advancing comprehensive workplace health promotion initiatives in Ontario.
- Held a Provincial Gathering: Building a Future for Healthy Workplaces, with Graham

Low as the keynote speaker. A video (with PowerPoint slides) of the presentation will be available on THCU's Workplace website.

- Disseminated the online searchable resource, Comprehensive Workplace Health Promotion: Recommended and Promising Practices for Situational Assessment Tools, which examines and recommends situational assessment tools that are effective, plausible and/or practical for implementation in Ontario workplaces.
- Created a new online searchable resource, the Well-Regarded Workplace Health Promotion Intervention Catalogue, which contains a variety of accessible, useable and well-regarded workplace interventions (and is a companion piece to the Situational Assessment Tool Catalogue).

The Workplace Project's Virtual Community (www.thcu.ca/workplace/vc) continues to provide a space for interested parties to share insights, opinions, and resources relating to supporting comprehensive workplace health promotion initiatives.

Hardcopy Info-packs and Situational Assessment Tool Catalogues are available in limited numbers for free from the Workplace Project. To place your order, or if you have other Workplace Project questions, comments and material requests, contact workplace_admin@thcu.ca.

Youth Tobacco Vortal Project

The Youth Tobacco Vortal Project, in its seventh year, continues to encourage and support community public health agencies making use of web-based technologies to communicate with and engage youth in tobacco control issues. The project's central website, Smoke FX (www.smoke-fx.com), provides local agencies a gateway to information and resources for young people.

Throughout 2005-06 the project met several times with the Stupid.ca team to discuss and strategize on how the two projects could complement one another and work together to support the Ministry of Health Promotion's Smoke Free Ontario campaign. In June 2006 SmokeFX.com underwent a complete redesign to reflect the look and feel of the new Stupid.ca website. Changes are also underway to revamp popular sections of SmokeFX.com that are directly linked to Stupid.ca, namely Homework Help and Blowing Smoke – Local Scene.

10 new affiliates were welcomed in December 2005, (total number of affiliates now equals 35), which includes representation by all but five of Ontario's Health Units. A webinar/teleconference was offered to all new affiliates on January 24th and 26th to orient them to the project.

A HTML newsletter was distributed to the PAC and project affiliates (February 2006). It provided information and updates on the project, communicated the mandates for this year's project, provided further information on how the project could support them in constructing their own regional youth focused tobacco control website as well as links to resources on the YTVP project website (www.thcu.ca/yttp). The newsletter also provided an overview of the promotion and marketing plan for the current fiscal year, welcomed new affiliates and provided a summary of the partnership between SmokeFX and Stupid.ca.

For those affiliates without a website, a diagnostic process was developed to determine what kind of assistance they require developing their regional website. An online questionnaire was distributed asking all affiliates for a progress report if they did have a site and what their needs were if they did not.

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ITS Cooperative, an IT consulting group was contracted to support and coach affiliates who selected to host their own websites.

A new promotional/marketing plan was developed for the year, which included both online marketing and distribution of promotional items. 50,000 SmokeFX bookmarks were manufactured in February 2006 and distributed to affiliates in April 2006 (up to 1,000 bookmarks per affiliate). A banner ad campaign ran on MuchMusic, Puretracks.com, Icebergradio.com, Flow 93.5 and Now Toronto's website.

Youth Voices: Youth Engagement Unit

Manager: Charlotte Lombardo

Introducing TeenNet Research

TeenNet Research is a participatory research program, with a focus on youth engagement using media arts and technologies. TeenNet is pleased to announce that we have recently joined on as a program of the Centre for Health Promotion.

Founded by Dr. Harvey Skinner in 1995, TeenNet has been a pioneer in combining new media technology, community mobilization and action research. The aim of our research is to generate new knowledge and develop practical tools for engaging youth in health promotion using interactive technology and media arts.

TeenNet works locally and internationally to involve young people from diverse backgrounds in issue identification, community action and learning resource development. This "youth in action" approach combines youth engagement, eHealth interventions and knowledge exchange through evidence-based resources and best

practices. We engage in broad youth community development, while also investigating issue specific areas including Tobacco Control and HIV/AIDS. TeenNet collaborates with a network of organizations around the world directly involved in education and health promotion with youth.

Guiding Principles

Participation: youth involved at all stages

Relevant: youth-driven content and perspectives on health and social issues

Interactive: stimulates self-directed learning

Autonomy Supportive: respects and supports personal choices, perspectives and experiences

Accessible: designed and adapted for diverse populations and communities

Research Objectives

Best practices for engaging youth using media arts and technologies

Evidence-based resources for e-health and global education

Impact evaluation of youth-driven media arts and technologies

Knowledge exchange through networks of cooperation and action

Knowledge translation through training and resource dissemination

INTERNAL UNITS

For more information about TeenNet please visit www.teenet.ca.

Current Projects

The Smoking Zine is an interactive, multilingual program that takes a population health approach to adolescent smoking prevention and cessation. The Zine features interactive games that promote critical thinking about tobacco use, along with tailored assessment and guided self-change tools. Developed with youth and employing sound models of behaviour change, the Smoking Zine promotes readiness for change with smokers, and fosters resistance to smoking initiation with non-smokers. The Zine is accompanied by a curriculum-based teacher's guide, which provides activities and lesson plans for integrating the program into a classroom environment. For more information visit www.SmokingZine.org.

The Virtual Classrooms for Youth Health Promotion are e-learning resources developed in partnership with TakingITGlobal.org, a highly successful online community for youth expression and action. TakingITGlobal has partnered with two research units at the University of Toronto, TeenNet and the Gendering Adolescent HIV/AIDS Prevention Program, to develop virtual classrooms for youth-driven education on HIV/AIDS and Tobacco Control. The virtual classrooms draw on participatory approaches, including youth perspectives and artwork, to positively influence behavioral intentions, inform youth about global issues, and increase the number of youth involved in HIV/AIDS advocacy and Tobacco Control.

Virtual Classroom for Tobacco Control
www.tiged.org/tobacco
TIG Xpress HIV/AIDS
www.tiged.org/tigxpress

Global Youth Voices uses media arts and technologies for youth-driven community development and cultural exchange. Through the use of multimedia such as photography, video and music production, youth document the strengths and challenges of their communities, and take action on selected issues of importance to them. This approach has been used in fifteen projects in urban and rural Ontario, and internationally. Highlights include work with youth from Toronto's Regent Park and Davenport Perth neighborhoods, work with street-involved youth in Toronto and Nairobi, and cross-cultural exchange between Arab and Jewish youth in the Middle East. A guide to the Global Youth Voices process, along with samples of the youth artwork and action projects, can be found at www.GlobalYouthVoices.org.

YouthBet.net (www.youthbet.net) is an interactive website that was developed by youth for youth aged 10-19. The goal of the website is to promote informed, balanced attitudes and behaviours about youth gambling, to prevent youth gambling related health problems, and to protect at-risk youth from gambling related harm.

The site uses public health strategies of health promotion, harm reduction and problem prevention approaches to address both the positive and the negative aspects associated with youth gambling. Through a series of online games and interactive activities, youth can improve their numeracy, literacy, and decision-making skills. There are also opportunities to learn more about coping strategies for disappointment, loss, and winning. YouthBet.net provides youth with an important resource to promote self-efficacy and informed choice around leisure, lifestyle decisions and health behaviours.

Literacy and Health

Coordinator: Irving Rootman

The final report on our project to develop a National Program of Research on Literacy and Health was submitted in February 2006 to the funding agency, the Social Sciences and Humanities Research Council.¹

Initiated in February 2002, the objectives of the project were to: (1) stimulate research on adult literacy and health in Canada; (2) contribute to the development of research capacity in Canada on this topic; (3) encourage the training of future researchers in literacy and health; (4) encourage and assist cooperation between researchers and literacy and health practitioners; (5) improve the dissemination and application of research findings in this field; (6) stimulate collaboration among researchers from different disciplines; and (7) stimulate research that will influence policy development in literacy and health. Over the four years during which the project was funded, the objectives remained stable and were achieved to a significant degree as summarized below.

With regard to the first objective, one of the indicators of success was the dramatic increase in the number of research papers presented at the Second Canadian Conference on Literacy and Health (LAH) in the Fall of 2004 as compared to the first Conference which took place in the Spring of 2000. In the first conference, there was only one session devoted to research whereas in the second approximately one-quarter of the sessions focused on research or knowledge development. Although the project can't

necessarily claim credit for all these sessions, a substantial number of them involved investigators associated with the project. In addition, investigators associated with the project have been successful in obtaining funding for other projects related to literacy and health, including two projects funded by the CIHR and one funded by SSHRC.

In relation to second and third objectives, over the course of the four years of the project, the project team organized two summer institutes on LAH Research, and a workshop for graduate students associated with the Second National Conference on LAH. Approximately thirty graduate students participated in these events.

As for the fourth objective, LAH practitioners participated in all of the events noted above. In addition, the project team organized a national workshop with practitioners to define a research agenda on literacy and health research as well as workshops on literacy and health at three national conferences of the Canadian Public Health Association as well as at the Second Canadian Conference on LAH. They also conducted an evaluation of the National Literacy and Health Program and worked with representatives of the Program in doing so.

In relation to the fifth objective, members of the project team published papers in professional and scientific journals in health, education and related fields as well as made numerous presentations to professional and scientific audiences. A website was also developed for the project which contains reports on many of the events noted above as well as other pertinent reports and an electronic newsletter (see www.nlhp.cpha.ca/clhrp/index_e.htm)

¹ The investigators gratefully acknowledge the funding provided by the Valuing Canadian Literacy Program of the Social Sciences and Humanities Research Council.

SPECIAL PROJECTS

With respect to the sixth objective, virtually all of the projects undertaken by the project team have involved researchers from a variety of disciplines. Finally, relative to the seventh objective, most of the research carried out under the auspices of the project attempted to stimulate recommendations for policy development. In particular, research presented at the national conference on Literacy and Health resulted in recommendations for policy.

In spite of the fact that the project has formally ended, is it anticipated that the momentum that it has generated in research, policy and practice will continue. This should be spurred on by the release of a supplement of the Canadian Journal of Public Health in May 2006 based on the knowledge shared at the Second Canadian Conference on Literacy and Health. It will also be spurred on by the work of the Expert Panel on Health Literacy which is being coordinated by the Canadian Public Health Association with funding from the Health and Learning Knowledge Centre Canadian Council on Learning as well as by the research that has been funded by CIHR and SSHRC. Unfortunately, we recently learned that our proposal to develop community capacity for literacy and health research in Canada which had been recommended by the National Literacy Secretariat for funding was a casualty of the Federal Government's decision to cut funding to literacy programs in Canada. Hopefully, this will not stop our efforts to continue to address the development of such capacity through other means such as the Centre's Health Promotion Summer School.

For more information contact the investigators on the SSHRC project:

- Deborah Gordon-El-Bihbety
dgordon@chrc-crsc.ca
- Jim Frankish
frankish@interchange.ubc.ca
- Heather Hemming
heather.hemming@acadiau.ca
- Margot Kaszap
Margot.Kaszap@fse.ulaval.ca
- Irving Rootman
irootman@uvic.ca

CHN Health Promotion Affiliate Project Manager: Paola Ardilles

The Centre for Health Promotion and Ontario Prevention Clearinghouse (OPC) are partnered as the Health Promotion Affiliate (HPAffiliate) of the Canadian Health Network (CHN), currently to the end of the 2007-08 fiscal year. The HP Affiliate has undertaken a special role with CHN -- to strengthen the overall focus on health promotion across CHN. This special role involves the provision of consultation, training and education both to CHN Division (of the Public Health Agency of Canada) as well as to all CHN affiliates. It is also the responsibility of the HP Affiliate to gather health promotion resources for the CHN database. This allows us to build a virtual library of Canadian health promotion literature from dozens of websites.

Recent Accomplishments

In our special role, the HP Affiliate has undertaken several initiatives to build the internal health promotion capacity at all levels of CHN. In late 2005 and early 2006, the HP Affiliate organized a series of regional workshops for CHN affiliates and CHN Division staff. The workshops focused on reaching consensus on the meaning of "health promotion" within the context of CHN, and

the application of health promotion perspectives in the collection, network and audience building activities of CHN. One of the products from these workshops was the Health Promotion Assessment Tool – a checklist encompassing the dimensions of health promotion and the determinants of health that can be used to map the characteristics of a resource. Affiliates have reported using the HP Assessment Tool to great benefit in planning and implementing their collection, marketing and networking activities!

Late in 2005, the HP Affiliate also took responsibility for the Determinants of Health collection on CHN, and plans were initiated to merge the Determinants of Health collection with the Health Promotion collection on March 31, 2006. In preparation for the merger, the main Health Promotion page on CHN was completely revised and updated. The HP collection targets health professionals and intermediaries, although health promotion practice can be found across all CHN collections. Please visit the Health Promotion page to view our changes (<http://canadian-health-network.ca/>), and select Health Promotion on the left.

The HP Affiliate has also provided consultation and expertise to the Toronto-based CHN affiliates. Drawing on the expertise of The Health Communication Unit, a marketing assessment tool has been developed for the GTA affiliates. The tool helps affiliates assess all marketing and promotions activities across CHN.

In 2006, the HP Affiliate formed an Advisory Panel of external experts in order to incorporate a broader professional and geographic perspective on our role and activities within CHN. The Panel is chaired by Suzanne Jackson, and includes anglophone and francophone representatives from a

variety of settings (e.g. government, academic, public health).

Looking ahead to 2007

A new series of regional workshops is being planned for early 2007. The focus of these workshops will be on health communication and social marketing.

In 2007, CHN will be implementing new Quality Assurance guidelines for resources in CHN. The new guidelines are intended to improve the quality and reliability of the resources provided on CHN to the general public and health professionals and intermediaries.

Student Projects

Natalie Gierman conducted an analysis of the health promotion component of a large study entitled Best Practices in Evaluation of Primary Health Care Interdisciplinary Teams run by researchers from the Centre for Studies in Family Medicine, University of Western Ontario, University of Toronto, Lakehead University and the Association of Ontario Health Centres (AOHC).

Heba Sadek conducted an evaluation for the Early Parenting Program in North Toronto to explore the impact of the program on the establishment of the mother-child attachment relation and whether what the mothers learned during their participation in the program continued to be useful to them as their infants developed. The evaluation was done as a comparative qualitative study between parents who graduated from the program and those who dropped out after attending one session.

Giulia El Dardiry worked at the Centre for Health Promotion providing evaluation support to the Health Promotion Summer School and worked on a WHO project on

SPECIAL PROJECTS

Policy Coherence: Putting Health on the Global Development Agenda.

Fatima Jorge worked as a research assistant on the Viva!Health Project, an action research project funded by the Population Health Fund of the Ministry of Health. The project aims to increase the capacity of Portuguese communities across Canada to take action on the social and economic factors that adversely affect their health and increase their risk of chronic disease. Fatima conducted a literature review on the social determinants of health and immigrant/Portuguese communities and drafted a report on the Health Status of the Portuguese community in Canada.

Danielle Schirmer was the U of T Coordinator for the CEIHPAL exchange program between Canada and Europe, helping students with the logistics of the exchange on both sides. She is also working part-time on an assignment from IUHPE to write a book chapter on Canada's Contribution to Health Promotion Since 1986.

Anja Ziegenspeck visited the Centre for Health Promotion from Magdeburg, Germany as part of the Canadian-European CEIHPAL exchange program. Besides attending classes offered in health promotion, she worked on a project to develop Best Practices Guidelines for Mental Health Promotion for people working with seniors 55+.

Juha Mikkonen visited from University of Helsinki in Finland. In addition to attending classes at U of T, he evaluated a Finnish health communications campaign on alcohol abuse prevention with youth.

Nicole Vann visited from University of Brighton in the UK also as part of the Canadian-European CEIHPAL exchange program. She met with people connected to community based projects working with youth and alcohol intervention and was interested in community development approaches to working with older people (50+) around health promotion.

**Cancer Prevention Interest Group
(Members Activities)**

Coordinator: Dorothy Goldin Rosenberg

The Occupational and Environmental Carcinogens Working Group of the Toronto Cancer Prevention Coalition (TCPC) is building capacity for Community Right-to-Know (CRTK) through partnerships, collaboration and education. The Working Group with membership from the hospital sector, occupational/public health organizations, environmental NGO's, labour groups, and the public has been working towards developing a CRTK by-law in Toronto since the release of its 2001 report Preventing Occupational and Environmental Cancer: A Strategy for Toronto www.toronto.ca/health/resources/tcpc/pdf/tcpc_occupational_enviro_carcinogens.pdf.

The City of Toronto, largely through Toronto Public Health (TPH), has responded by taking steps toward CRTK initiatives, culminating in Toronto Public Health's most recent 2006 report Access to Environmental Information: Preventing Pollution, Avoiding Risks, at <http://www.toronto.ca/legdocs/2006/agendas/committees/hl/hl060914/it016.pdf>

This Working Group will hold a one day workshop December 5th, 2006 as a follow-up to the successful Building Bridges and Public Policy conference held May 30th 2006. The workshop will be at the Steelworkers Hall, Cecil Street, Toronto. It will capitalize on the May conference to enhance the scope and reach of CRTK initiatives within the Toronto GTA area.

Information Leads to Action!

An important TCPC cancer prevention action is on ionizing radiation and public health in

the Toronto GTA area with relation to the refurbishment/expansion of nuclear power facilities on Lake Ontario. The working group (Ruth Grier, Co-Chair) facilitated resolutions on tightening radioactive tritium standards in city drinking water. Toronto Public Health, the Board of Health and Toronto City Council approved the following resolutions and agreed to test and report on results with an added agreement to request the Ontario Government to consider more health protective standards:

- (1) that the City of Toronto test and report information on tritium and other radionuclides both in the raw water of Lake Ontario and in Toronto's drinking water and include these results in your annual report on drinking water required by the Ontario Drinking Water Standards; and
- (2) that the City of Toronto request that the current Ontario Government revisit the recommendations of the Ontario Advisory Committee on Environmental Standards Committee and consider that more health protective standard be required.

The working group requested municipalities along Lake Ontario to enact similar resolutions at their Boards of Health and city councils. To review the rationale on why standards related to tritium discharges from nuclear facilities into drinking water are in the interest of public health/health promotion, contact dgoldinrosenberg@oise.utoronto.ca.

Film Update

Toxic Trespass: Children's Health and the Environment, a co-production with the National Film Board of Canada will be released in late fall/early winter 2006 along with a resource guide.

Ontario Healthy Schools Coalition

Report by: Carol MacDougall and Fran Perkins

This has been another very productive year for the Ontario Healthy Schools Coalition (OHSC). Highlights include:

- Four meetings/teleconferences were held, with an average of 62 in attendance either in Toronto or from an average of 24 teleconference sites.
- Our 5th Annual OHSC Forum was generously hosted by York Region Health Services on June 2nd with more than 80 people in attendance—almost double our previous forums. The focus was on a Systems Approach to Change, with particular emphasis on hearing the perspective of the education sector, so public health and other community partners can most effectively integrate their efforts. Developments and success stories from the provincial, school board and local school levels were shared.
- Many OHSC members attended a National Invitational School Health Conference in Vancouver May 23-26th featuring excellent presentations by international and national leaders in school health. One of the critical insights from Lawrence St. Leger of Deakin University, Australia, was that 95% of the elements of successful schools (based on 25 years of school improvement data) correspond to our Health Promoting Schools Framework. This is very encouraging and reinforces the importance of the health and education sectors working together. Time for provincial/territorial discussions was included in the conference and Ontario had very valuable sharing amongst numerous agency delegates and representatives from the Ministries of Education and Health Promotion.

- The OHSC participated in meetings of the Healthy Schools Working Table convened by the Ministry of Education to gather input on a proposed Healthy School Recognition Program for Ontario.
- The OHSC provided initial input into the process of revising the Public Health Mandatory Health Programs and Services Guidelines and hopes to remain involved as this work proceeds.

The OHSC is encouraged by the Ministry of Health Promotion document released in June 2006 entitled “Ontario’s Action Plan For Healthy Eating and Active Living” that supports schools as valuable settings for health promotion. We hope this will be a landmark document for the province—that it will influence the MHPSG revisions and give everyone extra drive to move forward with our collaborative Comprehensive School Health/Health Promoting Schools work!!!

Urban Health Promotion Research Working Group

Chair: Shelley Young

The Urban Health Promotion Working Group was ably chaired by Shelley Young while she was employed by the Public Health Agency of Canada, Toronto Nunavut Regional Office. The group was working on a research proposal about literacy and health as a marker of success in healthy schools to be submitted for funding but Shelley had to resign as chair in February 2006 and a new chair has not identified. The Working Group is on hold until a new chair comes forward.

2006 Healthy U of T Awards

Chair: Geraldine (Jody) Macdonald

Each year the Centre for Health Promotion presents the Healthy U of T Awards. These awards recognize an individual or a group of students, staff, and/or faculty members at the University of Toronto that have made a substantial and long lasting healthy difference to the campus community. The 2006 Healthy U of T Awards selection committee was impressed by the nominations and nominators who took the time to recognize their colleagues' contributions to the University of Toronto community. All those nominated are to be congratulated as all have made an impact on supporting health.

Diana Alli is the recipient of the 2006 Healthy U of T Award in the Individual category. Diana is the Coordinator of Student Affairs at the Faculty of Medicine. As many supporters attest, it is an understatement to say that she has gone above and beyond the call of duty during her more than 30 years of service for the UofT and larger Toronto community.

Diana helped start the Summer Mentorship Program in 1994 for students of Black and Aboriginal ancestry who are underrepresented in healthcare. Today over 3000 students have completed this program. She founded the Saturday Tutoring Program in 1996 for inner-city high school students at risk of failing or dropping out of school. This has helped the high school students plus over 2000 UofT students who have benefited from mentoring and teaching them. She is the founder of Earthtones and Rhythms and Dance – two annual musical benefit concerts that have raised over \$100,000 for international and local aid; founder of “Out of the Cold” programs in two downtown centres, Medlife at the Faculty of Medicine and the list goes

on! This is in addition to the support she gives to numerous Faculty of Medicine student clubs and as a member of the Advisory Group for the Transitional Year Program.

She has undoubtedly fulfilled her role of making a lasting contribution to the physical, mental, social and spiritual health of student life on campus and of wellbeing in the community at large. Diana is celebrated for her untiring, enthusiastic and passionate work in teaching others about respect, pluralism and altruism. Diana was nominated by Sagar Dugani, an MD/PhD student in the Faculty of Medicine with letters of support from her colleagues and students.

SHOP (Student Health Outreach Program) is the recipient of the 2006 Healthy UofT Award in the Group category in recognition of the dedicated group of student volunteers who spend time educating and talking to their peers about health issues.

The Program began as a peer-to-peer education pilot project in 1991 and has now grown to 30+ student volunteers who are peer health educators. SHOP has also inspired the formation of Toronto Peer Health Network by collaborating with Ryerson and York universities in training peer health educators. SHOP volunteers are to be recognized for connecting students to campus life and services and helping them establish a foundation for healthy living during their university career and beyond. SHOP Peer health educators provide safe, non-judgemental space for empathy, relationship building and understanding. They create and staff displays, produce a newsletter, deliver presentations to student groups/residences, orientation events, annual Health Fair and partner with other campus initiatives to reach as many students as they can. And they do it

2006 HEALTHY UOFT AWARDS

all in a fun, entertaining and informative way! The SHOP Program was nominated by Dr. Sara Taman, Physician-in Chief of Health Services and supported by letters from students and colleagues.

The 2006 nomination review committee included representatives from the faculty, staff and student body. The Centre for Health Promotion would like to thank the Healthy UofT committee chair, Geraldine (Jody) Macdonald, and committee members Myra Lefkowitz, Glenna Hilborn, Bronwyn Underhill, Uitsile Ndlovu, Shan Mohammed and Mohini Athia.

FUNDING PROPOSALS

Proposals that were successful and/or started in 2006

Title: Averting Emerging Chronic Diseases in Northern Populations: A Circumpolar Collaborative Research Program
Agency: Canadian Institutes for Health Research Team Grant
Partners: Kue Young of the Indigenous Health Research Development Program is Principal Investigator
CHP's role: Suzanne Jackson is Co-investigator

Title: Assessing Effectiveness of Intersectoral Community Efforts to Promote Health & Reduce Disparities
Agency: Research Synthesis Operating Grant, Canadian Institutes of Health Research
Partners: Marcia Hills, University of Victoria, in Principal Investigator
CHP's role: CHP is a collaborator

Proposals submitted in 2006

Title: Developing and Supporting Capacity for Practice-Related Research on Literacy and Health in Canada
Agency: National Literacy Secretariat, Human Resources Skills Development Canada
Amount: \$861,180 (January 2006-December 2008)
Partners: Co-Investigators: Irving Rootman, Universities of Victoria and Toronto; James C. Frankish, University of British Columbia; Lewis Williams, University of Saskatchewan; Margot Kaszap, Laval University; Heather Hemming, Acadia University; Lynn Chiarelli, Coordinator of the Second National Conference on Literacy and Health; Deborah Godon El-Bihbety, Canadian Health Research Coalition
CHP's role: Suzanne Jackson is Principal Investigator
Result: Unsuccessful

Title: Reducing Vulnerability in Those Waiting for Social Housing
Agency: Canadian Institutes for Health Research
Amount: \$395,083 (March 2007-March 2010)
Partners: Toronto Community Housing Corporation
CHP's role: Suzanne Jackson is Principal Investigator
Result: pending (submitted September 2006)

Title: Performance Assessment of PHC Systems
Agency: REISS, Canadian Health Services Research Foundation
Amount: \$550,000 (June 2007-June 2011)
Partners: Canadian Alliance of Community Health Care Associations
CHP's role: Suzanne Jackson is a Team Member
Result: Pending (submitted November 2006)

Title: Translating Evidence into Population Health Effects: Evaluating a Dissemination Strategy for Smoking Prevention in Schools
Agency: Canadian Institutes for Health Research
Amount: \$426,532 (March 2007-March 2009)
Partners: Taking IT Global, Ontario Physical Health and Education Association
CHP's role: Suzanne Jackson is Co-Investigator
Result: Pending (submitted September 2006)

Ongoing Projects in 2006

Title: Canada – Europe Initiative in Health Promotion Advanced Learning (CEIHPAL)
Agency: Canada-European Union Program for Co-operation in Higher Education and Training
Amount: \$200,000 (2005 – 2008)
Partners: Universities of Victoria, Alberta, Hochschule Magdeburg-Stendal, Athens and Brighton, with Marcia Hills at UVic as Principal Investigator
CHP's role: Suzanne Jackson is co-applicant

Title: Balkans Youth and Health Project
Agency: Canadian International Development Agency
Partners: Canadian Society for International Health as Lead Organization
CHP's role: Suzanne Jackson, Fran Perkins and Harvey Skinner as Consultants

Title: Viva! Health Project
Agency: Population Health Fund, Ontario Ministry of Health
Partners: Portuguese Canadian National Congress
CHP's role: Suzanne Jackson as Research Advisor

Title: Literacy and Health
Agency: Social Sciences and Humanities Research Council
Amount: \$50,000 (to March 2006)
CHP's role: Irv Rootman is Principal Investigator

Title: Best Practices in the Evaluation of Primary Health Care Interdisciplinary Teams
Agency: Primary Health Care Transition Fund, Ministry of Health and Long Term Care
Partners: Association of Ontario Health Centres as lead
CHP's role: Suzanne Jackson is Co-Investigator (to look at role of health promoters in interdisciplinary teams)

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. To subscribe, send an email to centre.healthpromotion@utoronto.ca. This year, two issues were distributed:

- *E-info Update*
Spring 2006
<http://www.utoronto.ca/chp/download/EInfoUpdates/einfospring2006.html>
- *E-info Update* Fall 2006
<http://www.utoronto.ca/chp/download/EInfoUpdates/einfofall2006.html>

Funding 2005/2006

Project Title	Funding Source	Grant Period	Current Amount
HPSS 2006	OMOH<C	04/05-03/06	\$70,600.00
HPSS 2006 – Aboriginal component	HC and AHWS	06/06-08/06	\$15,000.00
HPSS 2006 – Special Events	Heritage Canada	04/06-10/06	\$6,725.00
Partnership Agreement	CAMH	Ongoing	\$45,000.00
The Health Communication Unit	OMOH<C	04/05-03/06	\$415,000.00
Tobacco Youth Vortal (THCU)	OMOH<C	04/05-03/06	\$100,000.00
Workplace Health (THCU)	OMOH<C	04/05-03/06	\$200,000.00
Practicum Student Funding	BBN, EY/ET, HC, CAMH	04/05-08/06	\$40,600.00
Healthy Heart Program (THCU)	OMOH<C	04/05-03/06	\$199,261.00
Total			\$1,092,186.00

AHWS = Aboriginal Health and Wellness Strategy

BBN = Better Beginnings Now

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

APPENDIX B

Those Who Made it Happen (2005-2006)

Main Office

Suzanne Jackson, Director
Nora Sellers, Financial and Administrative Assistant (November – March 2006)
Mohini Athia, Financial and Administrative Assistant (May 2006 -)

National Projects Unit

Rick Wilson, Coordinator (retired in 2006)
Reg Warren, Consultant

The Health Communication Unit

Larry Hershfield, Manager
Cathy Duerden, Office Coordinator
Ali Kilbourn, Project Assistant
Barry MacDonald, Business Officer
Cam White, Office Support
Nancy Dubois, Consultant
Julie Duda, Consultant
Noelle Gadon, Consultant
Heather Graham, Consultant
Robb MacDonald, Consultant
Jodi Thesenvitz, Consultant
Rouleen Wignall, Consultant

Health Promotion Summer School

Lisa Weintraub, Coordinator
Rosie Mishael, Assistant
Ngalula Kalunda, Consultant

International Health Promotion Unit

Fran Perkins, Coordinator
Giulia El Dardiry

Special Projects

Natalie Gierman, Fatima Jorge, Irving Rootman, Heba Sadek, Danielle Schirmer, Anja Ziegenspeck

Advisory Board

Connie Clement, Gail Czucar, Marianne Kobus-Matthews, Rhonda Love, Brenda Perkins, Blake Poland, Heather Ramsay, Fran Scott, Harvey Skinner, David Zakus

Fellows

Michael Goodstadt, Larry Hershfield, Brian Hyndman, David Korn, Cameron Norman, Fran Perkins, Irving Rootman, Harvey Skinner, Reg Warren

Centre Volunteers and Guests

Bertha Adams, Bonnie Aggamway, Andy Anderson, Dawn Austin, Peri Ballantyne, Chantal Bohémier, Mary Cerré, Michelle Everest, Bob Fenton, Hélène Gagné, Gail Glatt, Dorothy Goldin Rosenberg, Charna Gord, Denise Hébert, Judy King, Myra Lefkowitz, Geraldine (Jody) Macdonald, Carol MacDougall, Ted Mavor, Heidi McGuire, Raza Mirza, Shan Mohammed, Uitsile Ndlovu, Ellen Nowgesic, Christine O'Rourke, Elsie Petch, Vivian Recollet, Ben Rempel, Barbara Ronson, Irv Rootman, Hélène Roussel, Louise Signal, Colleen Stanton, Jasmine Thibault, Bronwyn Underhill, Megan Williams, Shelley Young

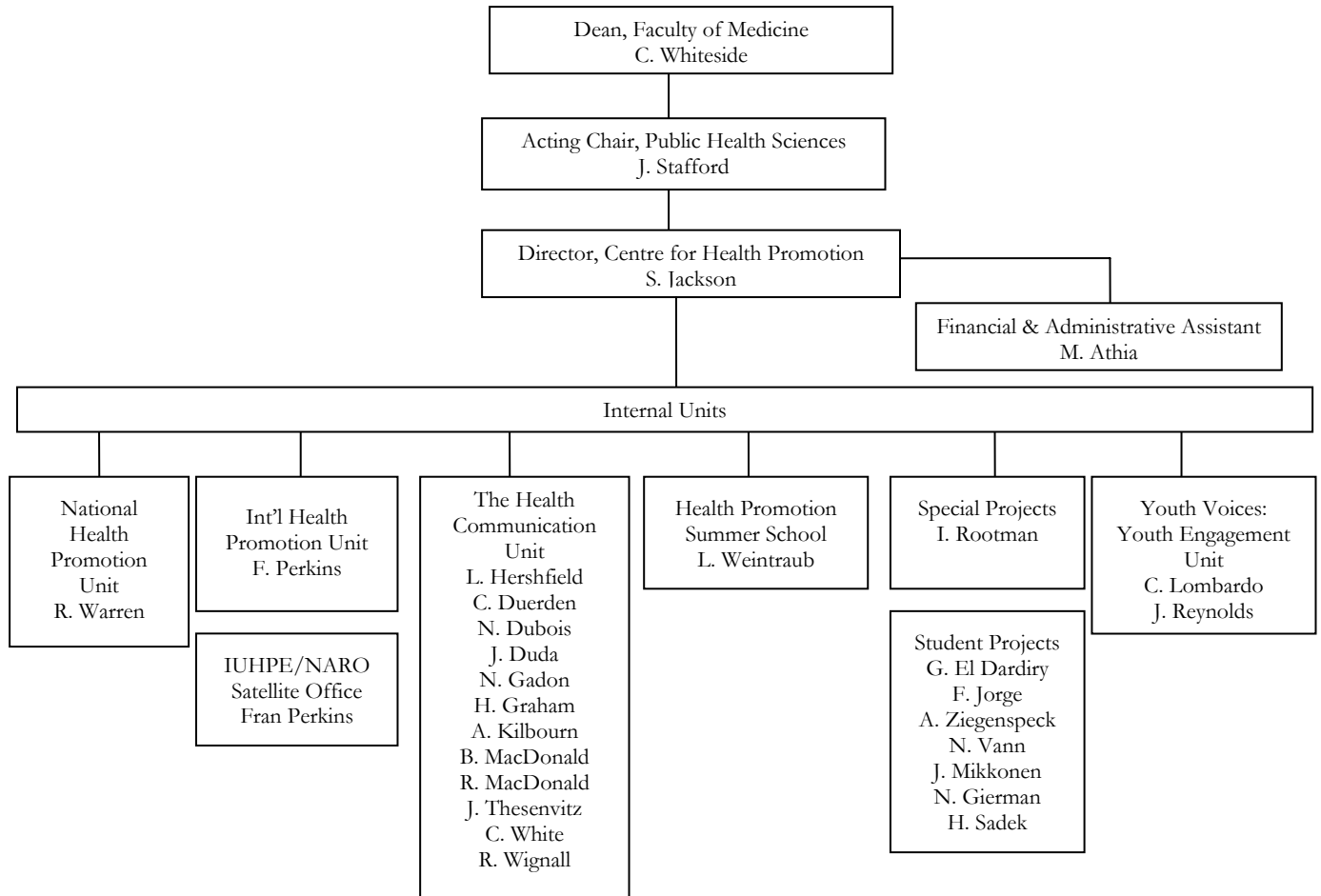
Long Term Guests

Abdul Fattah, Juha Mikkonen, Reza Shidfar, Nicole Vann

Guests

Consuleo Andrade, Juliana de Paula, Lislaine A. Fraccolli, Ana Maria Girotti, Sperandio, Eberhard Goepel, Nasruddin Jaafar, Andelka Kotevic, Lorenza Mariscal, Dusanka Matijevic, Lucia Y. Izumi Nichiata, Lucero Rodriguez Cabrera, Jaime Sapag, Thavaraj Subramaniam, Rae Walker, Shumei Wang

December 2006 Organizational Chart



APPENDIX D

How to Reach Us

Centre for Health Promotion

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Suzanne Jackson, Director

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Mohini Athia

Financial and Administrative Assistant

Phone: 416-978-2182
mohini.athia@utoronto.ca

Health Promotion Summer School

Lisa Weintraub, Coordinator

hpss@rogers.com
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International Health Promotion Unit

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The Health Communication Unit

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Youth Voices: Youth Engagement Unit

Charlotte Lombardo, Manager

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Fax: 416-946-7805
www.teennetproject.org