



Centre for Health Promotion

UNIVERSITY OF TORONTO

FIFTH ANNUAL REPORT 1994/95

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TABLE OF CONTENTS

	Page
Director's Remarks	3
<u>Activities</u>	
1. Research	5
1.1 North York Community Health Promotion Research Unit	5
1.2 Quality of Life Research	15
1.3 Ontario Tobacco Research Unit	16
1.4 Workplace Health Promotion Research	35
1.5 Knowledge Development	36
1.6 Seniors Self-Help Program	40
1.7 Other Research Projects	40
2. Education and Training	42
2.1 Health Communication Unit	42
2.2 Seminars	43
2.3 Workshops	44
2.4 Teleconferences	45
2.5 Conferences/Symposia	46
2.6 Schools/Institutes/Courses	46
2.7 Interest Groups	47
2.8 Graduate and Undergraduate Education	50
2.9 Student Exchanges	50
3. Service and Other Collaborative Activities	50
3.1 Professional/Practitioner Information	51
3.2 Public Information	73
3.3 Healthy Communities	74
3.4 International	75
3.5 Consultation/Advice	76
Appendix A Those who make it happen....	79
Appendix B What we are about	92
Appendix C Budget	94
Appendix D Organizational Chart	96

"Health Promotion is the process of enabling people to increase control over, and to improve, their health".

- *Ottawa Charter for Health Promotion*

Director's Remarks

During the past year, the Centre continued its progress. On the research front, the Centre's three research units continued to develop and produce results. The **North York Community Health Promotion Research Unit** made numerous presentations and published several papers based on its work. Among the latter, were papers published in the Canadian Journal of Public Health on frailty among seniors and on unemployment. The Unit submitted a proposal to the Ontario Ministry of Health for continued funding. The **Ontario Tobacco Research Unit** released several reports to the press including a report of the findings of the Canadian-U.S. study on the impact of plain packaging of cigarettes on young people and the first annual monitoring report on the Ontario Tobacco Strategy. Finally, the **Quality of Life Research Unit** continued its research on quality of life among various population groups including people who are developmentally disabled and produced a book entitled Quality of Life in Health Promotion and Rehabilitation to be published by Sage early in 1996. Other research projects of the Centre included a study of self-help groups among seniors, a study on how to make research results in health promotion meaningful and accessible and a study of parenting resources for ethno-cultural groups in Canada.

The Centre also continued to play an important role in providing education and training opportunities for people interested in health promotion. Based on a positive evaluation of its first two years of operation, funding for the Centre's **Health Communication Unit** was continued by the Ontario Ministry of Health for three years to allow the Centre to provide training and support in health communication skills to practitioners in Ontario. The scope was expanded beyond the health promotion demonstration sites to include other organizations engaged in health promotion activities. A second **Ontario Health Promotion Summer School** coordinated by the Centre was held in June, 1995. About 240 people attended its Anglophone and Francophone components. Based on very positive evaluations from participants, the school will be held again in Toronto in June, 1996. The Centre also organized or co-sponsored seminars, workshops, teleconferences, conferences and interest groups and contributed substantially to graduate and undergraduate education at the University of Toronto. It assumed a lead role in the development of a proposal for a Collaborative Program in health promotion at the University of Toronto.

With regard to service, the Centre continued to provide consultation and advice to a large number of government departments, associations, educational institutions, hospitals, foundations, community agencies, private sector companies and University of Toronto groups. More than fifty presentations were made to professional, practitioner and general public audiences and two Information Bulletins were released. The Centre continued to contribute to Healthy Community efforts by chairing Healthy Communities Metro, co-sponsoring the Healthy Lifestyles Network at the University of Toronto and taking the lead in the development of a national project to evaluate healthy community initiatives. The Centre organized two consultations on behalf of the World Health Organization, and hosted many international visitors. A proposal to become a WHO Collaborating Centre in Health Promotion was submitted and the Centre assumed responsibility for chairing a WHO-EURO project on evaluation in health promotion and contributed to the planning of the Fourth International

Conference on Health Promotion. The Centre also coordinated the **Task Force on the Primary Prevention of Cancer**. A Home Page on the World Wide Web was established.

Michael Goodstadt was appointed Acting Director on July 1, 1995 when I began a one year Administrative Leave. The Culture and Health Unit at the Clarke Institute of Psychiatry withdrew as an Affiliated Unit but the Donwood Institute, the Health Information and Promotion Unit at the Hospital for Sick Children and the Environmental Studies Unit at Innis College joined. Joanne Lacey joined Anne Cartwright in the Centre's Office as a secretary.

The Centre continued to be successful in obtaining and retaining funding for projects. Grants and contracts totalling approximately two million dollars were obtained. Core funding from the Rosenstadt Endowment Fund (\$100,000) continued and discussions were held with the university, government and the private sector regarding core funding.

It is anticipated that the Centre will be designated as a WHO Collaborating Centre in Health Promotion shortly. This will dramatically expand our international role. In addition to continuing to chair the WHO-EURO Working Group on Evaluation in Health Promotion and participate in the planning of the Fourth International Conference in Health Promotion, the Centre will undertake to organize an International Summer School on Health Promotion and initiate several projects in the tobacco and workplace areas. We also anticipate the continued development of programmes of research and education on medication use among seniors, mental health promotion, womens' health and injury prevention.

Thus we have every reason to be pleased with our performance and anticipate that it will continue. This is of course due to the contribution of the people who are committed to our Mission. In particular, I would like to acknowledge the contribution of Michael Goodstadt who has so far, done an outstanding job as Acting Director. I would also like to thank other staff of the Centre including Ivan Brown, Reg Warren, Rick Wilson, Anne Cartwright and Joanne Lacey. The heads of our Units, Suzanne Jackson, Larry Hershfield, Roberta Ferrence, Rebecca Renwick and Dennis Raphael deserve a special vote of thanks as does Barb Van Maris who coordinated our teleconference series. Finally, I would like to conclude by thanking our Partners, Advisory Board, Community Advisory Committee, Affiliated Units and our funders including the Rosenstadt Endowment Fund, Connaught Laboratories, Ontario Ministries of Health, Community and Social Services, Health Canada and the Robert Wood Johnson Foundation. Special thanks to my family, Barb, David and Adam.

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 1994-95, 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. Knowledge Development
6. Seniors Self-Help Research

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 1994-95 the Unit focused on research in five specific areas: school and family health promotion, health promotion among the elderly, workplace health promotion, health promotion indicators and community action for 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, Maureen Cava (as of March 1995), 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, 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 re-submitted to NHRDP in June 1995

Principal Investigators: Dorothy Craig, Karen Wade

Co-Investigators: Ken Allison, Carole Hlibka

Progress 1994/95: Proposal revised and re-submitted.

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

A study of factors influencing physical activity in 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 1994/95: Data collection in 12 North York High Schools with Grades 9 and 11.

1.1.3 High Risk Youth

A study examining the relationship between educational experience and substance use, particularly among low school attenders.

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 1994/95: Technical report completed and multivariate study of predictors of substance use in progress.

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: NYCHPRU

Principal Investigators: Karen Wade, Dorothy Craig

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

Progress: Study re-conceptualized, when external funding not received.

1.1.5 "Teen-Net": Using Information Technology to Engage in Teens in Smoking Prevention and Cessation

Project to design and evaluate interactive, multimedia technology to increase the number of teens engaged in smoking prevention and cessation programs.

Collaborators: Addiction Research Foundation, North York Board of Education, Frontier College, Council for a Tobacco-Free Ontario, COMMIT to a Healthier Brant, North York Public Health Department, Ontario Tobacco Research Unit

Funded by: Health Canada (\$250,000)

Principal Investigators: Harvey Skinner

Co-Investigators: Suzanne Jackson, Susan Makin, Edna Wallhead, Mac Bury et.al.

Progress 1994/95: Initial work on application of Computerized Lifestyle Assessment program to teens was transformed in Fall 1994 to writing a proposal to Health Canada for bigger project. Funding was received and project began in April 1995.

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 and Hospital Prenatal classes.

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 1994/95: Data collection initiated.

1.1.7 Canadian Initiatives in Small Workplace Health Promotion

A national 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 1994/95: Project completed. An article was published in the Canadian Journal of Public Health and a comprehensive report 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 1994/95: Analysis completed and report-writing underway.

1.1.9 Health & Safety in Small Workplaces: the Employees Perspective

An ethnographic study of the employees' experiences of health and safety issues in small businesses (less than 50 employees).

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

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

Principal Investigator: Joan Eakin

Progress 1994/95: 40 interviews completed, analysis (with a focus on gender and ethnicity issues) underway.

1.1.10 A Foot-in-the-Door: 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 oriented and an opportunity to introduce health promotion principles into workplace.

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 1994/95: Interviews with nurses, employers and employees were conducted; analysis to be completed in early 1996.

1.1.11 Smoking in Small Workplaces: The Comparative Impact in Small & Large Workplaces of Legislated Workplace Smoking Restrictions in Ontario

Examines influence of corporate size and presence of a joint Health & Safety Committee on knowledge, attitudes, smoking behaviour and implementation of workplace smoking restrictions.

Collaborators: Ontario Tobacco Research Unit

Funded by: Ontario's Workplace Health & Safety Agency (\$6125)

Principal Investigators: Joan Eakin, Mary Jane Ashley

Co-Investigators: Shelley Bull, Linda Pederson

Progress 1994/95: Analysis of a 1992-93 telephone survey in Metro Toronto.

1.1.12 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

Progress 1994/95: Examination of program was conducted and results are being analyzed.

1.1.13 Frailty Among Seniors Project

Study of the meaning of frailty among seniors and the development of instrumentation to measure frailty in seniors.

Funded by: NYCHPRU

Principal Investigators: Dennis Raphael, Maureen Cava

Co-Investigators: Ivan Brown, Rebecca Renwick, Kit Heathcote, Karen Wright, Lori Kirwan

Progress 1994/95: Developed a definition of frailty; instrument to measure frailty pilot tested on 25 seniors.

1.1.14 Quality of Life Among Seniors Project

The development of an instrument to assess the quality of life of seniors living in the community.

Collaborators: North York Public Health Department

Funded by: NYCHPRU

Principal Investigator: Dennis Raphael

Co-Investigators: Rebecca Renwick, Ivan Brown, Maureen Cava

Progress 1994/95: Short and Brief versions of the instrument were validated. Further applications of instrument being developed. Article published in Canadian Journal of Public Health.

1.1.15 Unemployed Youth and Public Health

Participatory action research project with youth as researchers plus reflection on decision-making process, partnership and roles for public health staff, public health management and academic researchers in this project.

Collaborators: North York Public Health Department and Frontier College

Funded by: NYCHPRU

Principal Investigators: Irving Rootman, Marie Boutilier

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

Progress 1994/95: Group of North York youth at Frontier College carried out a research project with youth on youth-identified issues. Analysis of team process and experience underway.

1.1.16 Research in and on Partnership: Advice for Big and Small

Participatory action research project examining how an equitable partnership between a community-initiated and run health promotion project and 2 large support institutions was achieved and how this partnership is affected by transition to federal funding.

Collaborators: Adventure Place, Brahm's Residents Committee, North York Public Health Department

Funded by: NYCHPRU

Principal Investigator: Marie Boutilier

Co-Investigators: Lynne Sage, Sharon Scarcello, Wendy Cressman, Louise Harrison, Syeda Khanam, Denise Munro

Progress 1994/95: Identification of partnership as focus for research, proposal written.

1.1.17 Community Action and Public Health in Ontario: A Comparative Study

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.

Collaborators: North York Public Health Department and 6 other Health Units

Funded by: Proposal was re-submitted to NHRDP in June 1995.

Principal Investigator: Robin Badgley

Co-Investigators: Marie Boutilier, Lynne Sage, Blake Poland, Carol Marz

Progress 1994/95: Proposal revised and re-submitted.

1.1.18 Assessing a Simple Economic Intervention on Community-Based Health Promotion

Exploration of ways participants in a community-based economic system perceive their access to goods and services and ability to cope has been helped.

Collaborators: LETS Core Group

Funded by: Proposal re-submitted to NHRDP in June 1995

Principal Investigator: Irv Rootman

Co-Investigators: Bonnie Erickson, David Burman, Chantal Hilaire

Progress 1994/95: Proposal revised and re-submitted

1.1.19 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: NYCHPRU
Principal Investigator: Ian Johnson
Progress 1994/95: Proposal submitted for funding to NHRDP; literature review being conducted prior to redesign of study.

1.1.20 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, North York Public Health Department

Funded by: Proposal to be submitted to NHRDP (November 95)
Principal Investigator: Dennis Raphael
Co-Investigators: Irv Rootman, Stella Cho, Rebecca Renwick, Greg Robinson
Progress 1994/95: Questions developed for focus groups with members of public held by Metro Toronto DHC. Proposal for funding re: community resiliency developed, submitted and not funded.

1.1.21 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 (Centre for Health Promotion)
Co-Investigators: Irv Rootman, Suzanne Jackson, Trevor Smith, Philippa Holowaty, Hyewon Lee-Han, Connie Utrecht, Edna Wallhead, David Burman
Research Officer: Dan McNally
Progress 1994/95: Analysis of the Ontario Health Survey was conducted.

1.1.22 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 department 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: Shelley Cleverly, Lynne Sage, Hyewon Lee-Han, Trevor Smith, Lois Jackson, Lilian Yuan.

Progress 1994:95 Focus groups conducted and analysis completed. Report being prepared.

1.1.23 Indicators of Community Capacity

A study of indicators of community capacity at the neighbourhood level involving residents and community workers in 3 neighbourhoods in Metro Toronto (Jane-Finch, Regent Park and Parkdale).

Collaborators: Neighbourhoodism Coalition of Metro Toronto

Funded by: NYCHPRU

Principal Investigators: Ann Robertson, Suzanne Jackson

Co-Investigators: David Burman, Michael Goodstadt, Lisa Salsberg, Blake Poland

Research Officer: Shelley Cleverly

Progress 1994/95: Preliminary model developed; research proposal developed; liaison with Neighbourhoodism Coalition and 3 neighbourhoods in Metro Toronto initiated.

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

(\$537,200 1994-98)

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

Project Manager: Ivan Brown

Progress 1994/95: Province-wide data collection, by 42 assessors underway. Several articles published and in press.

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 1994/95: Quality of Life Profile - Adolescent Version developed. Data collection completed. Data analysis completed. Paper in press.

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 1994/95: Twenty-five quality of life interviews completed.

1.2.4. Quality of Life Healthy Elderly Project

Collaborators: North York Community Health Promotion Research Unit, Department of Behavioural Science, Department of Occupational Therapy.

Funded by: North York Community Health Promotion Research Unit

Investigators: Ivan Brown, Maureen Cava, Bev McClelland, Dennis Raphael, Rebecca Renwick, Nancy Weir

Progress 1994/95: Conducted focus groups with seniors. Developed Quality of Life Profile - Seniors Version. Collected data; completed analysis. Developed brief versions of instrument. Published several papers.

1.2.5. Quality of Life: Frail Elderly

Collaborators: North York Community Health Promotion Research Unit, Department of Behavioural Science, Department of Occupational Therapy.

Funded by: North York Community Health Promotion Research Unit.

Investigators: Ivan Brown, Maureen Cava, Bev McClelland, Dennis Raphael, Rebecca Renwick, Karen Wright.

Progress 1994/95: Developed and published conceptualization and definition of frailty. Developed and pilot tested instrument to assess frailty.

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: Mary Jane Ashley, Steven Brown, Roberta Ferrence, Elizabeth Lindsay, and Reg Warren.

Director: Roberta Ferrence

Project Manager: Mel Martin

Unit Secretary: Paola Greco

Unit Staff: Pam Bolan, Frances Hobbs and Richard Wilson.

Projects

1.3.1 Tobacco Literature Database

The Information Analysis and Dissemination Working Group is developing a database of tobacco literature to be made 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

Staff: Pam Bolan (Librarian)

Progress 1994/95: The Tobacco Literature Database project has been discontinued.

1.3.2 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

Staff: Mel Martin, Paola Greco

Progress 1994/95: The print version of the Tobacco Project Registry is published annually. No work was done on the on-line version in 1994-95.

1.3.3. 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

Staff: Mel Martin, Paola Greco

Progress 1994/95: Release of the Tobacco Researchers Registry has been postponed until the spring of 1996.

1.3.4. Electronic Communications in Tobacco Research

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 1994/95: In 1994-95, the OTRU-NET Listserv had 40+ members from across Ontario and around the world. An OTRU home-page on the World Wide Web is under development and is scheduled to go on-line in February 1996.

1.3.5. 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)

Principal Investigators: Irving Rootman, Bryan Flay

Co-Investigators: Dee Burton, Roberta Ferrence, Dennis Raphael, Eric Single,
David Northrup, Mary Foster

Project Manager: Josie D'Avernas

Progress 1994/95: Study completed; results released.

1.3.6. 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, University of Toronto

Principal Investigators: Irving Rootman and Reg Warren

Progress 1994/95: Study completed; results released.

1.3.7. Waterloo Smoking Projects Supplement

In 1994 a series of questions were added to the Waterloo Smoking Projects Longitudinal Study of students to measure the effect of the tax cut on student smoking behaviour.

Collaborators: University of Waterloo

Funded by: Ontario Tobacco Research Unit

Principal Investigator: K. Stephen Brown

Progress 1994/95: Study completed. Results indicated almost 50% of grade 10 students who were smokers reported smoking more since the tax cut (February 1994). Results reported at ATRU Annual Conference, May 1995.

1.3.8 Priority Women and Tobacco Study

The Priority Women and Smoking Study, a joint project of the Centre for Health Promotion and the Atlantic Health Promotion Research Centre, was conducted from October 1994 to April 1995. Acting as the lead agency, the Centre received \$260,000 from the Federal Tobacco Demand Reduction Strategy to undertake a comprehensive needs assessment with priority women and support service organizations across Canada and to assess the nature and extent of tobacco use in this population. These aims were carried out to determine how Health Canada and health professionals might best assist priority women with smoking cessation and reduction through new and existing support service agencies.

Collaborators: Atlantic Health Promotion Research Centre

Funded by: Women and Tobacco Reduction Program, Tobacco Demand Reduction Strategy, Health Canada

Principal Investigators: Irving Rootman, Miriam Stewart

Project Manager: B.A. Pawliw-Fry

Co-Investigators: Gloria Sachs-Silver, Madeline Bosco, Lorraine Greaves, Larry Hershfield, Roberta Ferrence, Marilyn Pope, Atlantic advisors

Consultants: Roberta Ferrence, Marilyn Pope

Progress 1994/95: A comprehensive literature review, annotated bibliography and secondary data analysis of the Ontario Health Survey have been completed. Telephone interviews have been conducted with 13 existing women-centred cessation programs in 5 provinces with representatives of 29 support service agencies in 10 provinces and with 22 priority women using support services. In-depth interviews with 134 priority women in 10 provinces have also taken place, and 30 focus groups with 254 priority women in 10 provinces.

1.3.9. 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 1994/95: Submitted for publication.

1.3.10. 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 1994/95 Submitted for publication.

1.3.11. 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 1994/95: Collected grade 8 data; analyzing grade 6 and 8 data.

1.3.12. 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

Investigators: Mary Jane Ashley, Linda Pederson and Shelley Bull

Progress 1994/95: No progress this year. Funding will be sought in 1996.

1.3.13. Promoting Smoke Free Families

This project takes a harm reduction approach to help smoking parents to reduce smoking around their children. The pilot phase of the study which targeted individual smoking families is complete; the second phase of the project focuses on the development and evaluation of a community-based intervention to reduce harm associated with ETS.

Collaborators: Addiction Research Foundation

Funded by:
Addiction Research Foundation

Principal Investigator: Roberta Ferrence

Investigators: Susan Bondy, Marilyn Pope

Progress 1994/95: Poster materials on ETS has been developed in partnership with the local Tobacco Free Council. ETS information for health care professionals and their clients have been developed and distributed in the community.

1.3.14. Cultural Factors in Tobacco Use Among Ethnic Groups in Canada

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

Collaborators: Addiction Research Foundation, York University

Funded by: NHRDP (under final review)

Co-Investigators: Nancy Edwards, Roberta Ferrence, Dave Northrup, Jürgen Rehm

Project Manager:
Joan Brewster

Research Associate: Jay Joseph

Progress 1994/95: Focus group report completed. Final questionnaire development underway. Survey to begin shortly.

1.3.15. 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 1994/95: The first version of this resource has undergone evaluation. Revisions are currently underway.

1.3.16. 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

Investigators: Roberta Ferrence, Ming-hao Her

Progress 1994/95: Under revision.

1.3.17. 1991 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 1994/95: Completed. Paper published in American Journal of Preventive Medicine, 11:283-287, 1995 (September).

1.3.18. 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 1994/95: Paper accepted for publication with minor revisions. Another paper in draft form.

1.3.19. 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 1994/95: Completed. Publication in print.

1.3.20. 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 1994/95: Data analysis and manuscript preparation currently underway.

1.3.21. 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 1994/95: Project not funded.

1.3.22. 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 1994/95: Completion. Publication in print.

1.3.23. 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 1994/95: Manuscript preparation underway.

1.3.24. 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 1994/95: Report complete.

1.3.25. 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: Linda Pederson, Mary Jane Ashley, Blake Poland, Marilyn Pope

Project Manager: Marilyn Pope

Progress 1994/95: The literature review, secondary analysis and focus group work has been completed. A final report in preparation.

1.3.26. 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 Investigator: Mary Jane Ashley

Co-Investigators: Roberta Ferrence, Susan Jaglal, Marilyn Pope

Project Manager: Marilyn Pope
Research Associate: Jenny Lam-McCulloch
Progress 1994/95: Draft reviews of many topics are complete. Final reviews are underway.

1.3.27. 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 Investigator: Roberta Ferrence
Co-Investigators: Florence Andrews, Lorraine Greaves, Lois Jackson
Project Manager: Marilyn Pope
Research Associate: Jody Fredericks, Denise Weber
Progress 1994/95: Both focus groups and in-depth interviews with young people are complete. The final report including literature review and secondary data analysis is in preparation.

1.3.28. Review of Evaluations 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 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 (\$59,000)

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

Progress 1994/95: Project completed; report submitted.

1.3.29. 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 Investigator: Robin Room

Co-Investigators: Ed Adlaf, Susan Bondy, Roberta Ferrence, Jackie Ferris, Norman Giesbrecht, Jürgen Rehm

Progress 1994/95: 1995 Report published. Other analyses underway.

1.3.30. Smoking in the Small Workplace

Secondary analysis of survey data on Metropolitan Toronto workers to examine influences of corporate settings and workplace dynamics on workplace smoking and its control.

Collaborators: North York Community Health Promotion Research Unit, Department of Behavioural Science, University of Toronto, Ontario Tobacco Research Unit, Department of Preventive Medicine and Biostatistics, University of Toronto, Samuel Lunenfeld Research Institute, Mount Sinai Hospital, Department of Epidemiology and Biostatistics, University of Western Ontario

Funded by: Workplace Health and Safety Agency, Ontario (\$6,125)

Principal Investigators: Joan Eakin and Mary Jane Ashley

Co-Investigators:
Shelley Bull, Linda Pederson

Progress 1994/95: Rport submitted to Workplace Health and Safety Agency, November 1995. Paper for publication in preparation.

1.3.31. Survey of Federal, Provincial and Territorial Legislators Regarding Tobacco and Tobacco Control Policies

A survey of Canadian legislators concerning their perceptions of tobacco as a health and as an economic issue, attitudes toward tobacco, control measures, perceptions of the roles of health agencies and the anti-tobacco lobby, perceptions of strategies that would promote policy interventions, and relevant personal characteristics and experiences.

Funded by: Submitted to NHRDP
Principal Investigators: Mary Jane Ashley, Roberta Ferrence and David Northrup
Co-Investigators: Shelley Bull, Linda Pederson, and Michael Ornstein
Progress 1994/95: Funded December 1, 1995. NHRDP - \$265,381.00.

1.3.32. Cost-Benefit Analysis of Tobacco Use

Estimates costs of tobacco use by attributable risk approach.

Funded by: Ontario Ministry of Health
Principal Investigator: Bernard Choi
Progress 1994/95: Completed. Publication in press (Journal of Epidemiology and Community Health).

1.3.33. Estimating the Costs of Substance Abuse in Canada

Funded by: Canadian Centre on Substance Abuse
Principal Investigator: Eric Single
Co-Investigator: Bernard Choi
Progress 1994/95: Interim Report due February 1996. One publication submitted to Journal of Health Economics. Final Report - July, 1996.

1.3.34. Using Information Technology to Engage Teens in Smoking Prevention and Cessation

The project will produce carefully-evaluated information technology programs that are

effective for engaging an increased number of teens in smoking prevention and cessation. Community action methods will be used to engage hard to reach teens (school dropouts) at community locations (e.g., Mall), as well as make the program available across Canada via School Net and local Free Nets.

Funded by: Health Canada

Principal Investigator: Harvey Skinner

Progress 1994/95: During 1995 the TeenNet project worked closely with teens from North York and Brant County, and street youth from Toronto on the development of the TeenNet website, now known as CyberIsle. A prototype of CyberIsle will be piloted with teens in early 1996.

1.3.35. Qualitative Assessment of Teen Smoking Cessation

Learn more about the supports teens require/want to successfully quit smoking.

Funded by: East York Health Unit

Principal Investigator: Irene Kassies

Co-Investigators: Bart Harvey, Linda Shortt, Gina Feldberg, Tom Abernathy

Progress 1994/95: Data collection is complete. Analysis is nearing completion. Report expected by late Spring.

1.3.36. Survey of Tobacco Use Among East York High School Students

Self-Administered Questionnaire which included smoking knowledge, attitudes and behaviours of a representative group of East York high school students.

Funded by: East York Health Unit

Principal Investigator: Linda Feldman

Co-Investigators: Bart Harvey and Linda Shortt

Progress 1994/95: Data collection is complete. Analysis nearing completion. Report expected by late Spring.

1.3.37. Canada/US Study of Plain Packaging of Cigarettes and Young People

Study of impact of plain cigarette packaging on youth perceptions and behaviour in Canada and US.

Funded by: Robert Wood Johnson Foundation

Principal Investigators: Irving Rootman and Brian Flay

Co-Investigators: Dee Burton, Roberta Ferrence, Mary Foster, David Northrup, Dennis Raphael, and Eric Single

Project Manager: Josie d'Avernas

Progress 1994/95: Study completed; preliminary results released.

1.3.38. Smoking, Body Image and Weight Control: A Smoking Cessation Resource for Young Women

This project is currently under development and includes a literature review, analysis of existing data from the Toronto Hospital's Eating Disorders Clinic, and qualitative interviews. Advisory groups of young women and health professionals will be formed to assist in the development of a smoking cessation resource for young women smokers.

Collaborators: Toronto Hospital (Women's Health Program & Eating Disorders Clinic)

Funding: Ontario Tobacco Strategy, Health Promotion Branch: Ontario Ministry of Health

Project Manager: B.A. Pawliw-Fry

Progress 1994/95: Project initiated.

1.3.39. The Macro Economic Impact of Tobacco Consumption in Canada

The estimation of the macro-economic impact of tobacco consumption in Canada - with reference to variables such as economic growth, employment, the fiscal balance, etc.

Funded by: Project not yet funded - but in development stage

Principal Investigator: Irving Rootman

Co-Investigators: Nicholas Staines and Reg Warren

1.3.40. Postpartum Smoking Relapse Project

This 20 month project involves 3 separate but related research projects: a qualitative study, a longitudinal study as a natural history of postpartum smoking relapse, a randomized controlled trial of alternate interventions to prevent smoking relapse among postpartum women.

Funded by: Health Canada
Principal Investigator: Nancy Edwards
Co-Investigators: Steve Hotz, Nicki Sims-Jones, and Rob Cushman
Progress 1994/95: Recruitment, data collection and preliminary analysis for qualitative study completed. 233 women recruited for longitudinal study with second set of interviews underway. Intervention for RCT developed using findings from qualitative and longitudinal studies, RCT will be launched in February, 1996.

1.3.41. A Qualitative Study of the Experience of Postpartum Smoking Relapse and Household Smoke Exposure for Infants Among Recent Immigrants

A pilot study being undertaken with immigrant women who speak Arabic.

Funded by: Ottawa-Carleton Health Department
Principal Investigator: Nancy Edwards
Co-Investigator: Nicki Sims-Jones
Progress 1994/95: Interviews of 10 Arabic women completed. Preliminary analysis underway.

1.3.42. A Study to Gather Baseline Data Related to Bill 119

Documented retail sales to youth, exposure to ETS in public places, and municipal by-laws.

Funded by: Ontario Ministry of Health
Principal Investigator: Tom Abernathy
Co-Investigator: Ron Dovell
Progress 1994/95: Data collection complete.

1.3.43. A Study to Measure the Impact of the Ontario Tobacco Control Act

Follow-up of retail sales to youth, exposure to ETS in public places, and municipal by-laws.

Funded by: Ontario Ministry of Health
Principal Investigator: Tom Abernathy
Progress 1994/95: Data collection and entry underway.

1.3.44. Smoking During Pregnancy

Analysis of data on smoking habits of expectant mothers and their household partners.

Funded by: n/a
Principal Investigator: Tom Abernathy
Co-Investigators: C. Pryce, T. Osazuwa
Progress 1994/95: Final manuscript preparation underway.

1.3.45. Assessing the Reach of the Ontario Tobacco Strategy Among Smokers and Non-Smokers

The purpose of the study is to determine the reach or penetration of cessation and protection activities of the Ontario Tobacco Strategy (OTS) among adult smokers and non-smokers in Ontario in 1996 and 1998.

Funded by: NHRDP - Submitted
Principal Investigator: Elizabeth Lindsay
Co-Investigators: Martin Taylor, Robert Spasoff, Nancy Ross, Steve Brown, Allan Hotte
Progress 1994/95: The project was not funded and is under revision for re-submission.

1.3.46. Dissemination and Evaluation of the Quit-4-Life Cessation Program for Teenagers in Ottawa-Carleton High Schools

This project will promote and offer the QUIT-4-LIFE program in all Ottawa-Carleton high schools and will assess the effectiveness of the self-help kit supported by a facilitated group compared to the self-help kit alone.

Funded by:

Health Canada (\$182,650)

Principal Investigator: Elizabeth Lindsay

Co-Investigators: Ed Ellis, Allan Hotte, Dan Bourdeau, Lynne Welch

Progress 1994/95: Twenty-one high schools in the Ottawa-Carleton region will be randomly allocated in the first phase of this project to either the self-help kit alone or the self-help kit plus group program. Any student wishing to stop smoking will be invited to participate.

1.3.47. Smoking, Smoking Cessation, Tobacco Control And Programming: A Qualitative and Quantitative Study

Funded by: NHRDP - Submitted

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

Progress 1994/95: Funded by NHRDP - January 1, 1996, \$199,840.00.

1.3.48. Dissemination of Smoking Cessation Intervention Skills to Ontario Physicians and Other Health Care Professionals

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.

Funded by: Ontario Ministry of Health (\$270,000, 2 years)

Principal Investigator: Elizabeth Lindsay

Co-Investigators: Ed Ellis, Elinor Wilson, Geoff Dunkley, Doug Wilson Robert Coombs, Raju Hajela

Progress 1994/95: The pilot phase of this project in the Northeast region of the province will be completed in February, 1996. Regional workshop for community task forces were offered in the Southwest and Northeast regions in 1995.

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 policies and programs.

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

Funded by: Addiction Research Foundation and Health Canada

Director: Martin Shain

Staff: Helen Suurvali

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 Canada.

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:

Scott Macdonald, Shelly Sothian, Martin Shain, Helen Suurvali

Progress 1994/95: The field work for this project is nearly complete. Results will pertain to the 70+ worksites currently using the Workplace Health System.

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.

1.4.6. Mental Health and the Workplace (formerly, Getting Psychosocial Hazards on the Health and Safety Agenda)

A project designed to persuade Employee Assistance, Health Promotion and 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, and numerous worksites

Funded By: Healthy Environment Program, Health Canada (\$79,000, 1995-96)

Principal Investigators: Martin Shain

Staff: Eva Lewarne

Progress 1994/95: The project has generated significant information about the best ways in which to approach workplaces with regard to mental health promotion. Reports and resource materials available and in preparation.

1.5 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

Principal Investigators:
Irving Rootman and others

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

Projects

1.5.1 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 1994/95: Resource made available through Ontario Prevention Clearinghouse

1.5.2 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, Ilona 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 1994/95: Several positive review published

1.5.3 Settings Approach to Health Promotion

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 1994/95: Accepted for publication by Sage; several chapters drafted

1.5.4 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

Progress 1994/95: Meeting of university-based health promotion centres sponsored by Health Canada

1.5.5 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 1994/95: Two meetings of health promotion Centres organized by Centre for Health Promotion; proposals submitted to Health Canada

1.5.6 Participatory 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: Report published by Royal Society

1.5.7 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 1994/95: Report submitted and published

1.5.8 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, Rick Wilson

Progress 1993/94: Report submitted and published

1.5.9 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 1994/95: Accepted for publication by John Wiley and Sons

1.6. 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

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

Co-investigator: Irving Rootman

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

Staff: Sue Corlett

Projects

1.6.1. Survey of Seniors Self-Help Groups

Collaborators: Atlantic health Promotion Research Centre, Laval University

Principal Investigator: Francine Lavoie

Co-Investigators: Irving Rootman, Miriam Stewart

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 1994/95: Reports submitted.

1.7.2 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 revised.

1.7.3 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: Projects developed.

1.7.4 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

Staff: Tom Hay, Nancy Craig

Progress 1994/95: Funded by Health Canada and Heritage Canada; project initiated.

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 Health Communication Unit

Funding for the Health Communication Unit has been extended from the Health Promotion Branch (Ontario Ministry of Health) for a three year period until 1998. The Unit now functions as a provincial resource centre, providing training and consultation to the wider health promotion community in Ontario (public health, community health centres, district health councils, other government agencies, non-profit agencies, as well as the provincial demonstration sites). To date, the HCU has conducted a number of workshops (see section 2.2) and has created a variety of resource materials to assist communities in developing health communication campaigns. New workshops for 1995-96 include "Making Effective

Presentations" and "Interventions That Work", as well as special case study meetings. These are in addition to the mainstays of the HCU, such as Communication Campaigns, How-tos, and Evaluation workshops. An exciting range of guest facilitators have been contracted to deliver workshops, along with the HCU's manager, Larry Hershfield.

This past year, an evaluation of the Health Communication Unit was carried out resulting in very positive findings. A high level of satisfaction with the services of the HCU is exemplified in the following highlights of the evaluation:

- ! Workshops have been very well attended and are of excellent quality.
- ! There is good evidence of a positive impact on the knowledge, skills and confidence of demonstration site coordinators, staff and volunteers in undertaking health communication initiatives.
- ! HCU resources are seen as well planned and useful.
- ! Consultation services are an excellent complement to centralized workshops.

Projects

2.1.1. Review of Substance Abuse Prevention Materials

The Centre has completed its project to review substance abuse prevention materials in Ontario. Funding was originally received from the Health Promotion Branch in 1993 and was extended into 1994. This project was intended to: a) strengthen communities capacities to influence behaviour and attitudes regarding alcohol and drug use; and b) to support the development of a public education action plan for Ontario's Substance Abuse Strategy. This was carried out through a review of substance abuse prevention materials intended to note strengths, weakness, barriers and supports, and gaps in the availability of these materials. Data was collected using the Materials Review and Barriers and Supports Surveys, and three regional focus groups. A total of 27 commonly used materials were collected from agencies across Ontario. (The sample also included a limited number of materials developed by the federal government and other provincial agencies.)

2.2 Seminars

2.2.1 Health Promotion Seminar Series

"The Aesthetics of Social Advertising, 1970-Present," February 8, 1995. Presenter: Paul Rutherford.

"A Gypsy View of Health," February 24, 1995. Presenter: Chantel Hillaire.

"Healthy Community Economic Development: Video and Discussion," March 23, 1995. Presenters: Kathryn Church and Liz Creal.

"Health from a Sufi Perspective," April 6, 1995. Presenter: Anab Whiteside.

"Enhanced Lifestyle Through Optimal Stimulus," October 31, 1995. Presenter: Elery Hamilton-Smith.

2.2.2 Health Promotion and Aging Seminar Series (In Collaboration with Centre for Studies on Aging)

"Contrasting Opinions About the Metro Toronto Home Care Program: A Survey of Providers and Recipients," Organized by Dorothy Craig, February 28, 1995. Presenter: Gary Naglie.

"Issues of an Aging Workforce: A Report Based on Case Studies," Organized by Dorothy Craig, March 9, 1995.

2.3 Workshops

"Evaluation", Organized by Health Communication Unit, Toronto, December 5 & 6, 1994. Facilitators: L. Hershfield and V. Freimuth.

"Media Advocacy", Organized by Health Communication Unit, Toronto, January 23 & 24, 1995. Facilitators: L. Hershfield, L. Dorfman and P. Wilbur

"Designing a Communication Campaign on Body Image", Organized by the Health Communication Unit for a Meeting of the Maternal Health Promotion Network, Toronto, February 3, 1995. Facilitators: L. Hershfield and C. Rice.

"Health Communication", Organized by Health Communication Unit for Substance Abuse Bureau Conference, Toronto, June 23. Facilitators: L. Hershfield and R. Kendall-Craden.

"Media Advocacy", Organized by Health Communication Unit for Durham Public Health Unit, Ajax, October 16, 1995. Facilitator: L. Hershfield.

"Health Communication", Organized by Health Communication Unit for ALCAP Project, Toronto, August 16. Facilitator: L. Hershfield.

"Communication Campaigns", Organized by Health Communication Unit, Toronto, October 11 & 12, 1995. Facilitators: L. Hershfield and P. Edwards

"Effective Personal Presentation", Organized by Health Communication Unit, Toronto, November 6 & 7, 1995. Facilitators: L. Hershfield and R. Durrant.

"Evaluation of Nutrition Programs", Organized by Centre in collaboration with Toronto Nutrition Policy Council, May 5, 1995.

2.4 Teleconferences

2.4.1 Health Promotion Series

"Population-Based Strategies for the Hard to Reach," Organized by Barb Van Maris, January 12, 1995. Presenter: Beth Mairs. (Cancelled)

"The Three R's of Volunteer Management," Organized by Barb Van Maris, February 9, 1995. Presenter: Marilyn MacKenzie.

"Evaluation", Organized by Health Communication Unit, Toronto, March 30, 1995. Facilitators: L. Hershfield and V. Freimuth.

"Influencing Policy Makers in Health Promotion," Organized by Barb Van Maris, April 13, 1995. Presenter: Terry Sullivan.

"Corporate Sponsorship," Organized by Barb Van Maris, May 11, 1995. Presenter: Shelagh Tippet-Fagyas.

"How Should our Thinking be Changing for Funding of Health Promotion Programs," Organized by Barb Van Maris, June 8, 1995. Presenter: Rob Simpson.

"New Issues in Health Promotion: Work and the Environment," Organized by Barb Van Maris, November 16, 1995. Presenters: Panel.

2.4.2. Native Health Series

"Women as Healers," Organized by Professor Chan Shah, October 19, 1995. Speaker: Ms. Leah Bill.

"Women as a Consumer of Health Care: Perspectives on Native Health," Organized by Professor Chan Shah, October 26, 1995. Speaker: Ms. Roda Grey.

"Women as Advocates of Health," Organized by Professor Chan Shah, November 2, 1995. Speaker: Ms. Sylvia Maracle.

2.5 Conferences/Symposia

"Injury Prevention Research," Organized by Centre in Collaboration with OPHA, Safe Kids Canada and Emergency Service, OMH, May 22, 1995.

"Round Table on Women's Health Research," Organized by Centre in Collaboration with Womens College Hospital and others, October 5, 1995.

2.6 Schools/Institutes/Courses

2.6.1. Summer School

The second Ontario Health Promotion Summer School was held June 5-9 at Ryerson Polytechnic University. It was organized by the Centre in Collaboration with: AIDS Committee of North Bay and Area, Addiction Research Foundation, Association of Ontario Health Centres, York University, the Clarke Institute, Durham Region Health Department, the Health Promotion and the Public Health Branches of the Ontario Ministry of Health, Health Canada, Northwestern Health Unit, Ontario Institute for Studies in Education, Ontario Prevention Clearinghouse, Ontario Public Health Association, Ontario Society of Health Promotion Specialists, Ottawa Carleton Regional Health Department, Women's College Hospital, and Ryerson Polytechnic University.

2.7 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 health promotion series will continue at the Centre for Studies of Aging in 1996. The fall sessions were not held this year due to the Centre's move to Suite 106, 222 College Street. Further information about the sessions will be available in December.

Humour and Health - Ivan Brown

The Humour and Health Interest Group has been dormant during 1995, but is anxious to begin a project or two in 1996. The group is looking for new members: sense of humour appreciated, but not absolutely required.

Healthy U. of T. - Irving Rootman

No meetings were held in 1994/95. The Centre continued to sponsor the Healthy Lifestyle Network. 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. A project list was also developed and updated regularly.

Parenting - Susan Bradley

Over this past year our group has been working on developing a multidisciplinary curriculum for a Graduate Studies Program in Parenting. We have had preliminary encouragement from the School of Graduate Studies to proceed and are in the midst of defining the course content and speakers. The intent would be that this course would be available as of September 1996.

Self Help - Dorothy Craig

The self help group has not met regularly over the past year. However activities have been undertaken by group members to further the health promotion efforts of the group. D. Craig represented the group

on the Steering Committee for the development of the student guide, "Getting There". M. Galomb has developed a health promotion information centre at the Robart's Library. Further work on the computer health promotion data base will be assisted by a student survey to be completed in 1996.

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. An Equity and Health Communication Group was also established in 1995. For information, contact Luba Magdenko in the Health Communication Unit.

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

While we have not met during the past year, several research initiatives of the Centre have strengthening communities as their goal. To pursue this interest further, please contact David at 978-0536.

Hospital Health Promotion - Nancy Mulroney

The Hospital Health Promotion Network (formerly the Hospital Health Promotion Interest Group) has been very busy over the past year. We continue to meet regularly in different locations throughout Southern Ontario. Our purpose is to raise the profile of health promotion in hospitals; to provide advice and assistance to hospitals getting started in health promotion; to serve as a recognized source of information about health promotion in hospitals; to provide a forum for hospital-based health promoters to work together to enhance partnerships, stimulate and share ideas, improve communication, identify opportunities for collaboration, and share resources; to promote the building of partnerships beyond the institutional walls so as to increase collaboration and improve the health of those we serve; to support, collaborate, and communicate evaluation and research about health promotion in hospitals; and to provide learning opportunities for those interested in furthering their knowledge about hospital health promotion. The group has been busy developing the following: (1) a marketing strategy to encourage other hospitals/health centres to join; (2) an inventory of the extent to which hospitals are involved in health promotion, and of available resources; and (3) a communication model for sharing information. We are also looking at the possibility of organizing, in collaboration with others, a provincial conference on health promotion in hospitals.

The hospitals/health centres represented in the Network are:

Baycrest Centre for Geriatric Care	Joseph Brant Memorial Hospital	Queen Street Mental Health Centre
Centre for Health Promotion	Milton District Hospital	
Scarborough Grace Hospital		
Chedoke-McMaster Hospital	Oakville-Trafalgar Memorial Hospital	St. Joseph's Community Health Centre
Georgetown & District Memorial Hospital	Mississauga Hospital	
The Hospital for Sick Children		
Grand River Hospital	Mount Sinai Hospital	The Toronto Hospital
Hamilton Civic Hospital	North York Branson Hospital	Women's College Hospital
Humber Memorial Hospital	Peel Memorial Hospital	

For anyone interested in joining the "Hospital Promotion Network", please contact any of the following individuals: Nancy Mulroney, Queen Street Mental Health Centre, Toronto, (416) 535-8501, ext. 2183.; Lorraine Farrow, Oakville-Trafalgar Memorial Hospital, Oakville, (905) 338-4147, e-mail- lorraine.farrow@sheridanc.on.ca; Debbie Bang, St. Joseph's Community Health Centre, Hamilton, (905) 573-7777, e-mail- bangd@fhs.csu.mcmaster.ca

Work in Progress - Joan Eakin

This group has been meeting for several years now. During 1994-95 Joan Eakin, who has been the coordinator of this group, was on sabbatical and was replaced by Lois Jackson. Six sessions were held during this term, including 1) collaborative community research, 2) indicators for assessing health promotion interventions, 3) design issues regarding study of exposure to food contaminants and socio-economic-cultural factors, 4) participatory action research regarding the LETS employment trading system, 5) smoking, stigma and public space, and 6) science and the chlorine debate. Because of widely fluctuating attendance recently, the future of this group is unclear. There appears to be considerable interest in health promotion research as a whole but the format needs reconsideration. All thoughts are welcome, as would anyone willing to help coordinate this interest group. Call Joan Eakin at 970-0502

or Lois Jackson at 392-1560 ext. 87029.

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.

2.8 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, Michael Goodstadt and Ivan Brown taught a course focusing on health promotion strategies to 24 students who were enrolled in one of the masters programs in Community Health, Nutritional Sciences, and Biomedical Communications. In addition, the director served as a member of the External Advisory Committee for the Health Promotion Program.

The Acting Director played a prominent role in developing a proposal, originating in Department of Preventative Medicine and Biostatistics, that is designed to strengthen public health research. At the same time, he has been very involved in refining a proposal for the establishment of a Collaborative Program in Health Promotion -- this proposal has its roots in the Department of Behavioural Science. As a result of this work, it is likely that the two proposals will be combined into a single proposal that aims to improve both research and education related to public health and health promotion.

2.9 Student Exchanges

During 1994/95, there were no student exchanges.

3. SERVICE AND OTHER COLLABORATIVE ACTIVITIES

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 1700 Members, Associates and friends. Issues were published in February and October 1995.

3.1.2 Presentations

In 1994/95, 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. Health Units and OTRU Collaborate. Tobacco Research News. Ontario Tobacco Research Unit.

Abernathy, T. Ontario Tobacco Research Unit Survey of Investigators. OTRU Newsletter, (Spring).

Abernathy, T. Research needs to support the development of municipal tobacco policies. 1995 Ontario Tobacco Research Unit Annual Conference, Toronto.

Abernathy, T. Evaluating the Ontario Tobacco Strategy. 1995 Ontario Tobacco Research Unit Annual Conference, Toronto.

Abernathy, T. Public Health Research: Evaluating the Ontario Tobacco Control Act. 1995 Canadian Institute of Public Health Inspectors, Kingston, Ontario.

Abernathy, T. Evaluating the Ontario Tobacco Control Act: Collection of Baseline Data. 1995 East York Teaching Health Unit Research Seminar. East York, Ontario.

Abernathy, T. Social influences on maternal smoking. 1995 Ontario Tobacco Research Unit 2nd Annual Conference. Toronto.

Abernathy, T. Baseline data of sales to minors and nicotine exposure in the province of Ontario: 1995. Ontario Tobacco Research Unit 2nd Annual Conference. Toronto.

Abernathy, T. Evaluating the Ontario Tobacco Control Act: Collection of Baseline Data. 1994 Society for Research on Nicotine and Tobacco, San Diego.

Abernathy, T. Ontario Tobacco Research Unit Principal Investigators. A Review of Evaluations of Anti-Smoking Interventions in Countries Other Than Canada. A report submitted to the Program Evaluation Division, Policy and Consultation Branch, Health Canada, May 1995.

Adrian, M., Lundy, C., Eliany --, **Pederson, LL.** et al. Women's use of alcohol, tobacco and other drugs in Canada - the need for a woman-centred approach to deal with the issues. 6th International Conference on Harm Reduction, Florence, Italy, March 26-30, 1995.

Allison, K., Dwyer, J., and Makin, S. "Barriers to Physical Activity Participation by Youth." Public Health Seminar, North York Public Health Department, February 20 - February 22 1995.

Ashley, M.J. Health consequences of tobacco use (Tobacco Policy and Control in Canada, 8th Annual Interdisciplinary Conference. Student Legal Society, Faculty of Law University of Western Ontario, October 1994) Invited.

Ashley, M.J. Differences between smokers and nonsmokers in knowledge, attitudes and predicted behaviour with regard to restrictions on smoking: Ontario, Canada, 1991. (9th World Conference on Smoking and Health, October, 1994) Contributed.

Ashley, M.J. Changing attitudes to restrictions on smoking in a large metropolitan area of Canada, 1983 - 1993. (American Public Health Association, October 1994) Contributed Poster.

Ashley, M.J. Tobacco and women's health. (Planning Workshop for Consensus Workshop Series on Tobacco Control Science, November 1994) Invited.

Ashley, M.J. Tobacco and health. (2nd National Workshop on Women and Tobacco, February 1995) Invited.

Ashley, M.J. Smoking in the Workplace: Do smoking patterns and attitudes reflect the legislative environment? (OTRU Annual Conference, Ma 1995) Contributed Poster.

Ashley, M.J. Canadian initiatives in medical education (National Conference on Preventing Alcohol and Other Drug Problems: The Challenge for Veterinary Medical Education - Auburn University, Alabama, June 1995) Invited.

Ashley, M.J. Smoking in the Workplace: Do smoking patterns and attitudes reflect the legislative environment? (Canadian Public Health Association Conference, June 1995) Contributed.

Ashley, M.J. Restrictions on smoking: attitudes of smokers and nonsmokers and implications for tobacco policy (American College of Epidemiology - Annual Meeting - September 1994) Contributed Poster.

Ashley, M.J., Bull, S.B., Pederson, L.L. Changing attitudes to restrictions on smoking in a large metropolitan area of Canada, 1983 - 1993. 122nd American Public Health Association Meeting and Exhibition, Washington, DC, November 1994.

Ashley, M.J., Bull, S.B., Pederson, L.L. Smoking in the workplace: Do patterns reflect legislation? Ontario Tobacco Research Unit 2nd Annual Conference, Toronto, Ontario, May 15-16, 1995.

Bains N., Pickett W., Hoey J.R., Laundry B., McBride C. Evaluation of a community-based smoking cessation initiative. Poster presentation at the Ontario Tobacco Research Unit Annual Conference, May 1995.

Boutilier, M., Cressman, W., Scarcello, S., Munro, D., Khanam, S. and Harrison, L. "Equal Participation in Health Promotion: Success and Ongoing Issues from the Community's Perspective", Canadian Public Health Association Annual Meeting, 1995.

Boutilier, M., Mason, R., Rootman, I., Robertson, A., Bresolin, L., Panhuysen, M., Tao, M., Sage, L. and Marz, C. "Can the 2-step become a square dance?: Participatory action research with community residents, agencies, Public Health and the University", Annual Meetings of the Ontario Public Health Association, 1995.

Boutilier, M. "Equal Partnership in Health Promotion: A Case Study in Success and Ongoing Dilemmas from the Community's Perspective." Canadian Public Health Association 86th Annual Conference, Charlottetown PEI, June 19, 1995.

Binning, M., Doig, G., Girotti, M.J., **Pederson, L.L.**, and Lannigan, R. The structural telephone interview as a screening tool for surgical wound infections. 2nd Annual Ontario Health Care Evaluation Network Symposium - From Research to Informal Decisions - Bridging the Gap, Toronto, Ontario, November 17, 1994.

Brewster, J.M. and Ruel, J.M. Professional practice and drug use by Canadian physicians. Paper presented at the American Medical Association International Conference on Physician Health, Ottawa, Ontario, September 18, 1994.

Brown, K.S. (1995) Monitoring the Ontario Tobacco Strategy: The Effect of the Tax Reduction on Youth Smoking. Presentation to the Second Annual Conference of the Ontario Tobacco Research Unit, Toronto, May 1995.

Brown, K.S., Rickert, W.S., Walker, R., Cameron, R. (1995) Environmental Tobacco Smoke: Attitudes, Beliefs and Actions of Smokers and Non-Smokers. Second Annual Conference of the Ontario Tobacco Research Unit.

Brown, K.S., Taylor, T.E., Madill, C.L., Cameron, R. (1995) The Relationship Between the Tobacco Tax Decrease and Smoking Among Youth: Results of a Survey in Southwestern Ontario. Second Annual Conference of the Ontario Tobacco Research Unit, Toronto, May 1995.

Brown, K.S., Cameron, R., Payne, M.E., Madill, C.L. (1995) Evaluation of a Secondary School Smoking Prevention & Cessation Program. Division of Preventive Oncology, Ontario Cancer Treatment & Research Foundation, Preventive Oncology Seminar, Toronto, Ontario, May 1995.

Bull, S.B., **Pederson, L.L., Ashley, M.J.** Restrictions on smoking in the workplace: Trends in knowledge, attitudes and behaviour from 1988 to 1993. Ontario Tobacco Research Unit 2nd Annual Conference, Toronto, Ontario, May 15-16, 1995.

Cameron, R., **Brown, K.S.,** Payne, M.E., Madill, C.L. (1995) Providers for Smoking Prevention Programs in Elementary Schools. Division of Preventive Oncology, Ontario Cancer Treatment & Research Foundation, Preventive Oncology Seminar, Toronto, Ontario, May 1995.

Cava, M., **Brown, I., Renwick, R. and Raphael, D.** "Frailty: A Health Promotion Perspective." Presentation to Ontario Gerontological Association, May 4, 1995.

Coams, R.B., Wilson, E. and **Pederson, L.** An evaluation of a dissemination study to train physicians to help patients with smoking cessation. 9th World Conference on Tobacco or Health, Paris, October, 1994.

Coams, R.B., Wilson, E., and **Pederson, L.** Physician training to help patients with smoking cessation: predictors of intention to increase patient help. 9th World Conference on Tobacco or Health, Paris, October, 1994.

Coombs, R.B., Wilson, E., **Pederson, L.** Physician training to help patients with smoking cessation: Predictors of intention to increase patient help. 9th World Conference on Tobacco and Health, Paris, France, October 10 - 14, 1994.

Coombs, R.B., Wilson, E., **Pederson, L.L.** An evaluation of a dissemination study to train physicians to help patients with smoking cessation. 9th World Conference on Tobacco and Health, Paris, France, October 10 -14, 1994.

Cunningham, R. Chair, Session on Taxes, 9th World Conference on Smoking and Health, October 10-14, 1994, Paris, France.

Cunningham, R. How the tobacco industry forced a tobacco tax rollback in Canada, 9th World Conference on Smoking and Health, October 10-14, 1994, Paris, France.

Cunningham, R. Tobacco advertising and packaging before and after the Tobacco Products Control Act, 8th Annual Interdisciplinary Conference: Tobacco Control Policy in Canada, Faculty of Law, University of Western Ontario, London, Ontario, October 1, 1994.

Cunningham, R. Recent Tobacco Control developments at the national level. Ottawa-Carleton Council on Smoking and Health Annual Meeting, May 24, 1995, Ottawa, Ontario.

Cunningham, R. Tobacco Control Policies: What's happening and their relationship with smoking cessation. Smoking cessation providers' Forum: making the Connections, June 6, 1995, Vanier, Ontario.

Cunningham, R. Desired elements in a tobacco research strategy, Ontario Tobacco Research Unit 2nd Annual Conference, Toronto, Ontario, May 15-16, 1995.

Cunningham, R. The future of tobacco litigation. Council for a Tobacco-Free Ontario, Annual Meeting and Conference, Toronto, Ontario, June 15-16, 1995.

Cunningham, R. Issues in Tobacco Control Policy, 8th Annual Interdisciplinary Conference: Tobacco Control Policy in Canada, Faculty of Law University of Western Ontario, London, Ontario, October 1, 1994.

d'Avernas, J., Foster, M., **Rootman, I.**, "Effects of Plain Packaging on Youth Perceptions and Behaviour," Society for Behavioral Medicine, March, 1995.

Dovell, R.A. Analysis of factors associated with a behaviour change among retailers selling cigarettes to minors. Poster presentation at the Ontario Tobacco Research Unit Annual Conference, May 1995.

Dovell, R.A. Reducing sales of cigarettes to minors: Evaluation and planning. Presented to Association of Supervisions of Public Health Inspectors of Ontario - Eastern Region.

Eakin, J. Workplace Health Promotion and its Relevance for Women's Reproductive Health." Invited speaker at Conference on Workplace Health for Best Start Programs. Ontario Prevention ClearingHouse, Nov 2-3, 1995.

Eakin, J. "The Promotion of Health in Small Workplaces: A Perspective From Canada." Paper presented at the International Health Promotion Conference, April 1995, London, England.

Ferrence R.G., Adlaf E, Santhiapillai C.A. Smoking, self-interest, and tobacco policy attitudes. Presented at the Annual Meeting of the Society for Research on Nicotine and Tobacco, San Diego, March 24-25, 1995.

Ferrence R.G., Walsh G., Ivis R. Predictors of alcohol, tobacco and other drug use among grade 9 students in Toronto, Canada. Presented at the 21st Annual Alcohol Epidemiology Symposium, Porto, Portugal, June 3-9, 1995.

Ferrence R.G. and **Martin M.** The Ontario Tobacco Research Unit: Developing a Provincial Tobacco Research Network. 9th World Conference on Tobacco and Health, Paris, October 10-14, 1994.

Ferrence R.G. Using diffusion theory in health promotion: The case of tobacco. Presented at the Canadian Conference on Dissemination Research: Strengthening Health Promotion and Disease Prevention, Vancouver B.C., March 27-29, 1995.

Ferrence R.G. Tobacco and Youth: Future Directions in Tobacco Control Policy, Tobacco Control Policy in Canada, Student Legal Society, The University of Western Ontario Faculty of Law, October 1, 1994.

Florin, P., **Rootman, I.,** et al., "Community Health Promotion: Refinements and Challenges," Panel at Evaluation'95, Vancouver, B.C., November 4, 1995.

Goodstadt, M., "Health Promotion and the Bottom Line: What Works?" Invited plenary address. 7th National Health Promotion Conference, Brisbane, Australia, February 12-15, 1995.

Gorn, G. Upstream and downstream approaches to reducing smoking by adolescents: Mandating plain packaging and encouraging reactance. Presented at the Advertising and Psychology Conference: The Role of Advertising in Social Marketing, Atlanta, Georgia, May 17-19, 1995.

Green, L., Frankish, J. and **Rootman, I.**, "Participatory Action Research," Health Canada Seminar, Ottawa, December 9, 1994.

Green, L., **Rootman, I.**, et al. "The Royal Society of Canada Study of Participatory Research In Health Promotion," 15th World Conference of the International Union for Health Promotion and Education, Makuhari, Japan, August 20-25, 1995.

Green, L., **Rootman, I.**, et al. "Participatory Health Promotion Research: Defining the Field," Panel at Evaluation '95, Vancouver, B.C., November 3, 1995.

Hershfield, L. Health Communication. Presented to Community Health Residents, Toronto, June 15, 1995.

Hershfield, L. Health Communication. Presented at the Health Promotion Summer School, Toronto, June 5, 1995.

Hershfield, L. Media Advocacy. Presented at the Health Promotion Summer School, Toronto, June 6 & 8, 1995.

Hershfield, L. Health Communication. Presented at Emerson-Tufts, Boston, October 17, 1995.

Lindsay, E. Practical approaches for effective smoking cessation interventions: Lessons learned from the Community Intervention Trial for Smoking Cessation, American Thoracic Society, Seattle, WA., May 1995.

Hershfield, L. Health Communication. Presented to Community Health Residents, Toronto, June 15, 1995.

Hershfield, L. and **Hyndman, B.** Social Marketing. Presented October 20, 1995, for students in Ron Labonte's course.

Hershfield L. Health Communication. Presented October 25, 1995, in the Health Promotion Strategies Course, University of Toronto.

Jackson, S. "Indicators of Empowerment in Public Health Practice: Early Results of a Research Project Conducted in North York and Toronto." North York Public Health Department Seminar Series, May 15 & 17, 1995.

Jackson, S., and **Cleverly, S.** "Contributions to the Concept of Community Capacity." Canadian Public Health Association 86th Annual Conference, Charlottetown, PEI, June 20, 1995.

Jackson, S., Cleverly, S., Yuan L., Sage, L., Jackson, L. & Lee-Han, H. "Empowerment Indicators in Public Health Practice." Canadian Public Health Association 86th Annual Conference, Charlottetown PEI, June 20, 1995.

McElroy, H. Evaluation of Quit 4 Life: Teen Smoking Cessation Program, 9th World Conference on Tobacco and Health, Paris France, October 10-14, 1994.

McElroy, H. Current Tobacco Research - Health Programs and Services Branch Health Canada. OTRU Conference, May, 1995.

McElroy, H. Guide for tracking progress on the objectives of the National Strategy to Reduce Tobacco Use. 9th World Conference on Tobacco and Health, Paris France, October 10-14, 1994.

McElroy, H. School Smoking Prevention programs: A National Survey. 9th World Conference on Tobacco and Health, Paris France, October 10-14, 1994.

McElroy, H. Pre and Post Natal Tobacco Project. 9th World Conference on Tobacco and Health, Paris France, October 10-14, 1994.

Mills, C. The health effects of tobacco. Presentation at Inuit Health Worker's Conference. Inuit Working Together on Tobacco Reduction. Iqaluit, NWT, May 1994.

Murray, R.P. The effects of relapse to smoking on loss of lung function among participants in the Lung Health Study. Presented at the Second Annual Conference of the Ontario Tobacco Research Unit, Toronto, May 1995.

Murray, R.P. Effects of smoking relapse on pulmonary function. Presented at the symposium on Results of the Lung Health Study at the International Conference of the American Thoracic Society, Seattle, May 1995.

Northrup, D., d'Avernas, J., and **Rootman, I.**, "Youth Perceptions of Plain Cigarette Packaging," OTRU Second Annual Conference, May 15-16, 1995.

Patton, D., Barnes, G.E., and **Murray, R.P.** A structural equation model of smoking in the general population.

Patton, D., Barnes, G.E., and **Murray, R.P.** A typology of smokers. Presented at the 23rd International Congress of Applied Psychology, Madrid, July 1994.

Pederson, L.L., Li, S., Bull, S.B., **Ashley, M.J.** Smoking cessation: Perceptions of former and continuing smokers concerning cessation programming and variables important in abstinence. 9th

World Conference on Tobacco and Health, Paris, France, October 10 -14, 1994.

Pederson, L.L., Bull, S.B., Ashley, M.J. Smoking cessation: Reports of former and continuing smokers concerning cessation programmes, techniques and public policy. Ontario Tobacco Research Unit 2nd Annual Conference, Toronto, Ontario, May 15 - 16, 1995.

Pederson, L.L., Koval, J.J. Stress and coping in the development of smoking in adolescents. Society of Behavioural Medicine, San Diego, California, March 1995.

Pederson, L.L., Bull, S.B., Ashley, M.J. Status and trends of smoking in the workplace in Metropolitan Toronto (poster session) 9th World Conference on Tobacco and Health, Paris, France, October 10-14, 1994.

Pederson, L.L., Li, S., Stephens, T. Tobacco control policies and the prevalence of smoking: A multi-source analysis. 9th World Conference on Tobacco and Health, Paris, France, October 10 -14, 1994.

Pederson, L.L. Canadian Health Care System. Morehouse School of Medicine, Department of Community Health & Preventive Medicine, Atlanta, GA, October 26, 1994.

Pederson, L.L. Why kids smoke: Psychosocial factors in the initiation to smoking. Center for Disease Control, Atlanta, GA, December 5, 1994.

Pederson, L.L. Psychosocial factors in initiation to smoking: Methods and conceptual frame of reference. Emory University School of Public Health, Department of Epidemiology & Biostatistics Seminar, Atlanta, GA, November 17, 1994.

Peters, L. and Driscoll, L. Preliminary data from the evaluation of the Quit 4 Life teen smoking cessation program. Paper presentation at the 86th Annual Conference of the Canadian Public Health Association (June 18-21, 1995) Charlottetown, PEI.

Poland, B.D. Power, stigma, and social control: Smoking and the purification of public space. Paper presented at the Annual Conference of the Ontario Public Health Association, November 20-23, Toronto, Ontario, 1994.

Poland, B.D. Smoking, stigma and the purification of public space. Paper presented at the Annual Conference of the American Association of Geographers, March 15-18, Chicago IL, 1995.

Poland, B.D., Taylor, S.M., Eyles, J.D. and White N.F. For the McMaster-Waterloo COMMIT Research Group. Qualitative evaluation of community mobilization for smoking cessation: the Brantford COMMIT intervention trial. Paper presented at the 9th World Congress on Tobacco and Health, Paris, October 10-14, 1994.

Poland, B.D. Smoking class and professional practice in community health promotion interventions: critical reflections from a qualitative evaluation of the Brantford COMMIT intervention trial. Fifth Biennial Conference on Community Research and Action: Strengthening Communities for the 21st Century, June 15-18, Chicago, IL, 1995.

Poland, B.D. Lay perceptions of tobacco control. Ontario Tobacco Research Unit Annual Conference: The Emerging Tobacco Research Agenda: What's Happening and Where Are We Going? May 15-16, Toronto, Ontario, 1995.

Pollay, R.W. Promotion targets and tricks: Images and information to take your breath away, Tobacco-Free BC Conference: Community strategies that work, October 19, 1994, Vancouver B.C.

Pollay, R.W. Demarketing, adusting and subvertising: Ansätze für ein alternatives marketing, Lifestyle Shopping and Kultprodukte Symposium, Gottlieb Duttweiler Institute, Zurich, Switzerland, June, 1994.

Pollay, R.W., Ritchie, R.J.B. Competition between transnational firms and state monopolies: Lessons from Marlboro Country, International Symposium on Competitiveness, Agadir, Morocco, May, 1995.

Pollay, R.W. Thoughtless persuasion: Cigarette advertising to minimize cognitive processing and counter arguments, XXV Intramerican Congress of Psychology, San Juan, Puerto Rico, July.

Pollay, R.W. Targeting the young is an old story: A history of cigarette advertising, in Jeffrey B. Schmidt, Stanley C. Hollander, Terence Nevett and Jagdish N. Sheth, eds., Contemporary Marketing History: Proceedings of the Sixth Conference (1993) on Historical Research in Marketing and Marketing Thought. East Lansing, MI: Michigan State University, 263-282, 1994.

Rickert, W.S., Walker, R., **Brown, K.S.**, Cameron, R., (1995) Environmental Tobacco Smoke: An Assessment of the Canadian Home Environment as a Source of Exposure to ETS. Second Annual Conference of the Ontario Tobacco Research Unit, Toronto.

Rootman, I., d'Avernas, J., et al. Effects of plain packaging on health perceptions and behaviour. Society for Behavioural Medicine, March 1995.

Rootman, I. "Participatory Research in Health Promotion," Workshop for Health Canada staff, December 1, 1994.

Rootman, I. and Jackson, S. "NYCHPRU: Update," Seminar, Department of Preventive Medicine and Biostatistics, December 15, 1994.

Rootman, I. "Health Promotion in Canada," Presentation to Ryerson University Environmental Studies Students, February 10, 1995.

Rootman, I. "International Developments in Health Promotion," First Annual Ed Belzer Lecture, Dalhousie University, March 3, 1995.

Rootman, I. "Participatory Action Research." Ryerson P.I., University of Toronto and York University workshop, March 10, 1995.

Rootman, I. "International Development in Health Promotion," Graduate Course, York University, March 20, 1995.

Rootman, I. "Health Communication Research and Health Promotion," National Conference on Dissemination Research, Vancouver, March 28, 1995.

Rootman, I. "Determinants of Health," Nursing class, University of Toronto, April 3, 1995.

Rootman, I. "Centre for Health Promotion," Wellness Program Class, Centennial College, April 4, 1995.

Rootman, I. "Health Promotion Research Priorities: Where have we been and where should we go?", Atlantic Regional Health Promotion Research Conference, June 17, 1995.

Rootman, I. "Comments on Presentation by Bob Evans", University of Toronto, September 27, 1995.

Rootman, I. "Framework for Evaluation in Health Promotion," Meeting of European Health Promotion Collaborating Centres, October 22, 1995.

Boutilier, M., Rootman, I., et al. " Can the 2-step become a square dance? Participatory action research with community residents, agencies, Public Health and the university" OPHA Conference, London, November 14, 1995.

Rootman, I. "Definitions of Health Promotion," Workshop on Health Promotion, Charlottetown, November 20, 1995.

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ParticipACTION Series

There were no new additions to this series in 1994/95. However, there continued to be a demand for the publications in the series.

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 1994/95 to do so.

3.2.1 Presentations

"Healthy Communities," YMCA Health Committee, June 13, 1995.
Presenter: I. Rootman.

"Study on Youth Smoking," Press Conference and media interviews, June 27, 1995.
Presenters: D'Avernas, J., Foster, M., Northrup, D., and Rootman, I.

3.2.2 Reports

Rootman, I., Flay, B., et al., "A Study on Youth Smoking: Key Findings", Report released on June 27, 1995.

3.2.3 Health Fairs/Conference Displays

"U of T Day," October 14, 1995.

3.2.4 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.

3.2.5 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 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.

3.3.1 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.

Chair: Irving Rootman

Progress 94/95: The main activity in 1995 was to host a successful forum on the topic "Is Metro Becoming Healthier? Presentations were made by Trevor Hancock, Fran Perkins and Usha George.

3.3.2 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. The main activity was to support the Healthy Lifestyle Network launched in February 1994.

3.4 International

In 1994/95 the momentum in the international area continued to build. The Centre organized a consultation for WHO Geneva in Toronto in February 1995 and the Director visited Geneva twice to assist with the development of the Fourth International Conference on Health Promotion. He also assumed the chair of the WHO-EURO Working Group on Evaluation in Health Promotion. A proposal to become a WHO Collaborating Centre was submitted.

3.4.1 Visitors

Antoinette Ackermann, Lecturer in Health Education, Faculty of Education, University of Canberra, Australia

Olga Bobyjova, Chief, Central Board for Medical Problems of the Chernobyl Accident, National Ministry of Health, Kiev, Ukraine

Paula Chapman, Healthy Cities and Sires Project Officer, Queensland University of Technology, Queensland, Australia

Mingyue Dunn, Project Officer, Loan Office, Ministry of Public Health, China

European Union Telematics Delegation, Brussels, Belgium
Elery Hamilton-Smith, Director, Rethink, Victoria, Australia
Penny Hawe, Department of Public health and Community Medicine, University of Sydney, Sydney, Australia
King's Fund College Trainees, Kings Fund, UK
Shan Nan, Office of Patriotic Health Committee, Shaanxi Province, China
Desmond O'Byrne, Chief, Health Education and Promotion, World Health Organization, Geneva, Switzerland
Zhilong Pu, Director, Office of Patriotic Health Committee, Jiangxi Province, China
Leigh Rampton, Lecturer in Health Promotion, University of East London, London, UK
Helena Restrepo, Director, Health Education and Promotion, Pan American Health Organization, Washington, D.C.
Uno Ruus, Professor, Estonia
Ivan Solonenko, Program Director, Institute of Public Administration and Local Government, Cabinet of Ministers, Ukraine (with delegation)
Jane Springett, Head Centre for Health Studies, Liverpool John Moores University, Liverpool, UK
Xi Tao, Director, Office Of Health Bureau, Jiangxi Province, China
Benchun Tian, Director, International Project Office, National Health Education Institute, China
Anatol Tsarenko, Head, Department of Health Promotion and Childrens Health Concerns, Ternopil Pedagogical Institute, Ternopil Ukraine
Senlin Wang, Director, Health Education Institute, Shaanxi Province, China
Rennis Witham, Community Health Executive Officer, Victorian Hospitals' Association Limited, Victoria, Australia
Ian Wolstencroft, Executive Director, Victorian Hospitals' Accreditation Association Limited, Victoria, Australia
Biao Zhou, Director, Health Bureau, Jiangxi Province, China

3.5 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 1994/95 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, North York, 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 and Pan American Health Organization)

Associations: 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; Dalhousie University; Ryerson Polytechnical University; University of Alberta, University of Illinois, University of Manitoba, University of Saskatchewan;

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

Foundations: Alberta Heritage 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; Nova Scotia Heart Health Project; Ontario Heart Health Network; Ontario Prevention Clearinghouse; Self-Help Clearinghouse of Metro Toronto; Social Planning Council of Metro Toronto; Tobacco Prevention Training Centre; YMCA of Metro Toronto; Health Promotion Demonstration sites.

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

Media: CBC Radio; CTV-National; Health News; Globe and Mail; Medical Post

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

3.5.1 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.

1994/95 Clients: University of Toronto

Principal: Martin Shain

3.5.2 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 was chaired by Dr. Tony Miller, Chair of the Department of Preventive Medicine at the University and included people with expertise in health promotion, public education, epidemiology, research, nutrition, occupational and environmental health and consumers. The Task Force has completed its work in 1995 and submitted its report to the Minister of Health.

3.5.3. District Health Council Technical Support

During 1994/95 the Centre continued 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.

3.5.4 Community Support Administration

The Centre continued to provide administrative support to various community projects supported by the Branch. These include nutritional education and secondary prevention.

APPENDICES

APPENDIX A. 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 discussed 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 is based at the University of Toronto. In 1994/95 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 Addiction Research Foundation is an international centre of excellence in research, programming and services related to all aspects of substance use and abuse. As a partner of the Centre for Health Promotion, the ARF continues to contribute to the work of the Centre in a number of significant ways. In the past year it has released Michael Goodstadt on a half-time basis to be Acting Director of the Centre during the Director's Administrative Leave. The Ontario Tobacco Research Unit receives very significant personnel and other support from the ARF, in the form of Roberta Ferrence and other OTRU staff who are located at ARF. ARF again played an important logistical role in support of this year's Health Promotion Summer School. Finally, the longest-standing collaborative link between ARF and the Centre continues to be the Workplace Health Promotion Program, headed by Martin Shain and his staff.

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 1995, 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 participated in presentations in the Summer Health promotion school. The Department is also one of the Partners in the Ontario Tobacco Research Unit.

Environmental Studies Program, Innis College

The Innis College Environmental Programs have an interdisciplinary emphasis. They provide students with a comprehensive understanding of current environmental challenges, stressing the conceptual frameworks, analytical tools, methods and approaches that are used to address them. Graduates of the programs are prepared for employment as professional practitioners, or for further study at the graduate level. Foundation and core courses emphasize the complex nature of real-life environmental problems and solutions, as well as their historical, cultural and scientific roots. Both program staff and students work with environmental professionals to develop new research directions, innovative policies and active programs to deal with specific issues. The Innis Environmental Programs give graduates the practical research, rigorous analytical, presentation, coordination and management skills that lead to thinking creatively and critically about environmental problems, and contributing to their solution. Report writing and oral presentations receive special attention. (The Program Handbook is available in room 124, Innis College.) During 1994/95 the Director of the Environmental Studies Program contributed to the Provincial Task Force on the Primary Prevention of Cancer organized by the Centre. Discussions also started between the Program and the Centre to develop a health promotion undergraduate course as part of the program.

Green Eclipse Incorporated

During 1994/95 Green Eclipse Incorporated began its Envirosic™ Certification Program for builders and manufacturers whose products contribute to maximum indoor air quality. The Company works on a contract basis to help develop low-emission products, and on a royalty basis to assist companies in promoting the field of "Healthier Indoor Living". Green-Eclipse is working closely with the Ontario Lung Association to help promote its "C.A.N. DO--the Movement for Clean Air Now" campaign, which focuses on indoor air quality. For further information, contact the firm's principal, Bruce M. Small, P.Eng. at (905) 649-1356 or by INTERNET to bruce.small@canrem.com

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 activities. During the past year, Bart Harvey has played an active role in the Centre's Mental Health Promotion Interest Group which is working toward the development of a mental health promotion research program.

Wellness and Lifestyle Program, Centennial College

Centennial College has been an Affiliated Unit of the Centre since 1992. During 1994/95 the video taping programme in collaboration with the Centre continued.

Workplace Program-Addiction Research Foundation

The Workplace Program is a collaborative undertaking between The Centre for Health Promotion and The Addiction Research Foundation. It is headed by Martin Shain of ARF's Social Evaluation and Research Department. During 1994-95 the major project within this program has been "Mental Health and the Workplace" funded by Health Canada's "Healthy Environment Program". The Program maintains links with the North York Community Health Promotion Research Unit and the WHO/ILO through a collaborative project involving five countries (Namibia, Poland, Mexico, Sri Lanka and Egypt).

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. The planning project has been managed by a multi-sectoral, multi-disciplinary committee, which has included representation from the Centre for Health Promotion. Over the eighteen month process, several hundred providers and consumers have participated in the identification of health and health promotion issues. The project is scheduled for completion in December 1995. Other health promotion related activities at the Council include the development of wellness guidelines as part of the Long Term Care planning and the yearly call for proposals/recommendations for the Healthy Community Grants Program.

North York Public Health Department

The North York Public Health Department is a Teaching Health Unit affiliated with the University of Toronto. The Department and the Centre for Health Promotion are joint partners in the North York Community Health Promotion Research Unit (NYCHPRU). Through this partnership the North York Public Health Department has made major contributions to leading-edge health promotion research in a variety of areas, e.g. seniors' quality of life indicators, health in small workplaces and community action research. The Department has recently established strategic directions to the year 2000, utilizing input from an extensive community consultation process. These strategic directions will help set NYCHPRU'S future research agenda, with a particular focus on evaluation of health promotion programs.

Ontario Prevention Clearinghouse

The Ontario Prevention Clearinghouse (OPC) facilitates information exchange, networking and project development in prevention and health promotion. In the past year it has concentrated on supporting organizational change in communities. OPC and the Centre for Health Promotion have collaborated in a number of areas:

- ! OPC is a partner in the Health Promotion Summer School and, through Francine Deroche, OPC coordinates the francophone Summer School
- ! staff of Best Start at OPC worked with the Health Communication Unit of CHP to carry out a workshop for maternal-infant health promotion across Ontario
- ! CHP financed a health promotion summer practicum student placement in the Ontario Healthy Communities Secretariat at OPC, thus contributing to the Healthy Communities animation project in the Greater Toronto Area
- ! OPC's information systems consultant has met to work with CHP on a research project on mutual aid involving seniors and computers

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, launched in 1993/94, constitutes the main collaborative activity and continued in 1994/95.

Culture, Community and Health Studies - The Clarke Institute

During 1994/95 the Culture, Community and Health Studies Unit collaborated with the Centre on the Health Promotion Summer School. The affiliation ended this year.

Healthy City Office - City of Toronto

Toronto's Healthy City project is part of an international movement of government, citizens and business work collaboratively at the local level to keep cities and communities livable. Healthy City Toronto facilitates partnerships and develops demonstration projects which promote a model of community involvement, coordination and the integration of social, environmental and economic issues. Current projects include the Homeless Persons Self Project and the Green Tourism Partnership. The Healthy City Office co chaired Healthy Communities Metro with the Centre for Health Promotion until early 1994, and continues to be an active member of the Ontario Healthy Communities Coalition.

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 Programs Branch, Health Canada

The Ontario Regional Office administers several different funding programs for community groups, including the AIDS Community Action Program, the Community Action Program for Children, Canada's Prenatal Nutrition Program, Aboriginal Head Start Program, the Community Support Program of Canada's Drug Strategy, the Seniors Community Programs, and the Community Action Initiative Program on Tobacco Reduction. Training is provided to facilitators for the parenting program, Nobody's Perfect. The 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 1994/95 were the Health Promotion Summer School, a Roundtable of Womens Health and a Letter of Intent to establish a Centre of Excellence in Womens Health Research.

Urban Health Initiative, The Wellesley Hospital

The Urban Health Initiative is a coordinated series of strategies developed with the community to improve the well-being and enhance the ability of the hospital to provide health services which meet the needs of the people of downtown Toronto. It includes clinical programs and services, education of health care practitioners and researchers who work together in collaboration with the community to reshape the way in which care is provided throughout the hospital. It is an equal partnership of local community representatives, the Wellesley Hospital and the University of Toronto (represented by a range of faculties and programs including the Centre for Health Promotion). Strategies are diverse, ranging from community advisory panels, program and service links with specific community based services, to services provided at community sites and training for front line workers in managing psychiatric crisis.

SAFE KIDS Canada

SAFE KIDS Canada is a national, non-profit, charitable organization whose purpose is to increase the public's awareness that preventable injuries are the leading threat to children under the age of 15 and to collaborate with communities and groups to reduce the incidence and severity of those injuries. This year, SAFE KIDS Canada collaborated with the Centre for Health Promotion to assist in the coordination of an Ontario Injury Prevention Research Workshop.

The Donwood Institute

The Donwood Institute is a publicly supported centre of excellence committed to preventing and reducing the harm associated with addictive disorders to individuals, families and communities. It offers a range of health promotion and recovery programming across the addiction continuum, embracing a public health perspective on addictions. Building on the WHO definition of health we have developed a Donwood wellbeing model of recovery which emphasizes health promotion principles. During the past year The Donwood has participated in the Metro Toronto District Health Council Health Promotion Strategic Plan. David Korn, President & Chief Executive Officer, has chaired a hospital health promotion task force for HealthNet North, a consortium of North York hospitals, the North York Health Department and the North York Inter-Agency Council. The Donwood became an Affiliated Unit of The Centre in 1995.

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. During 1994/95 the YMCA collaborated with the Centre on Healthy Communities Metro and the YMCA Health Committee.

Centre for Health Information and Promotion, Hospital for Sick Children

The Centre for Health Information and Promotion became an Affiliated Unit of the Centre in 1995. The First collaborative initiative is the planning of an international symposium on the Effectiveness of Health Promotion

Women's Health Program, The Toronto Hospital

The Women's Health Program at the Toronto Hospital became an Affiliated Unit in 1995. The main collaborative project is project to develop a smoking cessation for teens.

A.2 Individuals ...

The number of individuals who have contributed to the Centre - first in its gestational stage and during its first five years of life is enormous. The goodwill, intellectual and material support are overwhelming. Our current mailing list exceeds 1500. 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
Pamela Bolan	Research Librarian, 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	Executive Assistant
Shelley Cleverly	Research Officer, North York Community Health Promotion Research Unit
Francine Deroche	Coordinator, Health Promotion Summer School (Francophone)
Roberta Ferrence	Director, Ontario Tobacco Research Unit
Noelle Gadon	Office Administrator, Health Communication Unit
Michael Goodstadt	Deputy and Acting Director
Sue Corlett	Research Assistant, SIRP Project
Paola Greco	Secretary, Ontario Tobacco Research Unit
John Hastings	Coordinator, International Projects
Larry Hershfield	Manager, Health Communication Unit
Frances Hobbs	Research Associate, Ontario Tobacco Research Unit
Brian Hyndman	Health Promotion Consultant, Health Communication Unit
Suzanne Jackson	Co-Director, North York Community Health Promotion Research Unit

Joanne Lacey	Secretary
Luba Magdenko	Research Associate, Health Communication Unit
Mel Martin	Program Manager, Ontario Tobacco Research Unit
Dan McNally	Research Officer, North York Community Health Promotion Research Unit
Janice Murray	Coordinator, Health Promotion Summer School (Anglophone)
Ted Myerscough	Research Assistant, Quality of Life Project
Elizabeth Pawliw-Fry	Information Associate, Health Communication Unit
Rowena Perez	Secretary, North York Community Health Promotion Research Unit
Trevor Smith	Research Associate, North York Community Health Promotion Research Unit
Brenda Steinmetz	Research Assistant, Quality of Life Research Unit/ Research Associate, Health Communication Unit
Diana Vidovic	Consultant, Health Communication Unit
Reg Warren	Distinguished Visiting Scientist
Nancy Weir	Research Officer, North York Community Health Promotion Research Unit
Heather White	Business Officer
Richard Wilson	Research Associate, Ontario Tobacco Research Unit

Fellows

Blake Poland	SSHRC Post-doctoral Fellowship, 1993/94
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Advisory Board Members

Arnie Aberman	Faculty of Medicine
Michael Fullan	Faculty of Education
John Hastings	Canadian Public Health Association
Bruce Kidd	School of Physical and Health Education
Malcolm Levin	Ontario Institute for Studies in Education
Anthony Miller	Department of Preventive Medicine and Biostatistics
Donald Perrier	Faculty of Pharmacy
Dorothy Pringle	Faculty of Nursing
Barry Sessle	Faculty of Dentistry
Eric Single	Canadian Centre on Substance Abuse
Wes Shera	Faculty of Social Work
Harvey Skinner	Department of Behavioural Science
Mike Walcroft	Connaught Laboratories
Carolyn Zackaruck	Ontario Public Health Association

Community Advisory Committee

Chris Bearchell	Rose Rubino
Charles Black	Arturo Sanchez
Joe Bouchard	Joyce Scott
Nita Chaudhuri	Amy Thompson
Neville Chenoy	Soo Wong
Eva McPhail	Hideko Yamashita
Collette Ojer	

Members

Thomas Abernathy	City of Toronto Department of Public Health
Mary Jane Ashley	Preventive Medicine
Robin Badgley	Behavioural Science
Steve Brown	Statistics, University of Waterloo
Jerome Conway	Public Health Branch, Ontario Ministry of Health
Dorothy Craig	Nursing
Joan Eakin	Behavioural Science
Coreen Flemming	Centennial College
Bart Harvey	East York Health Unit
Liz Janzen	City of Toronto Department of Public Health
Ian Johnson	North York Public Health Department, Preventive Medicine
Bernice Dookhan Khan	Community
Russ Kisby	ParticipACTION
David Korn	Donwood Institute
Lynne Lawrie	Metropolitan Toronto District Health Council
Elizabeth Lindsay	Ottawa-Carleton Health Department
Dennis Raphael	Behavioural Science
Rebecca Renwick	Rehabilitation Medicine
Diane Riley	Canadian Centre on Substance Abuse, Behavioural Science
Lisa Salsberg	Health City Project
Peggy Schultz	Ontario Prevention Clearing House
Martin Shain	Addiction Research Foundation
Malak Sidky	Safe Kids Canada
Bruce Small	Green Eclipse Incorporated, Community
Helen Suurvali	Addiction Research Foundation
Karen Wade	North York Public Health Department, Nursing

Associates

Manuella Adrian	Addiction Research Foundation
Ken Allison	Physical and Health Education
Catherine Allon	Community
Lee Bartel	Music
Sheila Basrur	East York Health Unit
Marion Bogo	Social Work
Will Boyce	Rehabilitation Therapy, Queen's University
Susan Bradley	Hospital for Sick Children
David Burman	Pharmacy
David Butler-Jones	Saskatchewan Ministry of Health
Roberto Castro	National Institute of Public Health, Mexico
Cecilia Chan	University of Hong Kong
Neville C. Chenoy	Community
Mary Chipman	Preventive Medicine
Bernard Choi	Occupational and Environmental Health
Cordia Chu	Griffith University, Australia
Robert B. Coombs	Preventive Medicine
Angela Colantonio	Occupational Therapy
Paul Corey	Preventive Medicine
Sue Corlett	Corlett and Associates Inc.
Barbara Coultres	Coultres Communications
Doug Cowan	Health Systems Group
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
Milada Disman	Behavioural Science
Karin Dominick	Community Health
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
Lorraine E. Ferris	Behavioural Science
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
Doris Grinspun	Mount Sinai Hospital
Michelle Harding	Ontario Ministry of Health
Corinne Hart-Zeldin	Behavioural Science
John Hastings	Health Administration
Chantal Hilaire	Anthropology
Linn Holness	Occupational and Environmental Health
Xiaohan Hu	Ciba-Geigy Canada Ltd.
Ilze Kalnins	Behavioural Science
Merrijoy Kelner	Studies in Aging, Behavioural Science
Perry Kendall	Addiction Research Foundation 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
Maria Lee	City of Toronto Department of Public Health
Elizabeth Lindsay	Ottawa-Carleton Health Department
David Locker	Dentistry
Peter Loranger	Community
Carmelina Losaria-Barwick	The Clarke Institute of Psychiatry
Rhonda Love	Behavioural Science
Nesa Lysander	Community
Heather Maclean	Nutritional Sciences
Luba Magdenko	Health Communication Unit, Behavioural Science
Joanne Marshall	Library and Information Science
Victor Marshall	Centre for Studies in Aging
Elsa Marziali	Social Work
Ted Mavor	Kitchener-Waterloo Hospital
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
Laura Palmer-Korn	

Ann Pederson	Nutritional Science
Linda L. Pederson	Epidemiology & Biostatistics, University of Western Ontario
Elizabeth Plummer	Community
Graham Pollett	Middlesex London Health Unit
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
Robin Room	Addiction Research Foundation
Barbara Ronson	Community
Walter Rosser	Family and Community Medicine
Lynn Sage	Community
Mark Sarner	Manifest Communications Inc.
Beth Savan	Environmental Studies Innis College
Richard Schabas	Ontario Ministry of Health
Claire Scrivens	Community
Harold Segal	Pharmacy
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
Jan Silverman	Regional Women's Health Centre, Women's College Hospital
Robert Simpson	Homewood Health Services
Eric Single	Canadian Centre on Substance Abuse
Harvey Skinner	Behavioural Science
David Smith	University Health Service
Herbert A. Sohn	Community
Jane Springett	Liverpool University, U.K.
Donna E. Stewart	Toronto Hospital
Lydia Stewart	Community
Bing Yao Sun	Chinese Academy of Social Sciences
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 of Child Study
Gwynneth Wallace	Community
Elaine Walsh	Community
Pegeen Walsh	Health Promotion & Social Development, Health Canada
Barry Wellman	Centre for Urban Studies, Sociology
Lilian Wells	Social Work

Elinor Wilson
Linda Wilson-Pauwels
Joanne Witt
Blake Woodside
Christine Zaza

Heart and Stroke Foundation of Ontario
Biomedical Communications
Northern Telecom
Eating Disorder Centre
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.

APPENDIX C - BUDGET 1994/95
CENTRE FOR HEALTH PROMOTION

Funding Sources: 1994-95

(November 23, 1995)

PROJECT TITLE	FUNDING SOURCE	FUNDING ENDING IN 1995	
		Grant period	Amount
ROSENSTADT ENDOWMENT FUND	University of Toronto	05/94 - 04/95	\$100,000.00
<i>FUNDED CENTRE FOR HEALTH PROMOTION UNITS</i>			
ONTARIO TOBACCO RESEARCH UNIT (OTRU)	Ontario: MOH	07/94 - 06/95	\$400,000.00
Plain Cigarette Packaging (OTRU)	Robert Wood Johnson Foundation	02/94 - 09/95	\$200,967.00
Tobacco Strategy Program: Smoking Cessation Resource for Young Women	Health Canada		
QUALITY OF LIFE RESEARCH UNIT (re. Developmentally Disabled)	Ontario: COMSOC	08/94 - 03/95	\$71,245.00
NORTH YORK COMMUNITY HEALTH PROMOTION RESEARCH UNIT	Ontario: MOH	07/94- 06/95	\$430,982.00
HEALTH COMMUNICATION UNIT (HCU)	Ontario: MOH	01/94 - 03/95	\$400,900.00
Sustainability of Demonstration Projects (HCU)	Ontario: MOH	01/94 - 03/95	\$22,168.00
DHC Planning (HCU)	Ontario: MOH		
Summer School (HCU)	Health Canada & Ontario MOH	04/94 - 03/95	\$117,435.00

APPENDIX C - BUDGET 1994/95, CONTINUED

CENTRE FOR HEALTH PROMOTION

Funding Sources: 1994-95

(November 23, 1995)

PROJECT TITLE	FUNDING SOURCE	FUNDING ENDING IN 1995	
		Grant period	Amount
OTHER SOURCES OF FUNDING			
Research Priorities	Health Canada	04/94 - 03/95	\$5,000.00
Social Food Program	Ontario: MOH	04/94 - 03/95	\$4,900.00
School Food Program	NHRDP	04/94 - 03/95	\$4,900.00
Ethno-racial Health Issues: Data collection & research	NHRDP	04/94 - 03/95	\$10,000.00
Ontario Substance Abuse Strategy: Monitoring & evaluation plan	Ontario: MOH	07/95 - 10/95	\$30,085.00
Self-help Mutual Aid for Seniors (SIRP)		02/95 - 03/95	\$7,368.00
Health Promotion in Ontario: Priorities & strategic directions	Ontario: MOH	03/95- 05/95	\$20,945.00
Making Research Results Meaningful	Health Canada	04/94 - 03/95	\$49,810.00
- ditto -		04/94 - 03/95	\$25,000.00
Ontario Health Survey: Physical Activity: Data analysis	Ontario: MOH	10/94 - 03/95	\$15,000.00
Research Priorities Workshop	City of Toronto	05/94 - 08/94	\$1,000.00
Mental Health and the Workplace	Health Canada		
Parenting Resources & Children's Mental Health	Health Canada		
Heart & Stroke Foundation of Ontario	H & S Fdn of Ontario		
TOTALS			\$1,917,705.00