



Centre for Health Promotion

UNIVERSITY OF TORONTO

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Health Promotion is "the process of enabling individuals and communities to increase control over the determinants of health and thereby improve their health".

Director's Remarks

The past year has been one of continued development and accomplishment for the Centre. Perhaps the key milestone was the External Review conducted by Drs. Lowell Levin from Yale University and Miriam Stewart from Dalhousie. For the benefit of those who haven't seen it, it is reprinted in this Annual Report (Appendix D). Among its generally positive conclusions, was the statement that:

there is little doubt that the Centre in its brief life has achieved a very high status among its peers. The Centre is a leading agency in health promotion research in Canada and the United States. The Centre's operating philosophy of inclusiveness of diverse disciplines, professional groups and communities is exemplary. Thus, the research undertaken represents a high level of relevance to the goals of health promotion.

Perhaps in recognition of our status according to the review team, we have been invited to initiate discussions with the World Health Organization regarding the possibility of becoming a WHO Collaborating Centre in Health Promotion. Possibly this is an event that we will be able to celebrate together at our next annual meeting. On the other hand, the report did make some suggestions for strengthening the Centre which we will have to pay attention to.

One such suggestion was that a Deputy Director be appointed. In that regard, I am pleased to announce that we have reached an agreement with the Addiction Research Foundation that Dr. Michael Goodstadt be seconded to the Centre for a period of two years to play that role. I am delighted to have him with us and look forward to working with him both while I am here and while I am on administrative leave (July 1, 1994 - June 30, 1995), during which time he will act as Director.

Another important milestone for the Centre was the release of *Health Promotion in Canada* at the sixth Biennial Congress of the Ontario Prevention Clearinghouse which we co-sponsored last May with the Clearinghouse, one of our Affiliated Units. It was also released in Quebec at Laval University in June. The book represents a successful conclusion of our first collaborative effort with another university-based health promotion centre, namely the Groupe de recherche et d'intervention en promotion de la sante at Laval University. It is testament to the fact that we can work extremely well with our colleagues outside of Toronto. Much of the credit in this case belongs to Michel O'Neill and Ann Pederson who were absolutely delightful to work with. So far, we are pleased with the response to the book which was mentioned by many of the keynote speakers at the CPHA Meeting in June and which has been adopted by a number of programs, including the Undergraduate Medical Program at University of Toronto, as core reading.

A third key milestone was the Health Promotion Summer School held at Ryerson Polytechnic University in June. It was planned with the leadership of the Centre by a committee consisting of representatives of fifteen organizations in Ontario involved in health promotion. We were pleasantly surprised by the turnout of about 200 people and by the generally positive evaluations. Based on the latter, we are in the process of planning another one for next year. Its success is due to many

individuals and organizations but primary among them are Janice Murray, the Coordinator of the Anglophone component and Francine LaRoche, the Francophone Coordinator. Fortunately, they are continuing to work with us on next year's school.

Some other important milestones were: the establishment of our Quality of Life Research Unit thanks to the efforts of our Quality of Life Research team, especially Ivan Brown, Dennis Raphael and Rebecca Renwick; the continued funding of our Health Communication Unit based on recognition by the Health Promotion Branch of its outstanding success in its first year of operation thanks to the hard work of Larry Hershfield and his team; the continued funding of our North York Community Health Promotion Research Unit based on a successful external review; the successful completion of the first year of operation of our Ontario Tobacco Research Unit thanks to the excellent work of Roberta Ferrence and her team of staff and investigators; the addition of the YMCA of Metro Toronto and Safe Kids Canada as Affiliated Units; and the establishment of a partnership with Griffith University of Australia through joint publication of *Ecological Public Health* which will be launched by Cordia Chu, one of the editors, and Ron Labonte and Trevor Hancock, two chapter authors, at our annual meeting. There are many other milestones as well and I hope that I haven't offended anyone by not mentioning one that they are particularly associated with. In any case, it is obvious from what I have said that 1993/94 was indeed a successful year for the Centre.

Moreover, 1994/95 promises to be at least as good, if not better. In addition, to developing a strong working relationship with the World Health Organization, the next year will likely see the publication of additional groundbreaking materials through our joint program with ParticipACTION and through other means (Sage will be publishing our book on *Quality of Life in Rehabilitation and Health Promotion*), the beginning of a Collaborative Program in Health Promotion, the initiation of our project to evaluate Canadian Healthy Community efforts in collaboration with four other university Centres and the development of further collaborative efforts with all of the other Centres. The foundation is there. All we have to do is take advantage of it.

Finally, I'd like to conclude my remarks by thanking all of those who contributed to the success of the Centre in 1993-94. In addition to those I have already mentioned, I'd like to single out John Hastings, Bryan Hyndman, Gwynneth Wallace, Barb Van Maris, Martin Shain, Ann Pederson, Ron Labonte, Joanne Marshall, Victor Marshall, John Raeburn, Nancy Hall, Reg Warren, Rick Wilson and Anne Cartwright as well as our Partners, Advisory Board, Community Advisory Committee, Affiliated Units, and our funders including the Rosenstadt Endowment Fund, Connaught Laboratories, Ontario Ministries of Health and Community Services and Health Canada. I'd also like to express special thanks to my family Barb, David and Adam Rootman.

Irving Rootman

Activities of the Centre

1 Research

The Centre's research goal is "to develop a comprehensive program of basic and applied research in health promotion". Research activities are principally guided by four questions:

- ! What are the determinants of health?
- ! How do health promotion strategies work?
- ! How is healthy public policy created?
- ! What methodologies for health promotion research need to be developed?

During 1993-94, six major programmes of research were underway:

1. North York Community Health Promotion Research Unit
2. Quality of Life Research
3. Ontario Tobacco Research Unit
4. Workplace Health Promotion Research
5. Survey Analysis and Interpretation, and
6. Knowledge Development

In addition, a number of other research projects were carried out. Each of the programmes will be presented in turn.

1.1 North York Community Health Promotion Research Unit

The Unit is a partnership between the Centre for Health Promotion and North York Public Health Department, with a mandate to develop a theoretical and empirical basis for health promotion programs. Funded in July 1991, in 1993-94 the Unit focused on identifying health promotion needs and strategies in five specific areas: school and family health promotion, health promotion among the elderly, workplace health promotion, health promotion indicators and community action research.

Collaborators: In partnership with the North York Public Health Department and in collaboration with the Departments of Preventive Medicine and Biostatistics and Behavioural Science, the Faculty of Nursing, the School of Physical & Health Education at the University of Toronto, and the Addiction Research Foundation.

Funded by: Ontario Ministry of Health - Health Systems-Linked Research Grant (\$2,200,000 1991-1996)

Principal
Investigator: Irving Rootman

Co-Investigators: Ken Allison, Mary Jane Ashley, Robin Badgley, Dorothy Craig, Joan Eakin, Suzanne Jackson, Ian Johnson, Dennis Raphael, Ann Robertson, Martin Shain, Karen Wade, Reg Warren, Lilian Yuan.

Co-Directors: Irving Rootman, Suzanne Jackson

Unit Staff: Marie Boutilier, Trevor Smith (as of May 24, 1994), Rowena Perez, Heather White, Shelley Cleverly Nancy Weir, Dan McNally.

Projects

1.1.1. Factors Influencing Adolescents' Contraceptive Behaviours and Behaviours to Prevent Sexually Transmitted Diseases

A study of the factors which affect adolescents' decision-making regarding use of contraceptives and use of community-based family planning clinics.

Collaborators: North York Board of Education

Funded by: Proposal was submitted to NHRDP in October 1994

Principal
Investigators: Dorothy Craig, Karen Wade

Co-Investigators: Ken Allison, Carole Hlibka

Progress 1993/94: Findings of Elicitation Study analyzed; measurement instrument developed.

1.1.2. Barriers, Self-Efficacy, Intention and Participation in Vigorous Physical Activity by High School Students

A study of factors influencing physical activity by high school students.

Collaborators: North York Board of Education

Funded by: The Canadian Fitness and Lifestyle Research Institute (\$10,644)

Principal
Investigator: Ken Allison

Co-Investigators: John Dwyer, Susan Makin

Progress 1993/94: Literature review completed; pilot study completed; main study in Fall 1994.

1.1.3. High Risk Youth

A study of health-related behaviours of youth in the early years of high school in relation to factors such as stress, family situation and self-esteem.

Collaborators: Addiction Research Foundation, North York Board of Education

Funded by: Addiction Research Foundation (\$70,000)

Principal
Investigator: Roberta Ferrence

Co-Investigators: Ed Adlaf (ARF), Ken Allison, Mary Jane Ashley

Progress 1993/94: Data collected, analysis initiated.

1.1.4. A Descriptive Study of Mothers' Activities to Promote the Health of their Preschool-Aged Children

Study to explore mothers' conceptualizations of health, activities which mothers engage in to promote the health of their preschool-aged children, as well as benefits, barriers and influences regarding these activities.

Collaborators: Subjects will be recruited from daycare centres in North York

Funded by: Proposal was submitted to the External Grants Program of the Hospital for Sick Children (October, 1994)

Principal
Investigators: Karen Wade, Dorothy Craig

Co-Investigators: Hyewon Lee-Han, Susan Makin, John Dwyer, Debbie Zanetti

Progress: Literature reviewed, study conceptualized, proposal written.

1.1.5. Computerized Lifestyle Assessment

Adaptation of computerized lifestyle risk assessment program for adolescents.

Collaborators: Department of Behavioural Science, North York Board of Education

Funded by: NYCHPRU

Principal
Investigator: Harvey Skinner

Co-Investigators: Susan Makin, Edna Wallhead, Mac Bury

Progress 1993/94: Revised edition of Computerized Lifestyle Assessment produced, as well as software and supporting documentation; research focus on potential applications and effectiveness of the CLA re: impact on stages of change in adolescents.

1.1.6. The Development of a Stressors and Pleasures Instrument for Pregnant Women

A study of the relationship of stress to maternal (infant outcomes in pregnant women attending North York Public Health Department Prenatal classes in winter 94-95.

Collaborators: North York General Hospital, York Finch Hospital

Funded by: NYCHPRU

Principal
Investigator: Dorothy Craig

Co-Investigators: Hyewon Lee-Han, Susan Blue, Nancy Weir

Progress 1993/94: Literature review completed; survey designed.

1.1.7. Canadian Initiatives in Small Workplace Health Promotion

A survey of Canadian agencies involved in or knowledgeable about workplace health promotion activities.

Funded by: NYCHPRU

Principal
Investigator: Joan Eakin

Co-Investigator: Nancy Weir

Progress 1993/94: Analyzing results of national survey. An article has been accepted for publication in the *Canadian Journal of Public Health* and a report for respondents is being completed.

1.1.8. Health, Safety and the Bottom Line: A Study of Small Business Owners

Study of small business owners and managers in North York and Kitchener-Waterloo to elicit perspectives on their businesses, health and health of their employees.

Collaborators: Addiction Research Foundation, North York Public Health Department

Funded by: Addiction Research Foundation
(\$64,000)

Principal
Investigator: Martin Shain

Co-Investigators: Joan Eakin

Research Officer: Anne Currie

Progress 1993/94: Qualitative interviews conducted with small business owners; data collection completed and analysis underway examining determinants of health in this work environment.

1.1.9. Health & Safety in Small Workplaces: the Employee's Perspective

A study of the employee's perspective on health and safety issues in small business.

Collaborators: Lamp Toronto Workers Health and Safety Legal Clinic, Access Alliance

Funded by: Ontario Ministry of Health
(\$47,978)

Principal
Investigator: Joan Eakin

Progress 1993/94: Proposal funded; interviews being conducted, analysis to include a focus on gender and ethnicity issues.

1.1.10. Foot-in-the-Door Project: A Public Health Initiative for Promoting Health in Small Workplaces

Describes and analyzes a "managing stress on the job" outreach program offered by North York Department public health nurses to owners of businesses with 25-99 employees. Seen as action research and an opportunity to introduce health promotion principles into workplaces.

Collaborators: North York Public Health Department

Funded by: NYCHPRU

Principal
Investigators: Joan Eakin, Maureen Cava, Trevor Smith

Co-Investigators: Irene Swinson, Marco Vittiglio, Bruna Corbesi

Progress 1993/94: Pilot project utilizing interviews; participant observation and focus groups to start November 1994.

1.1.11. Health and Senior Adults: Research and Evaluation Study

A study of the impact of the North York Public Health Department's "Healthful Living Program" on seniors in North York.

Funded by: NYCHPRU

Principal

Investigators: Dennis Raphael, Bev McClelland

Research Officer: Nancy Weir

Progress 1993/94: Proposal revised.

1.1.12. Frailty Among Seniors Project

Study of frailty among seniors and the factors contributing to its development.

Funded by: NYCHPRU

Project Principal

Investigators: Dennis Raphael, Maureen Cava

Co-Investigators: Ivan Brown, Rebecca Renwick

Progress 1993/94: Developed a definition of frailty; instrument to measure frailty under development.

1.1.13. Working Together: Unemployed Youth and the Public Health Department

Public health nurses and youth to be brought together to strategize and implement an intervention of their own devising related to unemployment in youth.

Collaborators: NYIACC, North York Public Health Department and Frontier College

Funded by: NYCHPRU

(\$35,650) September 1993- December 1994

Principal

Investigators: Irving Rootman, Marie Boutilier

Co-Investigators: Robin Mason, Carol Marz, Lynne Sage, Lucia Bresolin, Natalie Panhusen, Ann Robertson

Research Officer: Robin Mason

Progress 1993/94: Focus groups with youth held, output analyzed and presented to public health nurses in North York ; partnership being developed with a group of North York youth at Frontier College.

1.1.14. Advice for Big and Small: Participatory research with a low-income multicultural community

Participatory action research project based on a parent-helping- parent model of family support.

Collaborators: Adventure Place, Brahms Residents' Committee

Funded by: NYCHPRU

Principal

Investigator: Marie Boutilier

Co-Investigators: Lynne Sage, Sharon Scarcello

Progress 1993/94: Project initiated; working with residents and professionals in implementing project; gathering and analyzing information.

1.1.15. Community Action and Public Health in Ontario: A Comparative Study

To develop a provincial comparative study of community action projects with seven other Health Units. This is a qualitative study involving site visits and a follow-up provincial survey to test generalizability of findings.

Funded by: Proposal was submitted to NHRDP in October 1994.

Principal

Investigators: Robin Badgley, Marie Boutilier

Progress 1993/94: Study designed in partnership with seven Health Units; proposal submitted to NHRDP.

1.1.16. Health Needs Assessment Survey of the Chinese Community in Metro Toronto

Further testing and application of method for assessing health needs of Chinese community in Metro Toronto.

Collaborators: Chinese Interagency Network Toronto, Chinese Health Education Committee, North York Public Health Department, Toronto Department of Public Health.

Funding: Proposal was submitted to NHRDP (Oct. 1994)

Principal
Investigator: Ian Johnson

Progress 1993/94: Phase II of project to use instrument to assess needs of the Metro Toronto Chinese Community designed; proposal submitted for funding.

1.1.17. Community Level Quality of Life Indicators

Project to operationalize concepts of community-level quality of life approaches, develop indicators, carry out a community health needs assessment on quality of life issues, and develop materials and manuals for use by health planners.

Collaborators: Metro Toronto District Health Council

Funded by: NYCHPRU and MTDHC

Principal Investigator: Dennis Raphael

Co-Investigators: Irv Rootman, Stella Cho, Rebecca Renwick, Greg Robinson

Research Officer: Dan McNally

Progress 1993/94: Proposal submitted to Metro Toronto DHC; questions for focus groups with members of public under development.

1.1.18. Positive Health and Well-Being Indicators

Two lines of enquiry are being undertaken. The first involves a literature review examining conceptualizations of positive health, their operationalization and the influence of different cultural contexts. A second line of inquiry will analyze data from the Ontario Health Survey in order to ascertain the attributes of healthy people, particularly those living in poverty. This will be followed by a series of focus groups to explore these ideas further.

Funding: NYCHPRU

Principal
Investigator: Reg Warren

Co-Investigators: Irv Rootman, Suzanne Jackson, Trevor Smith, Philippa Holowaty, Hyewon Lee-Han, Connie Utrecht, Edna Wallhead, David Burman

Research Officer: Dan McNally

Progress 1993/94: Literature review underway and the analysis of the Ontario Health Survey commenced in November 1994.

1.1.19 Indicators of Empowerment in Public Health Practice

A study of indicators of empowerment via focus groups to be conducted with public health practitioners from two public health departments engaged in community development work or the Healthy Children program.

Collaborators: North York Public Health Department, Toronto Department of Public Health

Funded by: NYCHPRU

Principal

Investigator: Suzanne Jackson

Co-Investigators: Lynne Sage, Hyewon Lee-Han, Trevor Smith, Brian Hyndman, Lois Jackson, Lilian Yuan

Research Officer: Shelley Cleverly

Progress 1993/94 Research project designed, proposal completed and negotiations currently underway to secure the participation of both health departments.

1.1.20. Healthy Community Indicators

A study comparing capacity-building indicators at the neighbourhood level with traditional health and disease data about neighbourhood. This research will contribute to development of indicators of healthy communities.

Funded by: NYCHPRU

Principal

Investigator: Suzanne Jackson (Acting Chair)

Co-Investigators: Pat Main, Tom Abernathy, David Burman, Ann Robertson, Lisa Salsberg

Research Officer: Shelley Cleverly

Progress 1993/94: Literature reviewed; research proposal being developed.

1.21. Resiliency in Communities

The purpose of this project is to examine the concept of resiliency of communities and to explore its implication for health promotion

Collaborators: Canadian Mental Health Association, Centre for Health Promotion, Metropolitan Toronto District Health Council

Funding: Health Canada (\$5000)

Principal Investigator: Dennis Raphael

Co-Investigators: Michael Goodstadt, Bonnie Pape, Irving Rootman

Progress 1993/94: Letter of intent submitted and funded

1.2 Quality of Life Research

A Quality of Life Research Unit was formed in 1994 to coordinate various projects that address quality of life in diverse populations. There are several projects underway.

Projects

1.2.1. Quality of Life Project Phase III: An Evaluation of the Policy Objectives of the Province of Ontario's Developmental Services

Collaborators: Department of Behavioural Science, Department of Occupational Therapy

Funded: Ministry of Community and Social Services
(\$472,200 1994-98)

Investigators: Dennis Raphael, Rebecca Renwick, Irving Rootman, Sharon Friefeld

Project Manager: Ivan Brown

Progress 1994: Study initiated August 1, 1994

1.2.2. Quality of Life Of Adolescents

Study of quality of life among adolescents in Sudbury

Collaborators: School of Nursing - Laurentian University
Funded: Centre for Health Promotion, School of Nursing - Laurentian University
Co-Principal Investigators: Dennis Raphael, Ellen Ruckolm, Ivan Brown
Ms. Bailey
Progress 1993/94: Project ongoing

1.2.3. Quality of Life of Persons With Physical Disabilities

Study of quality of life of adults with physical disabilities who live in Toronto

Collaborators: Department of Occupational Therapy, Department of Behavioural Science
Funded by: Centre for Health Promotion, Department of Occupational Therapy
Principal Investigator: Rebecca Renwick
Investigators: Ivan Brown, Dennis Raphael, Debbie Ruman
Progress 1993/94: Study initiated June 1994; grant proposal submitted

1.3. Ontario Tobacco Research Unit

The Ontario Tobacco Research Unit (OTRU) was established in July 1993 with a grant from the Ontario Ministry of Health to the Centre for Health Promotion, University of Toronto. As a partner in the Ontario Tobacco Strategy, the OTRU will monitor and evaluate the strategy, synthesize relevant literature, establish a network of collaborators on tobacco research in Ontario, and participate in program and policy research, development and diffusion.

Collaborators: The Department of Preventive Medicine and Biostatistics, University of Toronto; the Addiction Research Foundation; the City of Toronto Department of Public Health; and the Universities of Western Ontario and Waterloo.

Funded by: Ontario Ministry of Health
(\$4,000,000 1993-2003)

Principal Sponsor: Irving Rootman
Centre for Health Promotion
University of Toronto

Principal Investigators: Tom Abernathy, Mary Jane Ashley, Steven Brown, Roberta Ferrence,
Elizabeth Lindsay, Linda Pederson and Reg Warren.

Director: Roberta Ferrence

Project Manager: Mel Martin

Unit Secretary: Paola Greco

Unit Staff: Pam Bolan, Susan Bondy and Richard Wilson.

OTRU Internal Projects

1.3.1. Literature Reviews and Analyses Working Group

The Literature Reviews and Analyses working group will continually synthesize and analyze relevant literature on smoking and behaviour.

Collaborators: University of Toronto, Addiction Research Foundation, University of Western Ontario, University of Waterloo, City of Toronto Department of Public Health

Funded by: Ontario Ministry of Health (OTRU Grant)

Principal Investigator: Linda Pederson, Mary Jane Ashley, Roberta Ferrence

Co-Investigators: Reg Warren, Elizabeth Lindsay, Steven Brown, Tom Abernathy and others

Progress 1993/94: Current abstracts Number 1 published; Working Paper Number 1 published; Literature Reviews survey carried out.

1.3.2. Networking and Communication

This working group will create a provincial focus for tobacco research community health system networking.

Collaborators: University of Toronto, Addiction Research Foundation, University of Western Ontario, University of Waterloo, City of Toronto Department of Public Health

Funded by: Ontario Ministry of Health (OTRU Grant)

Principal Investigators: Elizabeth Lindsay, Tom Abernathy, Roberta Ferrence

Progress 1993/94: Held OTRU investigator meeting; developed plan for involving partner organizations.

1.3.3. Tobacco Literature Database

The Literature Reviews and Analyses Working Group will develop a database of tobacco literature and make this available to researchers.

Collaborators: University of Toronto, Addiction Research Foundation, University of Western Ontario, University of Waterloo, City of Toronto Department of Public Health

Funded by: Ontario Ministry of Health (OTRU Grant)

Principal Investigators: Linda Pederson, Mary Jane Ashley, Roberta Ferrence

Co-Investigators: Reg Warren, Elizabeth Lindsay, Steven Brown, and Tom Abernathy

Progress 1993/94: Working Group established; workplan developed. Preliminary work on database begun. Evaluated and summarized more than 50 databases.

1.3.4. Monitoring and Evaluation Working Group

The working group will enhance the effectiveness and efficiency of Ontario Tobacco Strategy activities by coordinating, facilitating and undertaking evaluation and monitoring activities at a project, component, and program level.

Collaborators: University of Toronto, Addiction Research Foundation, University of Western Ontario, University of Waterloo, City of Toronto Department of Public Health

Funded by: Ontario Ministry of Health (OTRU grant)

Principal Investigators: Reg Warren, Linda Pederson, Mary Jane Ashley

Co-Investigators: Roberta Ferrence, Steven Brown, Tom Abernathy, Elizabeth Lindsay and others

Progress 1993/94: Evaluation principles established; evaluation model drafted and circulated among components; groups in strategy identified, monitoring framework under development.

1.3.5. Program & Policy Research & Development

The goal of this component of the OTRU is to develop effective and efficient Ontario Tobacco Strategy program and policy initiatives.

Collaborators: University of Toronto, Addiction Research Foundation, University of Western Ontario, University of Waterloo, City of Toronto Department of Public Health

Funded by: Ontario Ministry of Health (OTRU Grant)

Principal Investigators: Tom Abernathy, Reg Warren, Elizabeth Lindsay

Co-Investigators: Linda Pederson, Steven Brown, Mary Jane Ashley

Progress 1993/94: Working Group established; workplan developed. Skills and interests inventory of Ontario tobacco researchers conducted; needs assessment underway; tobacco investigators surveyed; PHU and partner organizations surveyed; skills registry established.

1.3.6. Tobacco Project Registry

This project will develop an on-line registry of current tobacco research underway both in Ontario and abroad.

Collaborators: University of Toronto, Addiction Research Foundation, University of Western Ontario, University of Waterloo, City of Toronto Department of Public Health

Funded by: Ontario Ministry of Health (OTRU Grant)

Principal Investigators: Tom Abernathy, Reg Warren, Elizabeth Lindsay

Co-Investigators: Linda Pederson, Steven Brown, Mary Jane Ashley

Progress 1993/94: Project registry underway.

1.3.7. Tobacco Researchers Registry

This project seeks to establish a database of tobacco researchers' skills and interests. The database will be used as a resource in developing tobacco research project teams. It will be available on-line to tobacco researchers seeking expertise and collaborators.

Collaborators: University of Toronto, Addiction Research Foundation, University of Western Ontario, University of Waterloo, City of Toronto Department of Public Health

Funded by: Ontario Ministry of Health (OTRU Grant)

Principal Investigators: Tom Abernathy, Reg Warren, Elizabeth Lindsay

Co-Investigators: Linda Pederson, Steven Brown, Mary Jane Ashley

Progress 1993/94: Registry available for tobacco researchers.

1.3.8. Electronic Communications in Tobacco Research (A.V.M. Martin)

This project will enhance networking and information exchange within the tobacco research community through the establishment of an electronic Bulletin Board System (BBS). Services will include electronic conferencing, e-mail, and on-line databases. The BBS will be accessible via modem and telephone line and through the Internet.

Collaborators: Addiction Research Foundation and the Ontario Tobacco Research Unit.

Investigators: Mel Martin and Roberta Ferrence

Progress 1993/94: BBS on-line March 1994, 5 active conferences.

1.3.9. Impact of Plain Cigarette Packaging on Youth Perceptions and Behaviour

This is a study of the impact of plain cigarette packages on youth perceptions and behaviour.

Collaborators: Canadian Cancer Society, Prevention Research Centre - University of Illinois; Non-Smokers Rights Association

Funded by: Canadian Cancer Society (\$79,796); Robert Wood Johnson Foundation (US\$200,967)

Principal Investigators: Irving Rootman, Bryan Flay

Co-Investigators: Dee Burton, Roberta Ferrence, Dennis Raphael, Eric Single

Project Manager: Josie D'Avernas

Progress 1993/94: Report prepared and submitted to sponsor; press conference to announce results; received grant from Robert Wood Johnson Foundation for next phase.

1.3.10. Policy-Relevant Report on Smoking

An analysis of the Ontario Health Smoking Data to provide policy-relevant information to the Health Promotion Branch.

Collaborators: Department of Preventive Medicine and Biostatistics

Principal Investigators: Irving Rootman and Reg Warren

Progress 1993/94: Report completed and submitted to Health Canada.

OTRU External Projects

1.3.11. Needs Assessment of Disadvantaged/High Priority English Speaking Adult Women in Canada

Collaborators: Atlantic Health Promotion Research Network (Dalhousie University)

Funded by: Health Canada - \$260,000

Principal Investigator: Irving Rootman

Project Director: Betty-Anne Frye.

Consultants: Roberta Ferrence, Marilyn Pope

Progress 1993/94: Proposal submitted; project funded

1.3.12. Aggregate and Individual Variables Related to Smoking

This project examines aggregate and individual variables related to smoking.

Collaborators: University of Western Ontario

Investigators: Linda Pederson, Tom Stephens

Progress 1993/94: Currently analyzing data from the Health Promotion Survey 1990; analysis/writing up/presented at Paris Conference done.

1.3.13. Patterns and Predictions of Smoking Cessation

This project examines factors in smoking cessation.

Collaborators: University of Western Ontario, University of Toronto, and Mount Sinai Hospital

Funded by: Ontario Ministry of Health

Investigators: Linda Pederson, Mary Jane Ashley, Shelley Bull

Progress 1993/94: Presented at Paris; paper in preparation.

1.3.14. Psychosocial Factors in Adolescent Smoking

An examination of the factors leading to initiation and maintenance of smoking among adolescents.

Collaborators: University of Western Ontario

Funded by: Health and Welfare Canada

Investigators: Linda Pederson and John Koval

Progress 1993/94: Baseline data collected in 1993; analyzing data; preparing for February 1995 follow/pilot study development.

1.3.15. Attitudes Towards Restrictions on Smoking by Smoking Status

This project examines the policy implications of attitudinal differences between smokers and non-smokers towards smoking restrictions.

Collaborators: University of Toronto, University of Western Ontario, and Mount Sinai Hospital

Funded by: Ministry of Health

Investigators: Mary Jane Ashley, Linda Pederson and Shelley Bull

Progress 1993/94: Paper published and presented in Paris.

1.3.16 Gender Differences in Attitudes Towards Restrictions on Smoking

This project examines the policy implications of attitudinal differences between male and female smokers and non-smokers towards smoking restrictions.

Collaborators: University of Toronto, University of Western Ontario and Mount Sinai Hospital

Funded by: Ministry of Health

Investigators: Mary Jane Ashley, Linda Pederson and Shelley Bull

Progress 1993/94: Data under analysis.

1.3.17. 1995 Ontario Policy Survey

This project is a continuation of the 1983 and 1991 survey. It will extend data on the Ontario population base.

Collaborators: Mount Sinai Hospital, University of Western Ontario, and University of Toronto

Investigators: Shelley Bull, Linda Pederson, Blake Poland and Mary Jane Ashley

Progress 1993/94: Research proposals in preparation.

1.3.18. Smoke Free Families Projects

This project will assess the feasibility and impact of a brief intervention aimed at reducing exposure to household environmental tobacco smoke in children.

Collaborators: Addiction Research Foundation

Funded by: Addiction Research Foundation, (SIF) \$28,000

Investigators: Roberta Ferrence, Susan Bondy, Norman Giesbrecht and Marilyn Pope

Progress 1993/94: Pilot phase is complete; community wide intervention is underway.

1.3.19. Promoting Smoke Free Families

This project will develop educational materials to help parents reduce smoking around their children.

Collaborators: Addiction Research Foundation

Funded by: Ontario Ministry of Health (\$25,965)

Investigators: Roberta Ferrence, Susan Bondy, Marilyn Pope

Progress 1993/94: Developing Educational Resource Materials.

1.3.20. Behavioural Research of Multi-Ethnic Groups and New Immigrants

This project will examine social, historical and cultural factors influencing smoking in recent immigrants.

Collaborators: Addiction Research Foundation, Ontario Tobacco Research Unit, York University

Co-Investigators: Nancy Edwards, Dave Northrup, Darla Rhyne

Project Coordinator: Marilyn Pope

Progress 1993/94: Proposal in preparation.

1.3.21. Women and Tobacco Project

This project will review representative Canadian surveys to determine trends and contributing factors to smoking by Canadian women.

Collaborators: Addiction Research Foundation.

Funded by: Addiction Research Foundation

Investigators: Roberta Ferrence and Marilyn Pope

Progress 1993/94: Preparation of 1995 survey instrument is in progress.

1.3.22. Tobacco Resource Book

The purpose of this project is to develop a resource book of current, scientifically based information on tobacco in a form that can be easily accessed and applied by members of the health care community.

Collaborators: Addiction Research Foundation

Funded by: Addiction Research Foundation

Investigators: Roberta Ferrence and Marilyn Pope

Progress 1993/94: A draft version of the resource book is being reviewed. Funding for wider dissemination is being sought.

1.3.23. Demand for Tobacco Among Adolescents and Adults in Canada

The purpose of this project is to measure the elasticity of demand for tobacco among adolescents aged 15-19 and adults in Canada, 1981-91.

Collaborators: Addiction Research Foundation

Funded by: Addiction Research Foundation

Investigator: Roberta Ferrence

Progress 1993/94: Presentation at APHA in October 1993; analyses completed; paper in preparation; further analyses underway.

1.3.24. A 1992 Ontario Population Survey Regarding Restrictive Measures on Smoking: Relationship of Smoking Status to Knowledge, Attitudes and Predicted Behaviour

The purpose is to determine whether there are differences between smokers and non-smokers with regard to public policy.

Collaborators: University of Toronto, Mount Sinai Hospital, and University of Western Ontario

Funded by: Ontario Ministry of Health

Investigators: Mary Jane Ashley, Shelley Bull, Linda Pederson

Progress 1993/94: Paper in preparation; paper presented at Paris Conference.

1.3.25. Long Term Follow-up of the Workplace By-law Restricting Smoking in the City of Toronto

Collaborators: University of Western Ontario, Mount Sinai Hospital, University of Toronto

Funded by: NHRDP (\$102,418)

Investigators: Linda Pederson, Shelley Bull, Mary Jane Ashley

Progress 1993/94: Presented in Paris; papers published; research ongoing.

1.3.26. An Evaluation of the City of Toronto Public Places Smoking By-Law

The purpose is to determine compliance with, and effectiveness of, the 1993 City of Toronto by-law concerning smoking in Public Places.

Collaborators: City of Toronto Department of Public Health

Funded by: City of Toronto Department of Public Health

Investigators: Jane Ying, Tom Abernathy, Bernard Choi

Progress 1993/94: Survey completed; paper in preparation; article accepted by CJPH.

1.3.27. Household Smoking During and after Pregnancy and its Effects on Birth Outcomes.

The purpose of this study is to describe the pattern of smoking during pregnancy and its relationship to birth outcomes in order to design and target cessation programs.

Collaborators: City of Toronto Department of Public Health

Funded by: L.C.D.C. (Brighter Futures)

Investigators: Tom Abernathy, Mary Crockford, Cathy Price

Progress 1993/94: Analysis under way; paper in preparation; ongoing.

1.3.28. Physician-based Program for Early Detection and Prevention of Adolescent Smoking

This project will develop a screening method for physicians to detect families at risk of having their child go on to become a regular smoker; and develop and test a comprehensive family-based prevention program.

Collaborators: City of Toronto, University of Ottawa

Funded by: Proposal in preparation.

Investigators: Tom Abernathy, Roger Thomas

Progress 1993/94: Review article in preparation, funding proposal being developed; proposal in development with Heart and Stroke.

1.3.29. Self-esteem and Adolescent Smoking

The purpose is to investigate the relationship between adolescent self-esteem and smoking behaviour in order to identify opportunities for health promotion interventions.

Collaborators: City of Toronto Department of Public Health

Funded by: NHRDP

Investigators: Tom Abernathy, Lisa Massed, Lisa Dwyer

Progress 1993/94: Article in "Adolescents".

1.3.30. The Natural History of Adolescent Smoking

Collaborators: City of Toronto Department of Public Health

Funded by: NHRDP

Investigators: Tom Abernathy, Lisa Massad, Lorne Bertrand

Progress 1993/94: Manuscript in preparation for submission; still underway.

1.3.31. The Health Economic Impacts of Smoking

The purpose of this study is to demonstrate the health and economic impact of smoking in the City of Toronto, and calculate the savings that could be realised both through models and cessation and prevention.

Collaborators: City of Toronto Department of Public Health

Funded by: City of Toronto Department of Public Health

Investigators: Brenda Suggett, Tom Abernathy

Progress 1993/94: Analysis complete; presentation made in October, 1993; paper in preparation; still underway.

1.3.32. Evaluation of Bill 119

This project would propose a program of research that would assess the impact of the legislation on a number of components of this legislation at the community level.

Collaborators: Ontario Tobacco Research Unit, City of Toronto Department of Public Health, Kingston Health Unit

Funded by: Ministry of Health (\$250,000)

Principal Investigators: Tom Abernathy

Co-Investigators: Ron Dovell, and Roberta Ferrence

Progress 1993/94: Contract awarded, work underway.

1.3.33. Identification of the Cessation Programming Needs for Women to Quit Smoking

This project includes three components: 1) A literature review of the topic, 2) analysis of recent national survey data relating to women and cessation, and 3) qualitative focus group work.

Collaborator: Addiction Research Foundation

Funded by: Health Canada (\$86,481)

Principal Investigator: Roberta Ferrence

Co-Investigators: Marilyn Pope, Linda Pederson, Mary Jane Ashley, Blake Poland

Progress 1993/94: Contract awarded, work underway.

1.3.34. Research on the Effects of Tobacco Use on Women's Health

This project will produce comprehensive reviews of the effects of tobacco use on women's health. Broad topics areas are 1) incidence and prevalence of tobacco-related mortality and morbidity among women, 2) health effects of cessation of tobacco use, 3) reproductive effects of tobacco use, and 4) interactions with diet and other drugs.

Collaborators: Addiction Research Foundation

Funded by: Health Canada (\$78,381)

Principal Investigators: Roberta Ferrence

Co-Investigators: Susan Jaglal, Mary Jane Ashley, Marilyn Pope

Progress 1993/94: Contract awarded, work underway.

1.3.35. Qualitative Studies of Gender and Tobacco Use

The qualitative studies planned will include an examination of sex differences in the acquisition of smoking among adolescents and pre-adolescents.

Collaborators: Addiction Research Foundation

Funded by: Health Canada

Principal Investigators: Roberta Ferrence

Co-Investigators: Florence Andres, Lorraine Greaves, Lois Jackson

Progress 1993/94: Contract awarded, work underway.

1.3.36. Guide Your Patients to a Smoke-Free Future

To provide training and support to physicians and other health care professionals in Ontario communities and in the five Health Science Centres to enable them to implement effective cessation interventions with smoking patients.

Collaborators: Canadian Council on Smoking and Health, Ontario Medical Association and/or the Ontario College of Family Physicians, Tobacco Research Unit for the Ontario Tobacco Strategy, Community Health Research Unit, (Ottawa-Carleton Public Health Department and the University of Ottawa), Marion Merrell Dow Pharmaceuticals

Funded by: Ministry of Health

Principal Investigators: Linda Pederson, Mary Jane Ashley, Roberta Ferrence

Co-Investigators: Elizabeth Lindsay, Elinor Wilson, Geoff Dunkley and Doug Wilson

Progress 1993/94: Proposal submitted to Ministry of Health.

1.3.37. A Review of Anti-Smoking Interventions in Countries Other than Canada

The review will offer a description of Tobacco Control Program intervention and evaluation methodologies used in other countries. The analysis will include a critical assessment of methodology and a further comparative analysis of similar evaluation methodologies with recommendations as to the most effective approaches. This review will assist the Program Evaluation Division of Health Canada in preparing the evaluation of the Tobacco Demand Reduction Strategy.

Collaborators: University of Toronto, Addiction Research Foundation, University of Western Ontario, University of Waterloo, City of Toronto Department of Public Health.

Funded by: Health Canada

Investigators: Tom Abernathy, Mary Jane Ashley, Stephen Brown, Elizabeth Lindsay, Linda Pederson and Irving Rootman

Progress 1993/94: Proposal submitted to Health Canada; funding promised

1.3.38. Interprovincial Comparisons

This study will involve appropriate comparisons of existing health survey data sets to examine the effects of both legislation and the tax cut. The use of information from several provinces will provide us with a unique design controlling for different legislation implemented at different times and with variable tax levels.

Principal Investigators: Reg Warren

Progress 1993/94: Proposal under development.

1.3.39. Ontario Alcohol and Other Drug Opinion Survey

This annual survey of Ontario residents provides considerable data on tobacco use and attitudes towards use and policy issues.

Collaborators: Addiction Research Foundation

Funded by: Addiction Research Foundation, Ministry of Health

Principal Investigators: Robin Room

Co-Investigators: Roberta Ferrence, Ed Adlaf and others

Progress 1993/94: Added a series of questions relating specifically to smuggling and the tax cut; data analyzed, press conference; 1994 report in preparation.

1.3.40. Ontario Student Survey Supplement

The Addiction Research Foundation has an ongoing biannual survey of Ontario students which was last carried out in 1993. The next survey is planned for 1995. Substantial data on smoking behaviour are already included in this survey. We propose to carry out an interim survey in the spring of 1994 to capture some of the effects of the tax cut and collect baseline data for Bill 119.

Collaborators: Ontario Tobacco Research Unit, Addiction Research Foundation, University of Waterloo

Funded by: Ontario Tobacco Research Unit

Principal Investigators: Stephen Brown

Progress 1993/94: Completed, write-up in progress.

1.4. Workplace Health Promotion Research

The purpose of this programme which is a collaborative initiative with the Workplace Health Programme at the Addiction Research Foundation, is to carry out research which assists in the development and evaluation of workplace health promotion programmes.

Collaborators: Addiction Research Foundation, North York Community Health Promotion Research Unit, Health Canada

Funded by: Addiction Research Foundation

Director: Martin Shain

Staff: Helen Survali

Projects

1.4.1. Evaluation of Comprehensive Health and Assistance Plans, Policies and Programs

A study of the health impact of The Workplace Health System Intervention model in selected sites in Ontario.

Collaborators: Addiction Research Foundation Workplace Program, Health and Welfare Canada

Funded by: Addiction Research Foundation, Health and Welfare Canada
(\$10,000 completed in 1992)

Principal

Investigators: Martin Shain, Helen Survali

Progress 1993/94: Initiation of this project was delayed; it is due to begin late in 1994.

1.4.2. Organization of Work: Variations within Occupations

A study of the ways in which different methods of organizing work influence the mental and physical health of employees at Mount Sinai Hospital.

Collaborators: Addiction Research Foundation Workplace Program, Mount Sinai Hospital, Ryerson School of Nursing

Funded by: Mount Sinai Hospital, program funded by the Ministry of Health Nursing Innovations Fund (\$60,000 1992-93)

Principal

Investigators: Martin Shain, Doris Grinspun, Sandra McBride

Progress 1993/94: A study of nurses' experiences of participatory management has been carried out by means of focus group and survey methods; a final report is now available; publications in scientific journals are to be prepared over the winter of 1994/95.

1.4.3 Health & Safety and the Bottom Line

See 1.1.8. above.

1.4.4 National Survey of Small Workplace Health Initiatives

See 1.1.7. above.

1.4.5 Armed Forces Health Promotion Project

The purpose of this project is to implement and evaluate a Health Promotion program for the Armed Forces in selected bases across Canada.

Collaborators: Addiction Research Foundation, Workplace Program, T.A. Patterson and Associates, Canadian Armed Forces.

Funded by: Canadian Armed Forces
(440,000 1992-95)

Principal
Investigators: Martin Shain, Helen Survali

Progress 1993/94: This project has been slowed down due to unavoidable difficulties within the Armed Forces.

1.4.6 Getting Psychosocial Hazards on the Health and Safety Agenda

A project designed to persuade Health and Safety professionals and committees of the need to incorporate psychosocial hazards into their terms of reference and be involved in abating them.

Collaborators: Addiction Research Foundation Workplace Program, Canadian Mental Health Association, North York Public Health Department, Queen Street Mental Health Centre

Funded By: Healthy Environments Fund, Health Canada (\$290,00, 1994-96)

Principal Investigators: Martin Shain, Bonnie Pape

Staff: Nancy Mulrone, Eva Lawarne, Helen Survali

Progress 1993/94: The project is unfolding through selected worksites, the first being Queen Street Mental Health Centre ; currently, the intervention and evaluation component of the project are being designed and tested.

1.5. Survey Analysis and Interpretation

The purpose of this programme is to analyze survey and related data from a health promotion perspective and to make the resulting information available to policymakers and others in a user-friendly format.

Collaborators: Ontario Ministry of Health, Health Canada

Funded by: Ontario Ministry of Health, Premiers Council on Health, Well-Being and Social Justice.

Principal

Investigators: Irving Rootman and Reg Warren

Staff: Richard Wilson, V. Jazmaji

1.5.1. Reports on Health of Children & Youth, Equity & Determinants of Health

The purpose of this project is to prepare policy-relevant reports on the health of children and youth, equity and the determinants of health.

Collaborators: Dept. of Preventive Medicine and Biostatistics.

Funded by: Premier's Council on Health, Well-being & Social Justice
(\$73,500)

Principal

Investigator: Irving Rootman

Co-Investigator: Reg Warren

Progress 1993/94: Reports completed and submitted

1.5.2. Policy Relevant Report on Smoking

See 1.3.10. above.

1.6. Knowledge Development

The purpose of this programme of research is to develop knowledge for health promotion in Canada.

Collaborators: Health Canada

Funded by: Health Canada, IDRC, Royal Society of Canada

Principal
Investigators: Irving Rootman and others

Staff: Larry Hershfield, Luba Magdenko, Reg Warren, David Burman, Blake Poland and others

Projects

1.6.1. Knowledge Development for Health Promotion in Ontario

The purpose of this project is to prepare a resource for developing knowledge of health promotion practice by practitioners.

Collaborators: Health Canada, Ontario Regional Office

Funded by: Health Canada
(\$30,000)

Principal
Investigator: Irving Rootman

Advisors: Kim Hogson, Ron Labonte, Allison Stirling, Cheryl Smith

Staff: Larry Hershfield, Luba Magdenko

Progress 1993/94: Resource developed; made available through Ontario Prevention Clearinghouse

1.6.2. Health Promotion in Canada

Historical and regional analysis of the development of health promotion in Canada.

Contributors: Robin Badgley, Ron Labonte, John Raeburn, Sharon Martin, Sharon Manson-Singer, Joan Feather, John English, Dale Poel, Francis Pym, Lavada Pinder, Iona Kickbusch, Lawrence Green, Nancy Kotani, Ken Hoffman, Trevor Hancock, Jack Altman, David McQueen, Susan Yazdanmehr

Funded by: Ministry of Colleges and Universities (\$2,500 1991-92); Centre for Health Promotion, Faculty of Nursing, Laval University.

Editors: Ann Pederson, Michel O'Neill, Irving Rootman

Publisher: W.B. Saunders

Progress 1993/94: Book published and released

1.6.3. Evaluation of Health Promotion Interventions

This is a synthesis of existing research on the effectiveness of health promotion interventions in relation to settings.

Collaborator: Institute for Health Promotion Research - University of B.C.

Funded by: Canada Employment and Immigration Grant
(\$3,500 1991-92)

Editors: Blake Poland, Lawrence Green, Irving Rootman

Project Staff: Dan McNally (1991-92)

Progress 1993/94: Protocol submitted to publisher

1.6.4. National Knowledge Development Project

The purpose of this project is to facilitate the networking and collaboration among university - based Centres for Health Promotion and others interested in development of knowledge for health promotion

Collaborators: Canadian university-based Centres for health promotion and others

Funded by: Health Canada (\$4810)

Principal

Investigators: Irving Rootman and others

Project Staff: David Burman and Blake Poland

Progress 1993/94: Workshop organized and held at Third National Conference on Health Promotion Research; presentation made to staff of Health Canada

1.6.5. Canadian Network of Health Promotion Centres

The purpose is to facilitate collaborative research among the university-based health promotion

Centres.

Collaborators: Canadian university-based Centres for health promotion and others

Principal

Investigators: Irving Rootman and others

Project Staff: Brian Hyndman

Progress 1993/94: Letter of Intent prepared and submitted to NSERC; not selected for development of proposal

1.6.6 Participatory Action Research Study

The purpose of this study is to review Canadian and international experience in Participatory Action Research as it applies to health promotion and to suggest criteria for such research.

Collaborators: Institute for Health Promotion Research U.B.C. (lead organization); Groupe de recherche et d'intervention en promotion de la sante de l'universite Laval and Centre for Health Promotion University of Toronto

Funding: Health Canada, IDRC, Royal Society of Canada

Principal

Investigators: Lawrence Green, Michel O'Neill, Irving Rootman

Progress 1993/94: Study completed; report submitted to Royal Society

1.6.7. Sharing Knowledge Gained from Health Promotion Practice

The purpose is to determine what practitioners need to know in order to strengthen practice; how such knowledge can be made accessible to practitioners; and how the practitioners' experiential knowledge can be disseminated as an essential component of the growing body of health promotion knowledge

Collaborators: Prairie Region Health Promotion Research Centre (lead organization); Groupe de recherche en promotion de la sante de Montreal, University de Montreal; British Columbia Consortium for Health Promotion Research; Edmonton Board of Health; Atlantic Health Promotion Research Centre, Dalhousie University; Centre for Health Promotion, University of Toronto

Funding: Health Canada (\$54,997)

Principal

Investigator: Joan Feather, Director, Prairie Region Health Promotion Research Centre

Progress 1993/94: Proposal funded; project designed; data collection initiated

1.6.8 Making Research Results Practical and Accessible

The purpose of this project is to make recommendations on how health promotion research can best meet the information needs of policy and program decision-makers, and more specifically, to recommend concrete options/course of action for analyzing and reporting the results of the 1996 Canadian Health Promotion Survey so as to optimize the survey's meaning and usefulness to potential user groups.

Collaborators: Five Canadian university-based health promotion centres

Funding: Health Canada (\$49,980)

Principal

Investigator: Irving Rootman

Staff: Larry Hershfield, Reg Warren

Progress 1993/94: Proposal funded; project initiated

1.6.9. People-Centred Health Promotion

The purpose of this project is to produce a book which synthesizes knowledge on people-centred health promotion

Principal

Investigators: John Raeburn, University of Auckland and Irving Rootman, Centre for Health Promotion

Progress 1993/94: Manuscript drafted; protocol prepared and submitted to possible publisher

1.7. Other Research Projects

1.7.1. Survey of Parents' Attitudes Toward Child Safety

This is a survey to determine parental knowledge and attitudes toward child safety.

Collaborators: Injury Prevention Research Program, Hospital for Sick Children

Funding: Emergency Health Program, Ontario Ministry of Health

Principal

Investigator: X-Hu

Co-Investigators: David Wesson, Patricia Parkin, Irving Rootman

Progress 1993/94: Funding approved; data collection completed

1.7.2. Evaluation of Healthy Lifestyles Program

An evaluation of the provincial Healthy Lifestyles Program using a case study methodology in the six provincial Healthy Lifestyles demonstration sites

Funded: Health Promotion Branch (\$60,000)

Principal Investigator: Irving Rootman

Project Manager: Ivan Brown

Investigators: Irv Rootman, Larry Hershfield, Brian Hyndman

Project Manager: Larry Hershfield

Progress 1992/93: Study completed; report produced; presentation made; survey instrument being refined for other applications.

1.7.3. Seniors' Self-Help

To develop a programme of research on seniors' self-help/mutual aid.

Collaborators: Atlantic Health Promotion Research Centre, Dalhousie University (lead organization); Centre for Health Promotion, University of Toronto; Self-Help Clearinghouse of Metro Toronto and others

Funding: Health Canada has promised funding under the SIRP Program

Principal

Investigators: Miriam Stewart (Dalhousie), Francine Lavoie (Laval University)

Co-investigator: Irving Rootman

Investigators: Carol Cohen, Angela Colantonio, Dorothy Craig, Simon Mielniczuk

Progress 1993/94: Proposal submitted and informally approved

1.7.4. Medication Use Among Seniors

To develop a programme of research on medication use among seniors.

Collaborators: Addiction Research Foundation; Canadian Centre on Substance Abuse; Centre for Health Promotion ;

Department of Behavioural Science, University of Toronto; Department of Family and Community Medicine, University of Toronto; Faculty of Pharmacy, University of Toronto; North York Public Health Department ; Toronto Department of Public Health

Principal

Investigator: Irving Rootman

Co-Principal

Investigators: Don Perrier, Walter Rosser

Co-Investigators: Jill Austin, Sharry Barton, Jeff Bloom, Christine Bois, Heather Boon, David Burman, Maureen Cava, Chris Denn, Milada Disman, Laurie Dunn, Kathryn Graham, Lois Jackson, Joel Lexchin, Linda MacKeegan, Joan Marshman, Beverly McClelland, Linda Muzzin, Wilfred Palmer, John Pilla, Dennis Raphael, Eric Single

Progress: Proposal submitted to SIRP; not funded

1.7.5. Research Network on Study of Socio-behavioural Issues Pertaining to Cancer

The purpose of this project is to develop collaborative projects on the socio-behavioural aspects of cancer among a network of researchers

Collaborators: Toronto Hospital (lead organization), Centre for Health Promotion and others

Funding: National Cancer Institute of Canada (\$100,000 per year)

Principal

Investigator: Paul Ritvo, Toronto Hospital and Department of Behavioural Science, University of Toronto

Co-Investigators: Irving Rootman and 38 others

Progress 1993/94: Proposal submitted and funded

1.7.6. Parenting Resources and Children's Mental health Promotion Appropriate to Families and Cultures

This is a proposed national study of parenting resources and mental health promotion for young people in different communities and cultural groups.

Collaborators: Centre for Health Promotion and Canadian Council for Multicultural Health

Principal

Investigator: Irving Rootman

Proposed Team: Tom Hay, Nancy Craig

Progress 1993/94: A proposal has been submitted to Health Canada

1.7.7. Needs Analysis of Provincial Demonstration Programs

The purpose was to assess the existing skills and capacities of the Health Promotion Branch's Provincial Demonstration Program sites and their interest in and need for support.

Funding: Health Promotion Branch (\$37,650)

Principal Investigator: Irving Rootman

Co-Investigator: Dennis Raphael

Staff: Brenda Steinmetz and Brian Hyndman
Progress 1993/94: Study designed and conducted; report submitted to Branch

1.7.8. Evaluation of the Healthy Eating Manual Dissemination Strategy

The purpose was to assess the process by which the Manual was disseminated, plans for its use by public health units, provincial health organizations and other potential users, and stakeholder reaction to the Manual itself.

Funding: Health Promotion Branch (\$6,950)

Principal Investigator: Irving Rootman

Co-Investigator: Dennis Raphael

Staff: Brian Hyndman and Brenda Steinmetz

Progress 1993/94: Study designed and conducted; report submitted to Branch

2 Education and Training

The education and training goal for our Centre is "to increase the scope and quality of education and training in health promotion." The Centre acts as a catalyst in developing innovative approaches to learning about health and health promotion for a variety of audiences, including students, researchers, practitioners, health professionals, and the general public. The Centre also collaborates with others to enhance existing education and teaching, as well as supporting naturally occurring learning opportunities that arise from research.

2.1 Seminars

2.1.1 Health Promotion Seminar Series

Community-Based Health Promotion in AIDS

Ted Myers, Department of Health Administration, University of Toronto

A British View of Health Promotion in Canada and the United States

Roy Cunningham, UK Department of Health

Managing Change Constructively

Eva Klein, Consultant

A Participatory Approach to Process Evaluation in a Community Heart Health Project

Nancy Mulroney, Queen Street Mental Health Centre

Using Life Expectancies to Evaluate the Impact of Health Promotion in Canada

Manuella Adrian, Addiction Research Foundation

Practice Challenges for Health Promotion Research

Ron Labonte and Ann Robertson, Department of Behavioural Science, University of Toronto

Evaluating a Community Economic Development Initiative

David Burman, Faculty of Pharmacy

2.1.2 Health Promotion and Aging Seminar Series

Co-sponsored by the Centre for Studies of Aging.

Health Promotion Methods

Heather Maclean and Dorothy Craig, Department of Nutritional Science and Faculty of Nursing ,
University of Toronto

Healthy Adjustment in Retirement

Jim Cyr, Whitby Psychiatric Hospital

Caring for Caregivers

Diane Dehne, Scarborough Public Health Department

2.1.3 Environment and Health Series

Centre for Health Promotion: Some Lessons for the Institute on the Environment and Health
Irving Rootman, Centre for Health Promotion

2.2 Workshops

"Developing a Vision for a Healthy Community," Scarborough Healthy Community Committee ,
February 25, 1994.

Presenters: David Burman and Irving Rootman

"Health Promotion in Canada," Organized by Centre at Canadian Public Health Association
Conference, Edmonton, June 15, 1994.

"Health Promotion Knowledge Development," Organized by Centre at Third International
Conference on Health Promotion, Calgary, June 16, 1994.

"WHO Consultation," Organized by Centre on behalf of Global Office, World Health Organization,
Toronto, September 30, 1994.

"Health Telematics Consultation" Organized by Centre for European Union Health Telematic s
Mission, Toronto, September 26, 1994.

"Communication Campaigns," Organized by Health Communication Unit, Toronto, March 3 and 4,
1994.

Presenters: Peggy Edwards, Larry Hershfield

"Audience Analysis," Organized by Health Communication Unit, Toronto, March 29, 1994.

Presenters: Larry Hershfield, Francois Lagarde, Luba Magdenko

"Message Development," Organized by Health Communication Unit, Toronto, March 30, 1994.

Presenters: Vicki Freimuth, Betty-Anne Fry, Larry Hershfield

"Health Communication Research Priorities," organized by Centre, Toronto, April 7-8, 1994.

Presenters: Nancy Millo, Irving Rootman, Reg Warren, and Nancy Hershfield

"Project Identity," Organized by Health Communication Unit, Toronto, September 26, 1994.

Presenter: Mark Sarner

"How To's," Organized by Health Communication Unit, Toronto, October 25 and 26, 1994.

Presenters: Larry Hershfield, Luba Magdenko, Sheila Tippett-Fagyas

"Power and Practice," Presented at Annual Conference of Ontario Public Health Association, " November 21, 1994.

Presenters: Suzanne Jackson, Lynne Sage, Connie Uetrecht, Irving Rootman

2.3 Teleconferences

The collaboration in distance learning between the East York Health Unit, Northern Ontario Teleconference Network and the Centre continued during 1993/94. Using audio teleconferencing technology, our programs have been able to reach audiences across the country. Participants include health units, hospitals, family service agencies, community health centres and laboratories. On the retirement of Gwynneth Wallace in July, Barb Van Maris took over the coordination of the teleconferences.

2.3.1 Health Promotion Series

Evaluating in Times of Restraint: Answering the Hard Questions

Presenter: Diana Baxter, Toronto Department of Health

A Pre-natal Health Promotion Project

Presenter: Peggy Edwards, Consultant; Judy Watson, Health Canada; Sandra Marquis, Dzel K'ant Friendship Centre; Wendy Kelen, North Kingston Community Health Centre

Marketing Injury Prevention

Presenter: Robert Conn, Injury Prevention Foundation

Understanding Adolescents-Social Marketing Campaign

Presenter: Elaine Walsh

Managing Individual and Organizational Change

Presenter: Eva Klein, Consultant

Community Programs for Active Living

Presenter: Paul McDonald, Windsor Essex County Health Unit

Positive Goals and Objectives: Integrating Health Promotion and the Determinants of Health into Health Practice

Presenter: Suzanne Jackson, North York Community Health Promotion Research Unit

The Hospital Working with the Community
Presenter: Diana Moeser, Wellesley Hospital

A Community Development Project with Seniors in a Large Rural Community
Presenter: Myrtle Greve, V.O.N., Hamilton

Wanted: Healthier Indoor Environments
Presenter: Bruce Small, Green-Eclipse Incorporated

2.4 Conferences/Symposia

Health and Behaviour 1994
March 18-19, 1994, Kingston
Co-sponsored with Department of Geography at Queen's University and others.

Fostering Resilient Children: Will they be healthier?
May 13, 1994, Toronto
Co-Sponsored with the Canadian Association for School Health, Coalition of Ontario Agencies for School Health Education, Department of Behavioural Science at University of Toronto, Health Canada and the Social Evaluation Unit at Queen's University

Congress VI: Sixth Biennial Conference of Ontario Prevention Clearinghouse, April 5-8, 1994
Co-Sponsored with Ontario Prevention Clearinghouse

2.5 Schools/Institutes/Courses

2.5.1. Summer School

The Ontario Health Promotion Summer School, coordinated by the Centre for Health Promotion and funded by Health Canada and the Ontario Ministry of Health took place from June 5-10, 1994. It was co-sponsored by the Addiction Research Foundation, Ontario Public Health Association, Ryerson Polytechnical University, York University, the Public Health and Health Promotion Branches of the Ontario Ministry of Health, the Ontario Prevention Clearinghouse, the East York Health Unit, the Ontario Institute for Studies in Education, the University of Waterloo, the Ontario Association of Health Promotion Specialists in Public Health, Health Canada, the Cultural and Health Initiative Clarke Institute of Psychiatry, and the Regional Women's' Health Centre at Women's College Hospital who formed the planning committee. Core faculty were John Raeburn from the University

of Auckland in New Zealand and Nancy Hall from the North Vancouver Health Department . Coordinator of the Anglophone component was Janice Murray and of the Francophone was Francine Deroche. Almost 200 students attended. Based on the evaluations of this school, a second one is being planned for June 1995.

2.6 Interest Groups

The Centre for Health Promotion has twenty Interest Groups, each chaired by a Member or Associate. Groups contribute to the vitality of the Centre. They vary considerably in their focus, level of activity and stage of development.

Aging - Dorothy Craig

The series on health promotion and aging is continued this year and a one day workshop on health promotion and the elderly will be offered in March 1995.

Coping - Ed Thompson

The focus of this group is on improved understanding of people's ability to cope and coping mechanisms. It has undertaken a study of coping strategies related to performance anxiety of professional orchestral musicians in Canada. During the past year, the group has been inactive . Anyone interested in the topic of coping might contact Dr. Ed Thompson at 978-2798 or 978-3448.

Humour and Health - Ivan Brown

This group has held only one meeting this year, but doesn't totally consider itself to be a "joke" yet! Plans for the upcoming year include getting started on a project on the effects of humour on health. Academics and health professionals who are interested in humour are needed for this group.

Healthy U. of T. - Irving Rootman

A few meetings were held in 1994/94 which resulted in a proposal to the Provost which was rejected. The Centre was one of the sponsors of the Healthy Lifestyle Network which was unveiled in February 1994. If you wish to join in call Irving Rootman (978-1100).

Mental Health Promotion - Nancy Craig

Monthly meetings provided members with a forum to discuss issues of common concern. One of the group's accomplishments was submission of a brief to the Research Priorities' Committee of the Ontario Mental Health Foundation.

Multicultural Health - Milada Disman

This group joined with the Cross Cultural Interest Group at the Clarke Institute and continues to meet regularly.

Parenting - Susan Bradley

This group includes representatives from nursing, psychology, medicine, social work, child study, who meet monthly to inform one another about specific research projects and areas of interest. In an effort to explore the possibility of developing a joint research project, the group conducted focus groups with parents attempting to clarify areas to pursue. We identified the need to explore how parents establish supports and support networks in the first year or so of their child's life. It was felt that this was particularly relevant in the multicultural community and a proposal was submitted to Brighter Futures to explore this further. This proposal was not accepted and the group has returned to a focus of sharing information about members' particular areas of activity. We will continue to meet four times a year with members presenting areas of their own work.

Self Care - Dorothy Craig

The self care group has a broad view of health to guide its efforts and has been working with students on a health information project for U of T students which has both a service and research component. The group is now working with Student Services and developing an evaluation component for computer-accessed health information.

Health Communications - Larry Hershfield

The funding of the Health Communication Unit created some new opportunities for the special interest group on health communication. This funding established a powerful means to develop services such as training and consultation. Efforts are being made to secure funding which will allow widespread participation. As a result, the focus turned to developing a body of research that would complement the service-oriented activity. Therefore, the staff and members of the special interest group were very active as planners, presenters and participants in the two-day long meetings related to identifying priority areas in health communication research. It has long been hoped that we can piggyback special interest group events onto the HCU workshops. In this spirit, an open interest group event has been called for December 7 featuring Dr. Vicki Freimuth (University of Maryland) who is conducting a two-day workshop on evaluation on December 5 and 6 (registration is for provincial demonstration sites only). Details to be announced.

Health Surveys - Reg Warren

The initial purpose of the interest group is to share information on local, regional or national health surveys. Additionally, it may assess the ways to make this information more accessible to health promotion professionals in a timely, cost-effective and relevant fashion and to ensure that these major undertakings are responsive to community needs. The group has not met yet but likely will in the near future.

Health Promotion Theory - Ann Pederson and Rick Edwards

This interest group has not met in the past year. We are unable to organize such a group at this time, although we think such a group should be part of the Centre's activities.

Strengthening Communities - David Burman

Although this group has been inactive over the past year, David would like to get it going again. The early part of the discussion focused on some grass roots initiatives of community economic development. Others who join the group are welcome to bring their ideas, passions, issues and concerns. If you are interested, please leave your phone, fax and e-mail numbers with David at 978-0536.

Healthy Environments

This group did not meet in the past year. If someone is interested in getting it going, contact Irv Rootman (978-1100).

Healthy Public Policy

This group met for the first time in 1993. There may be some interest in continuing to meet if others are interested in joining. If you are, contact Irv Rootman 978-1100.

Hospital Health Promotion - Nancy Mulroney

The focus of this group is on hospital-based health promotion issues pertaining to patient, staff and community. In May 1994, David Burman was invited to lead the group through a visioning exercise. Since then, the group has been working towards establishing its priorities. In addition to the regular meetings, several members of the group prepared and presented "Health Promoting Hospitals: Community Partners" at the Canadian Public Health Association Conference in Edmonton (June 1994). A follow-up article is being prepared for publication. The group currently meets on the third Thursday of the month at a different hospital location. Our most recent guest speaker was Olga Malott from the University of Waterloo's Centre for Applied Research who presented "Planning and Evaluating Health Promotion Efforts." New members are always welcomed and should contact Nancy Mulroney at the Canadian Mental Health Association (416) 484-7750.

Research in Progress - Joan Eakin

This group has been meeting since 1992-93 and includes researchers (faculty and students) from many different disciplines and departments at the University of Toronto and some researchers outside of the university as well. The group meets regularly to consider work in progress and research issues. Topics have included evaluation of community development, the concept of empowerment, historical research methods, issues in collaborative research, measurement issues, and various specific research proposals. In 1994/95, the group is being organized by Lois Jackson (392-1494 or 978-8634) while Joan Eakin is on sabbatical. All health promotion researchers are welcome.

Public Participation - Lilian Wells

This group has met several times in the past year and has been keeping in contact via e-mail and telephone. There are several participants from the University of Toronto and York University.

2.7 Graduate and Undergraduate Education

The Centre continued to collaborate with the Health Promotion Program in the Department of Behavioural Science at the University of Toronto. Specifically, the Director taught one course (Health Promotion Strategies) and served as a member of the External Advisory Committee to the program. In addition, during 1993/94 the Centre collaborated with Harvey Skinner from Behavioural Science and over twenty other Departments to develop a proposal for a Collaborative Program in Health Promotion which was put forward to the Provost's Priority Fund but was not considered. The Director was cross-appointed to the Department of Behavioural Science and worked with the Faculty of Nursing, School of Social Work and the Department of Family and Community Medicine to develop continuing education and other training opportunities in Health Promotion. The Director also served on the Faculty of Medicine's Continuing Education Committee.

With regard to undergraduate education, the Centre was a placement site for three medical students in the second year of the new curriculum and is currently working with two medical students.

2.8 Student Exchanges

During 1993/94, there were no student exchanges.

3 Service

The Centre's Service goal is "to develop ways of providing **service** which will improve health promotion activities." In attempting to achieve this goal, the Centre works with many different "stakeholders" or "communities." The development of collaborative projects is guided by the principles of relevance, empowerment and partnership.

3.1 Professional/Practitioner Information

The main target audience for the work of the Centre is professionals or practitioners working in health promotion or related areas. Researchers are included. The Centre conducts a series of projects or activities to provide information to this audience. The following are projects and activities carried out in 1993/94 directed to this end.

Projects/Activities

3.1.1 Information Update

The Centre's newsletter is mailed to over 1400 Members, Associates and friends. Issues were published in February and October 1994.

3.1.2 Presentations

In 1993/94, presentations were made by the Centre Director and Members and Staff to a variety of professional and practitioner audiences. They include the following:

Abernathy, T., "The long-term implementation of a school-based smoking prevention program," Health and Behaviour. Kingston, Ontario, 1994.

Ashley, M.J., Bull, S.B. and **Pederson, L.L.**, "Changing attitudes in Ontario to restrictive measures on smoking: A decade of research," University of Toronto, Department of Preventive Medicine & Biostatistics Seminar, January 13, 1994.

Brown, I., "Humour in Health Promotion," Ontario Health Promotion Summer School, Toronto ,

June 8, 1994

Brown, I., "Quality of life and quality assurance," Quality Assurance Group of Ontario Developmental Services, Toronto, Feb. 14, 1994.

Brown, I., "The quality of life project," Rideau Regional Centre, Ottawa, May 19, 1994.

Brown, I., "Quality of life and persons with autism," TRE-ADD, May 25, 1994.

Brown, I., and Renwick, R., "Quality of life: Practical applications of a new conceptual model," Ontario Association on Developmental Disabilities 5th Annual Conference, Kingston, Ontario, March 23-25, 1994.

Boutilier, M., Badgley, R., Sage, L., and Marz, C., "Collaboration in action research: Community action and public health," Third Annual Conference on Health Promotion Research, Calgary, June 1994.

Boutilier, M., and Mason, R., "Action research to enhance community participation: Issues in collaboration," Paper presented at Health and Behaviour Conference, Kingston, March 1994.

Bull, S.B., Ashley, M.J., and Pederson, L.L., "Changing attitudes to restrictions on smoking: Prospects for potential health gains in a large metropolitan area," 85th Annual Conference, Canadian Public Health Association, Edmonton, Alberta, June 13, 1994.

Ferrence, R.G., Swenor, D., and Hagen, L., "The contribution of research to the public policy debate on tobacco," Invited presentation by the Epidemiology and Disease Control Division at the Canadian Public Health Association 85th Annual Conference, Edmonton, June 12-15, 1994.

Ferrence, R.G., "The Ontario Tobacco Research Unit," Panel Discussion on the Ontario Tobacco Strategy, Annual Meeting of the Council for a Tobacco Free Ontario, Toronto, June 9, 1994.

Ferrence, R.G., and Martin, M., "The Ontario Tobacco Research Unit," Health and Behaviour 1994, Queen's University, March 18-19, 1994.

Jackson, S.F., "Determinants of Health and What this Means for Public Health Practice," Keynote address to Saskatchewan Public Health Association Annual Conference, Prince Albert, Saskatchewan, April 28, 1994.

Jackson, S.F., "Opportunities and difficulties of practising what we preach: Health promotion research in a public health department setting," Presentation to Prairie Region Health Promotion Research Unit, Saskatoon, Saskatchewan, April 27, 1994.

Jackson, S.F., " 'NYCHPRU' Its organization and issues," Presentation at Health Systems Linked Research Unit Conference, Hamilton, Ontario, June, 1994.

Jackson, S.F. and Kendall, P.K., "Integrating health promotion into public health practice via a fundamental shift in setting goals and objectives," Paper given at CPHA Annual Conference, Edmonton, Alberta, June 13, 1994.

Jackson, S. F., "Issues of measurements in health promotion research," Presentation to Health Promotion Research in Progress Group, University of Toronto, May 18, 1994.

Jackson, S.F. and Kendall, P.K., "Closing the gap between strategic planning and implementation in public health using community development within a public health department," Paper given at CPHA Annual Conference, Edmonton, Alberta, June 13, 1994.

Poland, B., Rootman, I., Green, L., O'Neill, M., Feather, J., Poel, D. and **Eyles, J.**, "Developing a framework for evaluating healthy initiatives," International Healthy Cities Conference, San Francisco, December 8-11, 1993.

Poland, B., Rootman, I., Green, L., O'Neill, M., Feather, J., Poel, D., and **Eyles, J.**, "Participatory research approach to developing a framework for evaluating healthy community initiatives in Canada," Third National Conference on Health Promotion Research, Calgary, June, 1994.

Poland, B., "Critical interpretive methods: Towards an emancipatory role for ethics for qualitative research in health promotion," Qualitative Health Research Conference, Hershey, Pennsylvania, June 10-13, 1994.

Raphael, D., Cava, M., Brown, I., Renwick, R. and Weir, N. and Heathcote, K., "Studying the lives of older persons: Contributions of the quality of life project to the theory and practice of health promotion," Ontario Gerontology Association Meeting. Toronto: May 5, 1994.

Raphael, D. and Heathcote, K., "Quality of life: A focus for public health?" Public Health Seminar, North York Public Health Department, March 29, March 31, 1994.

Raphael, D., "Quality of life" at the Eastern Ontario Health Unit's Conference on "Population Health: From Theory to Action," Kingston, Ontario: March 23, 1994.

Raphael, D., "Needs analysis," Medical Residency students in Community Health, March 11, 1994.

Renwick, R., "Quality of life of persons with developmental disabilities," Department of Psychology, University of Uppsala, Uppsala, Sweden. Invited presentation, 1994.

Renwick, R., "Quality of life of persons with and without disabilities," Department of Health and Society, Linköping University, Linköping, Sweden. Invited presentation, 1994.

Renwick, R., "A conceptual model of quality of life: Development, content, and applications," Department of Physical Medicine and Rehabilitation, University of Umeå, Umeå, Sweden. Invited presentation, 1994.

Renwick, R., "Quality of life: Its conceptualization and measurement," Department of Public Health and Primary Health Care, University of Bergen, Bergen, Norway. Invited presentation to Quality of Life Research Course (Graduate students), 1994.

Renwick, R., "Conceptualizing and measuring quality of life: A program of research," Atlantic Centre for Health Promotion Research, Dalhousie University, Halifax, Nova Scotia. Presentation to scholars and practitioners from the Atlantic provinces, 1994.

Renwick, R., Friedland, J. and McColl, "Relationships among coping, social support, and quality of life for people with AIDS," World Federation of Occupational Therapists, 11th International Congress, London, England. Presentation, 1994.

Renwick, R., Brown, I., and Raphael, D., "Quality of life: Practical implications of a new conceptual model," 5th Annual Conference of the Ontario Association of Developmental Disabilities, Kingston, Ontario, March 24, 1994.

Rootman, I., "Determinants of health and health promotion," Lecture to University of Toronto Nursing students, December 6, 1993.

Rootman, I., "Health Promotion," Lectures to Environmental Studies students, Ryerson Polytechnic University, February 11, 1994.

Rootman, I and Brown, I., "A new approach to conceptualizing and measuring quality of life," Health and Behaviour Conference, Kingston, March 9, 1994.

Rootman, I., and Berkowitz, K., "Research issues in historical approaches to health promotion," Centre for Health Promotion Work in Progress Group," March 22, 1994.

Rootman, I., Pederson, A. and O'Neill, M., "Health Promotion in Canada," Release of book at Congress VI, April 6, 1994.

Rootman, I. and Hershfield, L., "Health communication research priorities," Workshop on Health Communication Research, April 8, 1994.

Rootman, I., "The Centre for Health Promotion: Some lessons for the Institute on the Environment and Health," May 3, 1994

Rootman, I., "How to design effective interventions," Symposium on Primary and Secondary Prevention of Alcohol Problems, Guelph, May 4, 1994.

Rootman, I., and Raeburn, J., "Quality of life, health, well-being and health promotion: A conceptual integration," Third National Conference on Health Promotion Research, Calgary, June 17, 1994.

Rootman, I., "Forming a collaborative force: Some ideas from Canada," Meeting of European Health Promotion Collaborating Centres, Grenada, Spain, October 24, 1994.

Rootman, I., "Developing partnerships in research: The case of the North York Community Health Promotion Research Unit," Knowledge Development Series, Health Canada, Ottawa, November 4, 1994.

Shain, M., "Health, safety and the bottom line," North York Public Health Seminar Series January/February 1994.

Mulroney, N., Mavor, T. and Furrow, L., "Health promoting hospitals: Community partners," Canadian Public Health Association, June, 1994.

Warren, R., "Equity and health: Socio-economic differentials in access, participation, and health outcomes," Premier's Council Equity Committee, December, 1993.

Warren, R., "Evaluation of the Ontario Tobacco Strategy: Approaches, methods, and sources," Health Promotion Branch, Ontario Ministry of Health, December, 1993.

Warren, R., "Preventing smoking, promoting health: Results from the Ontario Health Survey," OTRU Seminar, January, 1994.

Warren, R., "Measuring community health," Invited presentation to Haliburton, Kawartha, Pine Ridge Health Unit, Peterborough, May, 1994.

Warren, R., "Inequalities in health status," Invited presentation to the Ontario Premier's Council, 1994.

Warren, R., "A needs-based approach to community health planning," Metropolitan Toronto District Health Council, January, 1994.

Warren, R., "The health needs of youth," Manitoba Heart Health Conference, March, 1994.

Warren, R., "Communicating health research," Health Communication Research Priorities Workshop, University of Toronto, April, 1994.

Warren, R., "Social and economic determinants of health risks among youth," 10th Annual Heart Health Network Meetings, May 1994.

Warren, R. and Wilson, E., "Promoting heart health among children and youth," International Conference on Tobacco or Health, October, 1994.

3.1.3 Reports and Publications

The Centre's staff, Members and Associates are involved in a wide array of activities which result in the preparation of reports and publications. The following listings are restricted to those produced in 1993/94 that emanated directly from specific Centre for Health Promotion activities or were conducted exclusively by the Centre or the Centre in collaboration with others and directed to professionals or practitioners.

Abernathy, T., Massad, L. and Bertrand, L. The natural history of adolescent tobacco use. Submitted to Journal of School Health, 1994.

Abernathy, T., Compliance for Kids: A community-based tobacco prevention project. Canadian Journal of Public Health, 85, 2, (March/April): 82-84, 1994.

Abernathy, T., Massad, L. and Bertrand, L. Adolescent self-esteem and tobacco use: What is the relationship? Accepted for publication in Adolescence, 1994.

Allison, K. Cigarette Use section for Chapter on Health Risks - Ontario Health Survey Report (in press).

Ashley, M.J., Bull, S., Pederson, L., Johnson, I. Trends in Knowledge, Attitudes and Predicted Behaviour with regard to Restrictive Measures on Smoking: City of North York, 1983 - 1991 NYCHPRU Report Series 94-01.

Ashley, M.J., Bull, S., Pederson, L. and Johnson, I. Trends in knowledge, attitudes and perceived behaviour with regard to restrictive measures on smoking: City of North York, 1983-1991. Ministry of Health, Final Report, December 1993.

Bull, S.B., Pederson, L.L., Ashley, M.J., Relationship of smoking status to changes in knowledge and attitudes concerning restriction on smoking. Canadian Journal of Public Health, 85(2): 103-105

(March/April), 1994.

Bull, S.B., **Pederson, L.L., Ashley, M.J.** Restrictions on smoking: Growth in population support between 1983 and 1991 in Ontario, Canada. Journal of Public Health Policy (in press).

Boutilier, M., Final Report: Advice for Big and Small, submitted to the Ontario Ministry of Housing, Tenant Participation Grants, July, 1994.

Boutilier, M., and **Mason, R.**, Action research in the community: Issues in collaboration," In M. Rosenberg, Health and Behaviour 1994, Conference Papers and Proceedings, Department of Geography, Queen's University, September, 1994, pp. 113-125.

Brown, I., A Program Evaluation of the Healthy Lifestyles Promotion Program, Ontario Ministry of Health, Health Promotion Branch, Toronto: Centre for Health Promotion, 1994.

Brown, I., Renwick, R. and Raphael, D., "Frailty: Constructing a common meaning, definition and conceptual framework, International Journal of Rehabilitation Research (in press).

Eakin, J. and Weir, N., "The promotion of health in small workplaces: Current Canadian approaches." Canadian Journal of Public Health (in press).

Ferrence, R.G. (Chair), Annis, H., Graham, K., Kalant, H., Room, R. Gender Issues in Addictions Research: The Report of the Task Group on Gender-Focused Research, Addiction Research Foundation, Toronto, March, 1994.

Ferrence, R., Diffusion of innovation as a model of understanding population change in substance use. Ch. 10 in G. Edwards and M. Lader (Eds.) Addiction: Processes of Change, London: Oxford University Press, 1994.

Keays, J. and **Allison, K.**, "The effects of regular to vigorous physical activity on student outcomes." Canadian Journal of Public Health (in press).

O'Neill, M., **Pederson, A. and Rootman, I.**, Beyond Lalonde: Two Decades of Canadian Health Promotion," in A. Pederson, M. O'Neill and I. Rootman (Eds), Health Promotion in Canada: Provincial, National and International Perspectives, Toronto: W.B. Saunders, 1994, pp. 374-386.

Pederson, A., O'Neill, M. and **Rootman, I.** "Preface", in A. Pederson, M. O'Neill and I. Rootman (Eds.), Health Promotion in Canada: Provincial, National and International Perspectives, Toronto: W.B. Saunders, 1994, pp. 1-7.

Poland, B.D., Taylor, S.M., Eyles, J. and White, N.F., Qualitative evaluation of the Brantford

COMMIT intervention trial: the smokers' perspective. Health and Canadian Society (in press).

Raphael, D., Brown, I., Renwick, R. and Rootman, I. A New Approach to Measuring Quality of Life of Persons with Developmental Disabilities: Description, Procedures, and Psychometric Qualities of the Measuring Instruments. Toronto: Centre for Health Promotion, 1994.

Raphael, D., Renwick, R. and Brown, I. "Studying the lives of persons with developmental disabilities: Methodological lessons from the quality of life project. Journal on Developmental Disabilities, 2:2, 30-49, December, 1993.

Raphael, D., Brown, I. and Renwick, R., Quality of Life Profile: Seniors Version. Toronto: Centre for Health Promotion, 1994.

Raphael, D., Brown, I. and Renwick, R., Quality of Life Profile: Seniors Version Short Scale. Toronto: Centre for Health Promotion, 1994.

Raphael, D., Brown, I., and Renwick, R., Quality of Life Profile: Seniors Version Brief Scale. Toronto: Centre for Health Promotion, 1994.

Raphael, D., Brown, I. and Renwick, R., The Quality of Life of Seniors Living in the Community: Implications for Public Health Practice., Toronto: Centre for Health Promotion, 1994.

Raphael, D., Brown, I. and Renwick, R., et al., Frailty: A Public Health Perspective. Toronto: Centre for Health Promotion, 1994.

Raphael, D., Brown, I., Renwick, R., and Rootman, I., A New Approach to Measuring the Quality of Life of Seniors Living in the Community: Description, Procedures, and Psychometric Properties of the Quality of Life Profile: Seniors Version, Toronto: Centre for Health Promotion, 1994.

Raphael, D., The Quality of Life of Seniors: What are the implications for Health Promoters?. North York: North York Community Health Promotion Research Unit Report Series, #94-3, 1994.

Renwick, R., Brown, I., and Raphael, D., "Quality of life: A new conceptual approach to service provision." Journal on Developmental Disabilities (in press).

Renwick, R. , An holistic conceptual approach to quality of life. Canadian Journal of Occupational Therapy, 60, 14, 1993.

Rootman, I. and Hershfield, L., "Health Communication Research: Broadening the Agenda," Health Communication, Vol. 5, No.4, 1994.

Rootman, I. and Raeburn, J., "The Concept of Health," in A. Pederson, M. O'Neill, and I. Rootman (Eds), Health Promotion in Canada: Provincial, National and International Perspectives, Toronto: W.B. Saunders, 1994, pp. 56-71

Rootman, I. and O'Neill, M., "Health Promotion Knowledge Development in Canada", in A. Pederson, M. O'Neill, I. Rootman (Eds), Health Promotion In Canada: Provincial, National and International Perspectives, Toronto: W.B. Saunders, 1994, pp. 139-152

Rootman, I., "How is quality of life related to health and health promotion?" in P. Liss and N. Nikku (Eds), Health Promotion and Prevention: Theoretical and Ethical Aspects, Linkoping, Sweden: University of Linkoping, Department of Health and Society, 1994.

Rootman, I., Raphael, D., Renwick, R., Brown, I., Friefeld, S., Garber, M., and Talbot, Y., Report on the Reliability and Validity of the Quality of Life instrument Package. Toronto: Centre for Health Promotion, 1993.

Rootman, I., Brown, I., Raphael, D. and Renwick, R., "A new approach to conceptualizing and measuring quality of life," In M. Rosenberg, Health and Behaviour 1994," Conference Papers and Proceedings, Department of Geography, Queen's University, September, 1994, pp. 179-187.

Shain, M., Eakin, J., Survali, H., and Currie, A. Dealing with substance abuse in small businesses: results of a qualitative study. Toronto: ARF Interim Report.

Warren, R., Health and Wealth. Toronto: Premiers Council on Health, Well-being and Social Justice, 1994.

Warren, R., Equity and Access: Results from the Ontario Health Survey. Toronto: Premiers Council on Health, Well-being and Social Justice, 1994.

Warren, R., Determinants of Health Among Children and Youth, Toronto: Premier's Council on Health, Well-bring and Social Justice, 1994.

Warren, R., Preventing Smoking-Promoting Health, Toronto: Health Promotion Branch, 1994.

Warren, R., "Communicating Research," Proceedings workshop on Health Communication Research Priorities, Centre for Health Promotion, Toronto, 1994.

Woodill, G., **Renwick, R., Brown, I., and Raphael, D.,** "Being belonging and becoming: An approach to the quality of life of persons with developmental disabilities," In D. Good (Ed.) Quality of Life for Persons with Developmental Disabilities: International Issues and Perspectives. New York: Brookline Press, 1994.

Ying, J., **Abernathy, T.**, and Choi, B. A comprehensive evaluation of the 1993 City of Toronto smoking by-laws. Accepted for publication in Canadian Journal of Public Health, 1994 (in press).

ParticipACTION Series

Chu, C. and Simpson, R. (Eds.), Ecological Public Health: From Vision to Practice, Toronto: Centre for Health Promotion and ParticipACTION, 1994.

D'Avernas, J. and Foster, M., Effects of Plain Cigarette Packaging Among Youth, Toronto: Centre for Health Promotion and ParticipACTION, 1994.

Labonte, R., and Edwards, R. with others, Equity in Action: Supporting The Public and Public Action, Toronto: Centre for Health Promotion and ParticipACTION, 1994.

Labonte, R., Seeing Green: Lessons in Environmental Health Information, Education and Policy Participation, Toronto: Centre for Health Promotion and ParticipACTION, 1994.

Laikin, M., Conflict in Teams, Toronto: Centre for Health Promotion and ParticipACTION, 1994.

Raphael, D., Brown, I., Renwick, R., and Rootman, I., Quality of Life Theory and Assessment: What are the Implications for Health Professionals? Toronto; Centre for Health Promotion and ParticipACTION, 1994.

3.1.4 Clearinghouse for Health Promotion and Employee Assistance in the Workplace

The Purpose of this project is to compile a data base on health promotion programs in the workplace available for use by health professionals and researchers.

Funding: Addiction Research Foundation (\$4,000, 1992-93)

Director: Martin Shain

Staff: Lecia Hanycz

3.2 Public Information

Although the general public has not to date been the main target audience for the Centre, information has nevertheless been made available to the public as requested and through projects. The following were some of the actions taken in 1993/94 to do so.

3.2.1 Presentations

"Plain Packaging of Cigarettes Study," Press Conference and media interview, January 6, 1994.
Presenters: Josie D'Avernas and Irving Rootman

"Quality of life for persons with developmental disabilities," Community Home Living Program ,
Toronto, January 17, 1994
Presenter: I. Brown

"Quality of life project: Developmental disabilities in Ontario,"
Community Home Living Program, Toronto, June 20, 1994.
Presenter: I. Brown

"HIV/AIDS and Women: Multicultural Aspects," Rosenstadt Lecture Series, November 28, 1994.
Presenter: A. Kambon

"HIV AIDS and Women: Clinical Manifestations," Rosenstadt Lecture Series, November 14, 1994.
Presenter: H. Minkoff

"Health Promotion", Annual Meeting of St. Joseph's Community Health Centre, Hamilton, June 22,
1994.
Presenter: I. Rootman

"The Centre for Health Promotion," Health Institute Task Force, Scarborough Grace Hospital ,
September 30, 1994.
Presenter: I. Rootman

"People-Centred Health Promotion: Cultural and Community Perspectives," Public Lecture, Ontario
Health Promotion Summer School, June 8, 1994
Presenter: J. Raeburn

3.2.2 Health Fairs/Conference Displays

"U of T Day," October 22, 1994.

Ontario Public Health Association Annual Meeting, November 21-23, 1994

3.2.3 Consumer Health Information Service

The Consumer Health Information Service was established in 1992 as a pilot project under the leadership of the Faculty of Library Science at the University of Toronto and in collaboration with the Metro Toronto Reference Library, the Toronto Hospital, the Consumers Association of Canada (Ontario) and the Centre for Health Promotion. It was designed to act as a provincial resource for consumer health information in print and electronic format. During 1993, the pilot project officially ended and the operation of the Service was assumed by the Metro Toronto Reference Library. The Centre continues to be represented on the Advisory Board by Peggy Schultz from the Ontario Prevention Clearinghouse.

3.2.4 Briefs

To Standing Committee on Social Development Public Consultation on Bill 119, Tobacco Control Act, February 7, 1994 (on Plain Packaging of Cigarettes)

To Committee on Research Directions, Ontario Mental Health Foundation, February 7, 1994 (On Mental Health Promotion Research)

3.2.5 Ontario Breast Cancer Information Exchange Pilot Project

In 1993, the Toronto-Bayview Regional Cancer Centre in collaboration with the Centre and eleven other organizations, was successful in obtaining a grant from Health Canada to establish the Ontario Breast Cancer Information Pilot Project which is one of five such projects across Canada. Joanne Marshall represents the Centre on the project Advisory Panel.

3.3 Health Communication Unit

The Health Communication Unit is now well into its second year of very successful programming. To date, it has conducted five workshops (listed above in section 2.2.) which have been well attended and highly rated by participants. Each workshop features a very complete participant workbook with take-home worksheets, local examples and presenters, as well as guest facilitators. Presentations on ParticipACTION (with Russ Kisby) and the Ontario Tobacco Strategy (with Brenda Mitchell) have also been featured. In addition, a Guide to Audience Analysis was produced and distributed. This guide summarizes over 50 surveys and other references which provide insight into the demographics, behaviours and psychographics of key audiences. A paper which explores the relationship between community development and communication is being reviewed.

A variety of consultations continue to be provided as well. Some involve on-site visits, while others include review of written material provided by sites. A presentation on project identity was made to

Focus Community sites at their regular meeting on September 21, 1994. The Unit is seeking additional funding to provide ongoing service to demonstration sites as well as opening its services to other interested parties. An evaluation is underway.

3.3.1 Review of Materials to Prevent the Misuse of Alcohol and Other Drugs

In December, 1993, the Centre received a grant for \$40,000 from the Health Promotion Branch of the Ontario Ministry of Health to review substance abuse prevention materials. The goal of this project is to : (a) strengthen communities' capacities to influence behaviour and attitudes of people regarding alcohol and drug use; and (b) support the development of a public education action plan for Ontario's Substance Abuse Strategy through a review, assessment, and a summary of currently public education materials on substance abuse.

The Health Communication Unit has collected substance abuse prevention materials from across Ontario and beyond, and developed an instrument to review these materials. The purpose of conducting this review is to gain understanding of the strengths, gaps, availability and other aspects related to substance abuse prevention materials in Ontario.

3.4 Healthy Communities

The Centre is involved in a number of healthy community initiatives. They include Healthy Communities Metro and the Healthy University of Toronto project. A proposal is currently being developed to undertake a national evaluation of healthy communities efforts in collaboration with a number of other health promotion research centres.

3.4.1 Healthy Communities Metro

Healthy Communities Metro is a group of people from human services agencies in Metropolitan Toronto, who wish to broaden the understanding of what health means and how communities and individuals become healthy. In addition to providing input to Metro and municipal governments, Healthy Communities Metro organizes intersectoral workshops to examine the implications of unequal access to basic health needs.

Collaborators: Healthy City Office, Ryerson Polytechnical University, Metro Social Planning Council, Lakeshore Area Multiservice Project, the Remedial Action Plan, South Riverdale Community Health Centre, Canadian Pensioners Concerned, and local health units.

Principals: Meg Shields, Toba Bryant, Irving Rootman

Progress 93/94: The main activity was the initiation of a number of projects which came out of the Charter Action Day in November 1993. They included: a Cablevision series and a report card; Meg Shields resigned as Co-Chair to take on other responsibilities, and Toba Bryant joined the Secretariat of the Ontario Healthy

3.4.2 Healthy University of Toronto

The Healthy University of Toronto project was announced at the official opening of the Centre on November 30, 1990. Its purpose is to make the University of Toronto into a more health enhancing institution for faculty, staff and students. A committee has been formed to this end. During 1993/94 the committee submitted a proposal to the Provost for a Healthy University of Toronto consultation process. It was unfortunately rejected. However, the Healthy Lifestyle Network which was launched in February 1994 was announced as a Healthy U of T initiative. In addition, a project to provide electronic health information to students under the direction of Dorothy Craig of the Faculty of Nursing moved forward.

3.5 International

In 1993/94 the momentum in the international area continued to build. The Centre organized a consultation for WHO Geneva in Toronto in September 1994 and the Director visited Geneva twice to assist with the development of the Fourth International Conference on Health Promotion. He also attended a meeting of the European Collaborating Centres in Health Promotion in Grenada where our organization and work was enthusiastically received. The Centre has been invited to initiate negotiations to become a WHO Collaborating Centre in Health Promotion. John Hastings was helpful in his role as Coordinator of International Projects for the Centre.

3.5.1 Visitors

Johann Behrens, University of Bremen, Germany
Andy Calder, Australia
R. Cunningham, Department of Health, United Kingdom
Fernando Gonzalez, Epidemiology Directorate, Mexico
Jennifer Hand, University of Auckland, New Zealand
Bo Hagland, Karolinska Institute, Sweden
Henrik Jensen, Danish Centre for Health Telematics, Denmark
Diana Lange, Queensland Health, Australia
John Maeland, University of Bergen, Norway
Rudy Mattheus, European PACS Project, Belgium

Barry McGrath, Griffith University, Brisbane, Australia
Zhang Mingdao, Shanghai Second Medical University, China
Don Nutbeam, University of Sydney, Australia
Desmond O'Byrne, WHO, Geneva
Jose Luis Pena, Ministry of Health and Consumer Affairs, Spain
John Raeburn, University of Auckland, New Zealand
M. Speers, CDC, Atlanta, U.S.A.
Otto Rienhoff, Goettingen University, Germany
Sun Nig Yao, Chinese Academy of Social Science, Beijing, China

3.6 Consultation/Advice

The Centre provides consultation and advice to a wide variety of agencies and individuals. Among those to whom such service was provided in 1992/93 were the following:

Governments: Health Canada (Health Promotion Directorate, Health Services Directorate, Laboratory Centre for Disease Control, Extramural Research Programs); Health Departments (East York, Edmonton, Elgin St.-Thomas, Midland-Simcoe, North Bay, North York, Renfrew County, Scarborough, Toronto, York); Metropolitan Toronto District Health Council; Ontario Ministry of Health (Health Promotion Branch, Public Health Branch, Health Strategies Directorate); Premier's Council on Health, Well-Being and Social Justice; World Health Organization (Global and European Offices)

Associations: Association for New Canadians; Canadian Cancer Society; Canadian Public Health Association; Canadian Association for School Health; Canadian Mental Health Association; Coalition of Ontario Agencies for School Health Education; International Union for Health Promotion and Health Education; Ontario Association of Community Health Centres; Ontario Heart Health Network; Ontario Public Health Association; Non-Smokers Rights Association

Educational Institutions: Centennial College; Cornell University; Dalhousie University; Harvard University; LaTrobe University; Ryerson Polytechnical University; Selkirk College; University of Alberta, University of Illinois, University of Manitoba, University of Saskatchewan; West London Institute of Higher Education; York University

Hospitals: Baycrest; Bayview Cancer Centre; Donwood; Oakville-Trafalger; Kitchener-Waterloo; Scarborough-Grace; Sick Kids; Wellesley; Women's College

Foundations: Canadian Youth Foundation; Medical Research Council; Ontario Cancer Treatment and Research Foundation; Ontario Mental Health Foundation; Ontario Heart and Stroke Foundation

Community Agencies/Groups: Best Start Barrie; Franco-phone Community Health Centre; Friends of Scarborough; Nova Scotia Heart Health Project; Ontario Heart Health Network; Ontario Prevention Clearinghouse; Self-Help Clearinghouse of Metro Toronto; St. Christopher's House ; Social Planning Council of Metro Toronto; Tobacco Prevention Training Centre; Toronto Community Gardeners; YMCA of Metro Toronto; Health Promotion Demonstration sites.

Private Sector: CANCOM; Counsel; General Motors; Green Eclipse; Northern Telecom ; ParticipACTION; Strachan Associates; Wellness M.D.

Media: Canadian Scholars' Press; CBC-Halifax; CBC Health Show; CBC Radio; CTV-National ; Health News; Medical Post

University of Toronto: Family and Community Medicine, Nursing, Medical School (Behavioural Science, Continuing Education, Dentistry; Committee of Community Health Chairs, Faculty Council, Promotions Committee, Preventive Medicine and Biostatistics, Research Committee); Pharmacy ; Social Work

3.6.1 Dissemination of Comprehensive Health and Assistance Programs

The Centre for Health Promotion and Addiction Research Foundation Workplace Program are involved in marketing the Workplace Health System on a consultation basis.

1993/94 Clients: National Research Council, Metropolitan Toronto Police

Principal: Martin Shain

3.6.2 Workplace Environments and Mental Health

The Centre is providing consultation to the Canadian Mental Health Association on research , conceptual development, resource materials development and evaluation for a project entitled Workplace Environments and Mental Health funded by Health Canada

3.6.3. Task Force on Primary Prevention of Cancer

The Centre was awarded a contract by the Ontario Ministry of Health in 1994 for \$39,910 to organize a Task Force on the Primary Prevention of Cancer. It is chaired by Dr. Tony Miller, Chair of the Department of Preventive Medicine at the University and includes people with expertise in health promotion, public education, epidemiology, research, nutrition, occupational and environmental health and consumers. The Task Force has completed most of its meetings and will produce a report to be submitted to the Ontario Minister of Health before the end of December.

3.6.4. District Health Council Technical Support

During the past year, the Centre was funded by the Health Promotion Branch, Ministry of Health, to provide planning support services to District Health Councils across Ontario. The District Health Council (DHC) Technical Support Project was designed to support two main DHC roles-- administering the new Healthy Community Grants Program, and developing district health promotion plans. More specifically, it consisted of producing four deliverables: (1) a resource package that would help grant applicants prepare health promotion project plans; (2) orientation sessions about the new grants program for DHCs; (3) a resource package that would help DHCs develop district health promotion plans; and (4) a needs analysis to identify ongoing expressed needs/priorities of DHCs.

3.6.5 Community Support Administration

The Centre was awarded grants by the Health Promotion Branch to provide administrative support to various community projects supported by the Branch. These include nutritional education and secondary prevention.

APPENDIX

Those who make it happen

A.1 Organizational Collaborators . . .

Sponsors

Community Health, Faculty of Medicine,

Bertha Rosenstadt Endowment

Connaught Laboratories

Founding Partner

Canadian Public Health Association (CPHA)

The CPHA is committed to the improvement and maintenance of health. Accordingly, it is consistent with its goals to assist in promoting the development of health promotion as a scientific field. As the founding partner in the Centre for Health Promotion, the CPHA was actively involved in the planning of the Centre and is involved in its ongoing governance. In the past year, CPHA and the Centre have collaborated on a health promotion project in Costa Rica and have discussed other international collaborative projects.

Partners

Canadian Centre on Substance Abuse (CCSA)

The Canadian Centre on Substance Abuse is a national organization established as part of the Federal Government's Drug Strategy. It has a mandate to contribute to the reduction or elimination of the harm associated with the abuse of licit and illicit drugs. The principle link to the Centre for Health Promotion is through the CCSA Policy and Research Unit which shares space with the Centre. In 1993/94 the CCSA and the Centre for Health Promotion collaborated on a

proposal on medication use among seniors and on a study of the impact of plain packaging of cigarettes on young people.

Addiction Research Foundation (ARF)

The ARF is an Affiliated Teaching Hospital of the University of Toronto. Within this context, a range of collaborative research and educational programs are possible. The principle link to the Centre for Health Promotion has been through the Workplace Health Promotion Program. However, the Ontario Tobacco Research Unit is another strong link as is the Summer School on Health Promotion which were combined with the ARF Summer School on addictions.

Affiliated Units

City of Toronto Department of Public Health

The Toronto Department of Public Health is a Teaching Health Unit affiliated with the University of Toronto. The Department has a strong commitment to building a healthy community and special concern of multicultural health issues. In 1994, the Department collaborated with the Centre on the "Ethnoracial Research and Data Collection National Project" proposal. It also supported the Centre's proposal for a focus group discussion in equity perspectives in health communication research and collaborated on a proposal submitted to NHRDP on medication use among seniors. The Department is also one of the Partners in the Ontario Tobacco Research Unit.

Green Eclipse Incorporated

Green Eclipse is a private sector company devoted to producing and certifying healthy housing. During 1994 the president of Green Eclipse, Bruce Small, presented a teleconference for the Centre.

Hospital for Sick Children and Kiwanis Injury Prevention Research Unit

The Injury Prevention Research Unit was a research unit at the Hospital for Sick Children concerned with physical injury prevention. It however, ceased to be an Affiliated Unit of the Centre with the departure of its Director, Dr. David Wessin and its epidemiologist Dr. Xiaohan Hu. A joint study of parental attitudes toward safety was carried out in 1994 and a report is being drafted.

East York Health Unit

The East York Health Unit, is a Teaching Health Unit at the University of Toronto with a long-standing reputation for innovative community health promotion education activities. Gwynneth

Wallace has taken a leadership role in the *Northern Ontario Teleconference Network Health Promotion Professional Development Series* in collaboration with the Centre and Northern Ontario Teleconference Network. During 1993/94 ten programs were held.

Wellness and Lifestyle Program, Centennial College

Centennial College became an Affiliated Unit of the Centre in September, 1992. Sue Brown, Coordinator of the Wellness & Lifestyle Program has been attending the Affiliated Units meetings. During 1994 a video taping programme was initiated in collaboration with Centennial College.

Workplace Program - Addiction Research Foundation

By agreement with ARF, Martin Shain and his staff have been seconded to create a Workplace Program with the Centre for Health Promotion. During 1993/94 the main collaborative activities have centred on the North York Community Health Promotion Research Unit, the WHO/IL O project and the Canadian Mental Health Association project described above.

Metropolitan Toronto District Health Council

The Metropolitan Toronto District Health Council is a volunteer-based local health system planning body which provides advice to the Minister of Health. As part of the implementation of its strategic plan, MTDHC has initiated a planning project to develop a health promotion strategy for Metro Toronto. This activity is being funded in Metro, as in other parts of the province, by the Health Promotion Branch.

The planning project was designed through a collaborative effort of Public Health, the Centre for Health Promotion and MTDHC. A multi-sectoral, multi-disciplinary coordinating group is directing the project. The project is scheduled for completion in the summer of 1995.

North York Public Health Department

The North York Community Health Promotion Research Unit, a partnership between the Centre, and North York Public Health, in its third year, is moving ahead in health promotion research. The Unit demonstrates a shared partnership, and is working in areas of workplace, family/school and elderly health promotion; with a sound beginning in community action research, and indicators for health promotion development. All work of the Unit is incorporating analysis of the concept of control as an over-riding principle. Projects and progress of NYCHPRU are summarized above.

Ontario Prevention Clearinghouse

The Ontario Prevention Clearinghouse (OPC) provides one easily accessible source of consultation and information on prevention and health promotion strategies. OPC facilitates information exchange, networking and project development to support Ontario communities. OPC and the Centre for Health Promotion together sponsored a very successful Congress VI in April 1994 called "Building a New Sprit of Community." OPC continues to be a partner in the Health Promotion Summer School planning and is the location of the Summer School's Francophone Coordinator, Francine Deroche.

Policy and Research Unit - Canadian Centre on Substance Abuse

The CCSA - Policy and Research Unit shared space with the Centre for Health Promotion until November 1994, when it moved upstairs in the Banting Institute. It monitors and summarizes significant research developments and contributes to the preparation of policy discussion papers. As noted above, the main collaborative projects in 1993/94 were the Plain Packaging Research Project and the Medication Use by Seniors project.

ParticipACTION

ParticipACTION is a non-profit organization with a mandate to increase awareness and promote fitness activities among Canadians. A collaborative report series was launched in 1993/94 and constitutes our main collaborative activity.

Culture, Community and Health Studies - The Clarke Institute

The Culture, Community and Health Studies Unit at the Clarke Institute of Psychiatry continues to pursue its activities in the following areas: mental health of immigrants and refugees; mental health and school performance of native school children; models of care and health management; and implementing curricula that includes culture and health as core. The Unit collaborated with the Centre in 1992/93 on the Health Promotion Summer School.

Healthy City Office - City of Toronto

Toronto Healthy City Project (THCP) is part of the international movement to encourage citizens and government to collaborate to keep cities liveable. Its focus is on: environmental sustainability, community development and social equity. The THCP in partnership with the Centre for Health Promotion continued to administer and co-chair Healthy Communities Metro, until Mayor Mel Lastman's resignation early in 1994.

Northern Telecom Canada Limited

Northern Telecom is a global telecommunications corporation, with a high level of commitment to comprehensive employee health and well-being, including pro-active health promotion as well as case management. It has initiated an "Intercorporate Health Promotion Network" (of which the Centre for Health Promotion is a part) to establish benchmark studies and develop collaborative health promotion programs in Canadian workplaces. Discussions took place in 1994 regarding the development of a collaborative program in telecommunications.

Ontario Regional Office, Health Promotion and Social Development, Health Canada

The Health Promotion and Social Development Office of Health Canada administers several different funding programs for community groups, including the AIDS Community Action Program, the Community Action Program for Children, the Community Support Program of Canada's Drug Strategy, and the Seniors Community Programs. Training is provided to facilitators for the parenting program, Nobody's Perfect. In 1993/94 the resource materials developed through the regional knowledge development project with the Centre was distributed through ParticipACTION. The HPSD office is also one of the partners in the Summer School.

Public Health Branch - Ontario Ministry of Health

The Public Health Branch continues to take a keen interest in the activities of the Centre for Health Promotion, particularly those linked to the system of 42 public health units across Ontario. The Branch regularly supports health promotion, skill-building sessions for health unit professional staff, as well as providing core funding for their health promotion programs and services. The Branch is one of the partners in the Health Promotion Summer School and the Centre was involved in the planning of the next phase of the national heart health program in collaboration with the Branch.

Regional Women's Health Centre, Women's College Hospital

The Regional Women's Health Centre offers an array of women's health services including counselling, health education, and clinical services, with a focus on reproductive issues. As part of a planning study which sought to determine the strategic direction for the Centre, two new part-time specialist positions have been created; Health Promotion and Community Development. Within the hospital, the Health Promotion Committee of the Community Health Council is developing a model of health promotion that can be applied to existing and future programs, activities and initiatives. The main collaborative activity with the Centre in 1993/94 was the Health Promotion Summer School where the Regional Women's Health Centre took the lead in organizing the delivering the Women's Health component of the program.

Urban Health Initiative, The Wellesley Hospital

The Urban Health Initiative is a coordinated array of strategies to improve the well-being and address the health needs of the people of downtown Toronto. It includes clinical programs and services, education of health practitioners and research on how to improve the care provided. It is an equal partnership of the local community, Wellesley Hospital and University of Toronto (represented by a range of faculties and programs including the Centre for Health Promotion).

Safe Kids Canada

SAFE KIDS Canada is a national non-profit charitable organization whose purpose is to make the public aware that unintentional, preventable injuries are the leading threat to children under the age of 14 and to collaborate with communities and groups to reduce the incidence and severity of those injuries. SAFE KIDS Canada became an Affiliated Unit of the Centre in July, 1994. The main collaborative initiative being planned is the development of an Injury Prevention Research Network.

The YMCA of Greater Toronto

The YMCA of greater Toronto is a charitable association of volunteers and professionals committed to developing healthy individuals, families and communities. Serving more than 178,000 people at 370 program sites, this Association is Canada's largest provider of child care and a leader in fitness, health and recreation., including programs for those with arthritis, chronic pain and back pain. Comprehensive community support programs support youth at risk, the unemployed, the vulnerable and meet far-ranging community needs. The YMCA offers day and residence camping enrichment programs, youth travel exchange and international programs. It became an Affiliated Unit of the Centre in June, 1994 and presently is exploring the development of collaborative projects with the Centre.

A.2 Individuals

The number of individuals who have contributed to the Centre - first in its gestational stage and during its first four years of life is enormous. The goodwill, intellectual and material support are overwhelming. Our current mailing list exceeds 1000. It is no longer possible to identify by name everyone who has contributed. The following listing identifies only those individuals who have officially linked their names with the Centre. The contribution of the scores of unnamed friends is no less gratefully acknowledged.

Staff of the Centre for Health Promotion

Irving Rootman	Director
Susan Bondy	Research Associate, Ontario Tobacco Research Unit
Marie Boutilier	Research Associate, North York Community Health Promotion Research Unit
Ivan Brown	Research Associate, Quality of Life Project
Anne Cartwright	Secretary
Shelley Cleverly	Research Officer, North York Community Health Promotion Research Unit
Joan Eakin	I'Anson Professor
Paola Greco	Secretary, Ontario Tobacco Research Unit
John Hastings	Coordinator, International Projects
Larry Hershfield	Coordinator, Consulting Services
Sibe Li	Research Associate, Ontario Tobacco Research Unit
Mel Martin	Administrator, Ontario Tobacco Research Unit
Dan McNally	Research Officer, North York Community Health Promotion Research Unit
Janice Murray	Coordinator, Health Promotion Summer School
Rowena Perez	Clerk Typist, North York Community Health Promotion Research Unit
Carol Jones-Simmons	Research Associate, Ontario Tobacco Research Unit
Reg Warren	Distinguished Visiting Scientist
Nancy Weir	Research Officer, North York Community Health Promotion Research Unit
Heather White	Administrative Assistant, North York Community Health Promotion Research Unit
Richard Wilson	Research Officer, Ontario Tobacco Research Unit

Fellows

Corinne Hart-Zeldin R.J. Wilson Graduate Scholarship, 1992/93
Blake Poland SSHRC Post-doctoral Fellowship, 1993/94, 1994/95

Advisory Board Members

Arnie Aberman, Faculty of Medicine
Marion Bogo, Faculty of Social Work
Michael Fullan, Faculty of Education
Michael Goodstadt, Addiction Research Foundation
John Hastings, Department of Health Administration
Bruce Kidd, School of Physical and Health Education
Jacques Le Cavalier, Canadian Centre on Substance Abuse
Malcolm Levin, Ontario Institute for Studies in Education

Dr. Robert McGavin, Governing Council (resigned October, 1993)
Anthony Miller, Department of Preventive Medicine and Biostatistics
Fran Perkins, Canadian Public Health Association
Donald Perrier, Faculty of Pharmacy
Dorothy Pringle, Faculty of Nursing
Barry Sessle, Faculty of Dentistry
Harvey Skinner, Department of Behavioural Science
Joan Watson, Community (resigned October, 1993)
Mike Walcroft, Connaught Laboratories

Community Advisory Committee

Chris Bearchell Michelle Harding (resigned October, 1993)
Charles Black Nancy Nadeau
Joe Bouchard Fiona Nelson (resigned October, 1993)
Nita Chaudhuri Rose Rubino
Neville Chenoy Amy Thompson
Eva McPhail

Members

Ken Allison, School of Physical & Health Education
Mary Jane Ashley, Preventive Medicine
Robin Badgley, Behavioural Science
Carmelina Losario Barwick, Clarke Institute of Psychiatry
Sue Brown, Centennial College
Jerome Conway, Public Health Branch, Ontario Ministry of Health
Dorothy Craig, Nursing
Elise Davis, Metro-Toronto District Health Council
Milada Disman, Behavioural Science
Joan Eakin, Behavioural Science

Maria Herrera, City of Toronto, Department of Public Health
Xiaohan Hu, HSC + Kiwanis Injury Prevention and Research Program, Preventive Medicine
Ian Johnson, North York Public Health Department, Preventive Medicine
Russ Kisby, ParticipACTION
Maria Lee, City of Toronto, Department of Public Health

Ruth Plant, Health Promotion and Social
Development, Health Canada
Dennis Raphael, Behavioural Science
Rebecca Renwick, Rehabilitation Medicine
Diane Riley, Canadian Centre on Substance
Abuse, Behavioural Science
Monica Riutort, Regional Women's Health Centre,
Women's College Hospital
Lynn Sage, North York Public Health Department
Peggy Schultz, Ontario Prevention Clearing House
Martin Shain, Addiction Research Foundation
Meg Shields, Healthy City Project
Bruce Small, Green Eclipse Incorporated, Community
Alison Stirling, Ontario Prevention Clearing House
Helen Survali, Addiction Research Foundation
Karen Wade, North York Public Health Department,
Nursing
Gwynneth Wallace, East York Public Health Unit

Associates

Thomas Abernathy, City of Toronto Department of Public Health
Manuella Adrian, Addiction Research Foundation
Lee Bartel, Music
Sheila Basrur, East York Health Unit
Diana Baxter, City of Toronto Department of Public Health
Marion Bogo, Social Work
Will Boyce, Rehabilitation Therapy, Queen's University
Susan Bradley, Hospital for Sick Children
David Burman, Pharmacy
Roberto Castro, National Institute of Public Health, Mexico
Cecilia Chan, University of Hong Kong
Neville C. Cheney, Community
Mary Chipman, Preventive Medicine
Bernard Choi, Occupational and Environmental Health
Peter Clutterbuck, Social Planning Council of Metropolitan Toronto
Robert B. Coombs, Preventive Medicine
Paul Corey, Preventive Medicine
Sue Corlett, Corlett and Associates Inc.
Barbara Coultas, Coultas Communications
Nancy Craig, Community
Adele Csima, Preventive Medicine
Lynn Davie, Ontario Institute for Studies in Education
Barbara Davis, Nutritional Sciences
Evelyne de Leeuw, Limburg University, The Netherlands
Ma. de Lourdes Campero, National Institute of Public Health, Mexico
Louise Dickin, Community
Peggy Edwards, Chelsea Group Communications
Rick Edwards, Behavioural Science
June Engel, Medical School, Health News
Marilyn R. Entwistle, Community
Gail Eyssen, Preventive Medicine
Roberta Ferrence, Addiction Research Foundation
John Frank, Ontario Workmen's Compensation
Judith Friedland, Rehabilitation Medicine
Sharon Friefeld, Rehabilitation Medicine
Margaret Galamb, University Health Service
Malcolm Garber, Ontario Institute for Studies in Education
Norman Giesbrecht, Addiction Research Foundation
Richard Glazier, Family and Community Medicine
Judy Globerman, Social Work
Michael Goodstadt, Addiction Research Foundation
Doris Grinspun, Mount Sinai Hospital
Michelle Harding, Ontario Ministry of Health
Corinne Hart-Zeldin, Behavioural Science
John Hastings, Health Administration
Larry Hershfield, Community
Linn Holness, Occupational and Environmental Health
Ilze Kalnins, Behavioural Science
Merrijoy Kelner, Studies in Aging, Behavioural Science
Perry Kendall, City of Toronto Department of Public Health
Mikael Kimelman, Speech Pathology
Eva Klein, Community
Hans Kunov, Biomedical Engineering
Ron Labonte, Community
Robert Langford, Health Administration
Jack Lee, City of Toronto Department of Public Health
Elizabeth Lindsay, Ottawa-Carleton Health Department
David Locker, Dentistry
Peter Loranger, Addiction Research Foundation
Rhonda Love, Behavioural Science
Tom Love, Health Systems Group
Nesa Lysander, Ministry of Community and Social Services
Heather Maclean, Nutritional Sciences
Luba Magdenko, Biomedical Communications, Behavioural Science
Joanne Marshall, Library and Information Science
Victor Marshall, Centre for Studies in Aging
Elsa Marziali, Social Work
Diane McKenzie, Canadian Centre on Substance Abuse
Keith McLeod, Education
Tony Miller, Preventive Medicine
Diana Moeser, Wellesley Hospital
Nancy Mulroney, Queen Street Mental Health Centre
Heather Munroe-Blum, University of Toronto, Vice-President - Research
Lynda Muzzin, Pharmacy
Ted Myers, Health Administration
Mark Nagler, Sociology, University of Waterloo
Don Nutbeam, University of Sydney, Australia
Michel O'Neill, Nursing, Laval University
Patrick O'Sullivan, Heart Health
Ann Pederson, Behavioural Science

Linda L. Pederson, Epidemiology & Biostatistics ,
University of Western Ontario
Karin Dominick Pierre, Community Health
Elizabeth Plummer, Clarke Institute of Psychiatry
Graham Pollett, North York Public Health Unit
Dale Pratt, Northern Telecom Limited
Robert Prichard, University of Toronto President, Law
Dorothy Pringle, Nursing
Jim Purdham, Occupational and Environmental Health
John Raeburn, University of Auckland, New Zealand
Michael Roberts, Family Physician
Peter Robertson, City of Brampton
Carolyn Rosenthal, Rehabilitation Medicine
Walter Rosser, Family and Community Medicine
Mark Sarner, Manifest Communications Inc.
Richard Schabas, Ontario Ministry of Health
Harold Segal, Pharmacy, Koffler Institute for Pharmac y
Management
Chan Shah, Preventive Medicine
Judith Shamian, Mount Sinai Hospital
Roy Shephard, Physical and Health Education
Louise Signal, Public Health Commission, New Zealand
Gail Siler, Community
Robert Simpson, Homewood Health Services
Eric Single, Canadian Centre on Substance Abuse
Harvey Skinner, Behavioural Science
Reg Smart, Addiction Research Foundation
David Smith, University Health Service
George Smith, Ontario Institute for Studies in Education
Herbert A. Sohn, Community
Yves Talbot, Family and Community Medicine
Ed Thompson, Physical and Health Education
Elizabeth Thorsen, Physical and Health Education
Rubin Todres, Social Work
Joann Trypuc, Community
Evelyn Vingilis, Faculty of Medicine, University of
Western Ontario
Rick Volpe, Institute for Child Studies
Elaine Walsh, Community
Barry Wellman, Centre for Urban Studies, Sociology
Lilian Wells, Social Work
Elinor Wilson, Heart and Stroke Foundation of Ontario
Joanne Witt, Northern Telecom
Gary Woodill, Ryerson
Blake Woodside, Eating Disorder Clinic
Christine Zaza, University of Waterloo

Appendix B

What we're about

The Centre for Health Promotion was established in 1989 within the Division of Community Health, Faculty of Medicine, with strong support from the other health sciences at the University of Toronto, with seed funding from the Bertha Rosenstadt Endowment Fund and in partnership with the Canadian Public Health Association. (CPHA)

The Mission

The Mission of the Centre for Health Promotion is to contribute to the health and well-being of Canadians through basic and applied health promotion research, education and service. The centre builds on existing strengths in the university of Toronto, collaborating partners and community institutions. In a multi-disciplinary context it activates, develops, and evaluates new approaches to health promotion.

The Role

The Role of the Centre for Health Promotion is as a focal point and catalyst for Health Promotion activities at the University of Toronto, and in the wider community (local, regional, provincial, national and international).

Principles

The Centre carries out its mission acknowledging that the main purpose is to *enable* individuals and communities to increase control over the determinants of their health and thereby to improve their health.

The Centre itself serves as a *model* for experimenting with *partnerships and collaboration*. The activities of the Centre are influenced by its community partners. Every collaboration/partnership brings new challenges, expectations and skills and requires unique approaches and working relationships.

The Centre adopts a *broad perspective* on health promotion research which incorporates the development and testing of basic theory, the design and evaluation of specific applications in practice

and the formulation and analysis of public policy options.

The Centre fosters activities that are *integrative and trans-sectoral*: cutting across traditional academic disciplines and established community sectors.

Goals

1. To develop a comprehensive program of basic and applied research in health promotion.
2. To increase the scope and quality of education and training in health promotion.
3. To develop ways of providing service which will improve health promotion activities.
4. To maintain an infrastructure that ensures the long-term viability of the Centre.