

# TABLE OF CONTENTS

	<b>Page</b>
Director's Remarks	3
<b><u>Activities</u></b>	
<b>1. Research</b>	<b>5</b>
1.1 North York Community Health Promotion Research Unit	5
1.2 Quality of Life Research Unit	14
1.3 Ontario Tobacco Research Unit	16
1.4 Workplace Health Promotion Research	50
1.5 Knowledge Development	51
1.6 Seniors Self-Help Program	52
1.7 Other Research Projects	52
<b>2. Education and Training</b>	<b>53</b>
2.1 Health Communication Unit	54
2.2 Seminars	54
2.3 Workshops	55
2.4 Conferences/Symposia	55
2.5 Schools/Institutes/Courses	55
2.6 Interest Groups	55
2.7 Graduate and Undergraduate Education	57
2.8 Student Exchanges	57
<b>3. Service and Other Collaborative Activities</b>	<b>57</b>
3.1 Professional/Practitioner Information	57
3.2 Public Information	65
3.3 Healthy Communities	66
3.4 International	67
3.5 Consultation/Advice	67
Appendix A Those who make it happen ...	68
Appendix B What we are about	81
Appendix C Budget	83
Appendix D Organizational Chart	84

**"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

As I look back over the past year since our last Annual Meeting, a number of things stand out in my mind. Probably the one that stands out most is the official designation of our Centre as a W.H.O. Collaborating Centre on June 17. It was truly an inspiring occasion and one that should sustain us for many years to come. In case we forget what happened, we have it all on video!

Similarly, we have the Symposium on the Effectiveness of Health Promotion which was held in connection with our designation on tape as well. It too, was an inspiring event and one that has already led to some important new directions for the Centre in developing and disseminating knowledge on the effectiveness of health promotion.

A third event which took place during the same week was an international workshop on mental health promotion which produced some ground-breaking definitions of mental health and mental health promotion.

Another event that stands out in my mind was the panel on the prevention of cancer which was held on September 22 in connection with Breast Cancer Month. This was an outcome of the work of the Interest Group on Cancer Prevention which was formed last year to follow-up on the work of the Task Force on the Primary Prevention of Cancer organized by the Centre in 1994.

Other key events were the Third Summer School on Health Promotion held here in Toronto in June and the PEI Summer Institute on Health Promotion which was held in August with support from our Centre in collaboration with the Atlantic Health Promotion Research Centre and the Health and Social Services Agency in PEI. Not to mention several meetings of the WHO Working Group on the Evaluation of Health Promotion Initiatives which is organized and chaired by our Centre. Finally, our Centre was asked to act as the initial coordinating body for the recently established Canadian Consortium for Health Promotion Research which initially consists of all of the university-based Centres for Health Promotion in Canada.

Thus, it is quite clear that during 1996, the stature and influence of the Centre has increased locally, provincially, nationally and internationally.

It is also clear that we have continued to be innovative and productive in our various programmes. For example, the North York Community Health Promotion Research Unit released a study on "Neighborhoodism" which stimulated a great deal of commentary in the press. Similarly, the Ontario Tobacco Research Unit produced 44 peer-reviewed publications and made more than thirty presentations as well as organized a provincial conference on tobacco research. The Quality of Life Research Unit published the book on Quality of Life in Health Promotion and Rehabilitation and our Health Communication Unit expanded its services beyond the health promotion demonstration sites to other organizations engaged in health promotion in Ontario, offering a number of well-received workshops.

As we look forward to the next year of the Centre we have every reason to believe that its stature and productivity will continue to grow. Among the reasons for this belief are the anticipated publication of our book on The Settings Approach to Health Promotion, the planned International Conference on Health Communication which we are organizing and the establishment of our Monitoring and Evaluation Unit.

It is also anticipated that the Centre will make an increasingly large contribution to educational programmes in the University, possibly taking responsibility for the management of the proposed Collaborative Programme in Health Promotion.

At the same time, there are some challenges that we must face in the next year. Chief among them is the ending of our core funding from the Rosenstadt Endowment Fund in April, 1997. We are already working hard with the Dean's Office and the Office of Development to find ways to replace these funds. However, we know that it will not be easy and that we will have to turn to our many friends to help us in this endeavour.

Speaking of our friends, I would like to thank all of the Centre's Members, Associates, and Staff as well as our Partners, Advisory Board, Community Advisory Committee and Affiliated Units and our funders including the Rosenstadt Endowment Fund, Connaught Laboratories, the Ontario Ministries of Health and Community Services, Health Canada, the Ontario Mental Health Foundation, the Health Education Authority in England and the Faculty of Medicine at the University of Toronto. I would also like to offer a special thanks to Michael Goodstadt who ably acted as Director of the Centre during my Administrative Leave. I look forward to continuing to work with him as both a friend and a colleague.

Finally, I would like to acknowledge the contribution of Dr. Michael Wolcroft, a Vice-President of Connaught and Member of our Board who passed away in 1996. We will miss him greatly.

**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 1995-96, six major programmes of research were underway:

1. North York Community Health Promotion Research Unit
2. Quality of Life Research Unit
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 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:

### **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 1995/96: Collected record data from grade 9 cohort in NY Board of Ed.

### **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 1995/96: Pilot study in daycares. Pilot interview completed, data analyzed, article being written.

### **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 Investigator: Harvey Skinner

Project Manager: Meg Morrison

Progress 1995/96: CyberIsle: Developed web site with teens, designed relevant health info., pilot tested web site. 9 presentations, 5 publications.

### **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 1995/96: Completed 35 interviews for pilot study; completed 2 focus groups.

### **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 1995/96: Project completed 1995. 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 1995/96: 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 1995/96: Project completed 1995. Article submitted for publication.

### **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 1995/96: Data analysis, writing papers. 4 presentations.

### **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 1995/96: Completed data analysis, writing report & papers. 1 report, 1 article, 5 presentations.

### **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 1995/96: Project completed. 1 Report.

### **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 1995/96: Instrument revised, proposal for another pilot test drafted. 1 article.

### **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 1995/96: QOL instrument translated into Italian and validated with Italian seniors. Collaborated with Queen's Univ. & London Wellness Study. 2 articles, 2 papers, 1 presentation, 2 reports.

### **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 1995/96: Study completed. Report writing. 1 article, 2 presentations.

### **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, Brahms 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 1995/96: Protocol approved. Project Not Started pending NYCHPRU's 5 yr. funding. 1 presentation.

### **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: NHRDP (\$133,425) Start: May '96 End: Feb. '98  
Principal Investigator: Robin Badgley  
Co-Investigators: Marie Boutilier, Lynne Sage, Blake Poland, Carol Marz  
Progress 1995/96: Liaison with advisory group. Development of questions & issues. Piloted interview.

### **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: NHRDP (\$107,757) Start: Feb.'96 End: Feb.'97

Principal Investigator: Irv Rootman

Co-Investigators: David Burman, Chantal Hilaire

Progress 1995/96: Funding received. Data collection started. Continuation Proposal 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 1995/96: Project passed on to Dr. Lilian Yuan. Project No Longer with NYCHPRU.

### **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: Jessie Ball Dupont Fund, Jacksonville, Florida (U.S.\$56,077) [Cdn.\$76,700]  
Start: Oct.'96 End: Oct.'97

Principal Investigator: Dennis Raphael

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

Progress 1995/96: Proposal sent to NHRDP & Jessie Ball Dupont Fdn.-Funding received (Aug.'96). Project

Manager hired.

### **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 Uetrecht, Edna Wallhead, David Burman

Research Officer: Dan McNally

Progress 1995/96: Analysis of 1990 Ontario Health Survey re: self-reported health. Paper drafted. 2 presentations.

### **1.1.22 Indicators of Empowerment in Public Health Practice-Phase I**

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 1995/96: Analysis of data. Report written. Results communicated to management. 1 report, 7 presentations.

### **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. Report released at press conference.

## **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 by:	Ministry of Community and Social Services (\$599,400)
Investigators:	Dennis Raphael, Rebecca Renwick, Irving Rootman, Sharon Friefeld
Project Manager:	Ivan Brown
Progress 1995/96:	Province-wide data collection underway. Several articles published and in press. Instruments developed.

#### **1.2.2. Quality of Life of Adolescents**

Study of quality of life among adolescents in Sudbury.

Collaborators: School of Nursing, Laurentian University  
Funded by: Centre for Health Promotion; School of Nursing, Laurentian University  
Investigators: Dennis Raphael, Ellen Ruckolm, Ivan Brown, Ms. Bailey  
Progress 1995/96: 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  
Co-Investigators: Ivan Brown, Dennis Raphael, Debbie Rudman.  
Progress 1995/96: Papers being written, funding being sought.

### **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, Dennis Raphael, Rebecca Renwick, Nancy Weir  
Progress 1995/96: Ongoing work with Quality of Life Profile - Seniors Version. Collected data; completed

### **1.2.6 Quality of Life: Children**

Collaborators: Hospital for Sick Children, Department of Occupational Therapy, Centre for Health Promotion.

Funded by: Hospital for Sick Children, Department of Occupational Therapy, Centre for Health Promotion.

Investigators: Ivan Brown, Sharon Friefeld, Rebecca Renwick.

Progress 1995/96: Proposal for funding underway.

### **1.2.7 Quality of Life: Families**

Collaborators: Centre for Health Promotion, Ministry of Community and Social Services.

Funded by: Centre for Health Promotion, Ministry of Community and Social Services.

Investigators: Ivan Brown, Dennis Raphael, Rebecca Renwick.

Progress 1995/96: Meeting of Ontario-wide reference group held October 18/96. Plans underway for interviews with families.

## **1.3 Ontario Tobacco Research Unit (OTRU)**

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 monitors the strategy, synthesizes relevant literature, strengthens the network of collaborators on tobacco research in Ontario, and participates in program and policy research, development and diffusion.

Collaborators: Addiction Research Foundation; Central West Health Planning Information Network; Department of Preventive Medicine and Biostatistics, University of Toronto; KFL&A/Queen's Teaching Health Unit and the University of Waterloo.

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

Principal Sponsor: Irving Rootman, Centre for Health Promotion

Principal Investigators: Tom Abernathy, Mary Jane Ashley, Stephen Brown, Roberta Ferrence, Elizabeth Lindsay (1995), Linda Pederson (1995), William Pickett, and Reg Warren.

Director: Roberta Ferrence

Program Manager: Mel Martin

Unit Secretary: Paola Greco

Unit Staff: Pam Bolan/Jennifer Chen, Frances Hobbs, Anita Sorrentino and Richard Wilson



# Projects

## 1.3.1. Evaluation of OTRU Information Resources

Principal Investigators: Mary Jane Ashley, Roberta Ferrence

Staff: Jennifer Hance

Progress 1995/96: Ongoing

## 1.3.2. Tobacco Project Registry

The project is developing a registry of current tobacco research underway in Ontario.

Collaborators: The Addiction Research Foundation; Central West Health Planning Information Network; KFL&A/Queen's Teaching Health Unit and the University of Waterloo.

Funded by: Ontario Ministry of Health (OTRU Grant)

Principal Investigators: Tom Abernathy, Reg Warren, Elizabeth Lindsay, Will Pickett

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

Staff: Mel Martin, Paola Greco

Progress 1995/96: Ongoing

## 1.3.3. Tobacco Researchers Registry

This project seeks to establish an on-line database of tobacco researchers' skills and interests, This will be used as a resource in developing tobacco research teams.

Collaborators: The Addiction Research Foundation; Central West Health Planning Information Network; KFL&A/Queen's Teaching Health Unit and the University of Waterloo.

Funded by: Ontario Ministry of Health (OTRU Grant)

Principal Investigators: Tom Abernathy, Reg Warren, Elizabeth Lindsay, Will Pickett

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

Staff: Mel Martin, Paola Greco

Progress 1995/96: Ongoing

#### **1.3.4. Electronic Communications in Tobacco Research**

This project will enhance information exchange within the tobacco research community by developing several methods of electronic communication including the OTRU-NET Listserv and the OTRU home page (<http://www.arf.org/otru>).

Collaborators: Addiction Research Foundation and the Ontario Tobacco Research Unit

Investigators: Mel Martin and Roberta Ferrence

Progress 1995/96: Ongoing

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

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

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

Investigators: Mary Jane Ashley, Shelley Bull, Linda Pederson

Progress 1995/96: Complete

#### **1.3.6. 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, April 95 to March 96

Principal Investigator: Jackie Ferris and Susan Bondy

Co-Investigators: Ed Adlaf, Lise Anglin, Roni Beharry, Roberta Ferrence, Norman Giesbrecht, Kate Graham, Anca Ialomiteanu, Lynn Kavanagh, Scott Macdonald, Angela Paglia, Jürgen Rehm, Robin Room, Samantha Wells, Paulette West, Cameron Wild

Progress 1995/96: Complete

### **1.3.7. Smoking, Smoking Cessation, Tobacco Control and Programming: A Qualitative and Quantitative Study**

The purpose of this research is to obtain in depth information on smoking cessation and on population attitudes toward tobacco control policies.

Collaborator: Morehouse School of Medicine  
Funded by: NHRDP (\$199,840) January 1, 1996 to March 31, 1997  
Principal Investigators: Mary Jane Ashley , Linda Pederson, Blake Poland  
Co-Investigators: Shelley Bull, Roberta Ferrence  
Contractor: David Northrup, Institute for Social Research, York University  
Project Director: Joanna Cohen  
Progress 1995/96: Ongoing

### **1.3.8. Ontario Drug Monitor**

Cyclical telephone survey of Ontario adults on alcohol, tobacco and other drug use.

Funded by: Addiction Research Foundation (April 96 to May 97)  
Principal Investigator: Ed Adlaf  
Co-Investigators: Sue Bondy, Frank Ivis, Robin Room, Jürgen Rehm, Gordon Walsh  
Progress 1995/96: Ongoing

### **1.3.9. Health Relevant Behaviour in the Yukon**

Analysis of data sets - smoking, drinking, health. Yukon Alcohol and Drug Survey.

Principal Investigator: Florence Kellner  
Co-Investigator: Ikuko Webster  
Progress 1995/96: Ongoing

### **1.3.10. Analysis of State of Knowledge Related to Cancer Control Using NCIC Framework for Cancer Control**

A series of six papers in various areas of cancer control, applying current research to the framework and offering critique of such and suggestions for future research.

Collaborators: National Cancer Institute of Canada, Sociobehavioural Cancer Research Network  
Funded By: NCIC (\$50,000) September 1, 1995 to April 30, 1996  
Principal Investigators: J. Till, S. Manske  
Co-Investigators: K.S. Brown, R. Cameron, R. Cohen, A. Leis, K. Olsen, P. Ritvo  
Progress 1995/96: Complete

### **1.3.11. Organochlorines and Breast Cancer**

A case control study is underway. Smoking data are included.

Funded by: Canada for Cancer Initiative  
Principal Investigator: Kristen Aronson  
Co-Investigator: Anthony B. Miller  
Progress 1995/96: Ongoing

### **1.3.12. Satellite Research Centre, Sociobehavioural Cancer Research Network**

Waterloo serves as one of nine “nodes” in a Canadian network organized to conduct sociobehavioural cancer research.

Funded by: National Cancer Institute of Canada (\$61,500), July 1994 to June 1997  
Principal Investigator: Stephen Brown  
Co-Investigators: Roy Cameron, Richard Cook, Geoff Fong, Janice Husted  
Progress 1995/96: Ongoing

### **1.3.13. Critical Reviews of Cancer Control Research Based on the NCIC Framework: Family Physician Assisted Smoking Cessation Interventions**

Funded by: National Cancer Institute of Canada (\$7,500)  
Principal Investigator: P. Ritvo  
Co-Investigators: J. Irvine, E. Lindsay, N. Kraetschmer, N. Blair, Z. Shnek

#### **1.3.14. National Breast Screening Study Cohort**

A cohort of nearly 90,000 women age 40-59 were enrolled 1980-85. All are being followed by record linkage to National Databases - updated this year. All have smoking data, 57,000 have diet information.

Principal Investigator: Anthony Miller

Progress 1995/96: Ongoing

#### **1.3.15. A Nested Case-Control Study on Alcohol Drinking, Tobacco Smoking and Cancers**

To identify interaction between alcohol and tobacco on the production of various cancers in populations in Japan.

Collaborators: Chiba Cancer Centre, Japan

Principal Investigators: Motoi Murata

Co-Investigators: Bernard Choi

Progress 1995/96: Ongoing

#### **1.3.16. Promoting Quit Smoking Programs to Smokers: A Comparison of Methods**

28,000 people randomized to 7 recruitment conditions to compare utility of stages of change as a segmentation variable as well as 3 promotion channels (mass media; telemarketing; direct mail).

Collaborators: University of Waterloo

Funded by: Ontario Ministry of Health

Principal Investigator: Paul McDonald

Co-Investigators: Kelli-an Lawrance, Thelma Maxwell

Progress 1995/96: Complete

#### **1.3.17. 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 1995/96: Complete

### **1.3.18. Comparison of the Addiction of Nicotine Gum to Nicotine Patch Treatment**

Placebo controlled multi-centre trial to determine if nicotine gum use enhances quit rates among nicotine patch users.

Funded by: Nordic Merrell Dow Research Inc.  
Co-Investigators: Douglas Wilson, Guy Ostiguy, Fred Bass  
Progress 1995/96: Complete

### **1.3.19. The Effectiveness of Nicotine Gum in Clinical Practice**

A Canadian national 1-800 “quitline” received calls from individuals, who were encouraged to see their physician for help to quit smoking. A 10-month follow up revealed that in patients receiving a prescription for nicotine gum, the level of use is relatively low. However, even with the minimal behavioural support that patients typically received in general medical practices, gum use for more than two weeks was associated with greater success, particularly in heavier smokers.

Funded by: Merrell Dow Pharmaceuticals Inc. and Addiction Research Foundation  
Principal Investigator: Robert Coombs  
Co-Investigator: Elinor Wilson  
Progress 1995/96: Complete

### **1.3.20. Clinical Tobacco Intervention Evaluation Project in Prince Edward Island**

Although some physician instruction in clinical tobacco intervention has been undertaken in Prince Edward Island, members of the MP-CTI Evaluation Subcommittee agree more work had to be done. The first step was to find out who had received training, and who wanted training. For this purpose, it was decided to establish a data base with core items. The PEI data base survey would constitute a prototype that could also be used by other provinces. This project had two goals (1) to evaluate the current status of clinical tobacco intervention in the province, and (2) to provide a data base for tracking clinicians and office staff for future contacts.

Funded by: Canadian Medical Association  
Principal Investigator: Robert Coams  
Co-Investigator: Phyllis Jensen  
Progress 1995/96: Ongoing

### **1.3.21. Assessing the Feasibility and Effectiveness of Delivering Smoking Cessation Programming to Patients Recruited Through Family Medical Practices**

Funded by: National Health, Research and Development Program (\$199,983)  
January 1996 - April 1997  
Principal Investigators: Jane Irvine, Paul Ritvo  
Co-Investigators: C. Strickland, R. Gilbert, S. Hotz, F. Ashbury, L. Lockyer, E. Wilson, I. Talbot, B. Shaw  
Progress 1995/96: Ongoing

### **1.3.22. Innovations in Smoking Cessation Programming in a Peripheral Vascular Disease Population**

Funded by: Heart and Stroke Foundation of Ontario (Total-\$211,707; 1996-97 - \$89,769; 1997-98 - \$73,286; 1998-99 - \$48,652)  
Principal Investigators: Jane Irvine, Paul Ritvo  
Co-Investigators: P. Kalman, S. Hotz, D. Stewart, B.F. Shaw  
Progress 1995/96: Ongoing

### **1.3.23. The 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, Douglas Wilson, Robert Coams, Raju Hajela  
Progress 1995/96: Ongoing

**1.3.24. Proposal for the Dissemination of Smoking Cessation Skills to Ontario Physicians**

Collaboration with regional health department to develop dissemination strategies.

Collaborators: Regional Health Departments  
Funded by: National Health and Welfare Canada  
Co-Investigators: Elizabeth Lindsay, Ed Ellis, Elinor Wilson, Geoff Dunkley, Doug Wilson  
Progress 1995/96: Ongoing

**1.3.25. Guide your Patients to a Smoke Free Future**

The evaluation of training seminars designed to educate physicians in helping their patients to quit smoking.

Funded by: Canadian Council on Smoking and Health  
Principal Investigators: Elizabeth Lindsay, Beth MacDonald  
Co-Investigators: Robert B. Coombs

**1.3.26. Efficacy and Efficiency of a Stop Smoking Program Based on Stages of Change and Delivered Through the Mail**

Long term quit rates and costs for delivering a new smoking cessation program for the general population and worksites

Funded by: Ontario Ministry of Health  
Principal Investigator: Paul McDonald  
Co-Investigator: Kelli-an Lawrance, Thelma Maxwell  
Progress 1995/96: Ongoing

**1.3.27. Incentive-based Smoking Cessation Interventions**

Funded by: Ontario Tobacco Research Unit (\$1,800)  
Individual or Group: William Pickett, Nam Bains



### **1.3.28. Evaluation of Community-Based Cessation Initiatives**

Cohort study comparing quit rates of adults smokers with and without various community interventions.

Collaborators: KFLA/Queen's Teaching Health Unit; Hastings and Prince Edward Health Unit

Funded by: NHRDP (\$23,900) January 1995 - May 96

Principal Investigator: William Pickett, John Hoey

Co-Investigators: Nam Bains, Brian R Laundry, James Myles, Claudette McBride

Progress 1995/96: Ongoing

### **1.3.29. Telephone Counselling as an Adjunct to Nicotine Replacement Therapy in Smoking Cessation**

To examine the efficacy of proactive telephone counselling as an adjunct to NRT and self-help materials. Randomized clinical trial of 398 subjects.

Funded by: NCIC, McNeil Consumer Products, 1996

Principal Investigator: Andrew Pipe

Co-Investigator: Bob Reid, B. Dafoe, Sue Tracey

Progress 1995/96: Ongoing

### **1.3.30. Is Depression Predictive of Success or Failure of Smoking Cessation?**

To determine whether the presence or absence of depression at the onset or during the course of smoking cessation can predict success or failure in smoking cessation.

Funded by: Heart Institute Prevention & Rehab Centre

Principal Investigator: Sue Tracey

Co-Investigator: Patty Lindsay, George Fodor, Malcolm Rose

Progress 1995/96: Ongoing

### **1.3.31. The Health and 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 realized 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 1995/96: Complete

### **1.3.32. A Study of the Cost of Tobacco Use in Ontario**

To locate and analyse reliable, current information concerning the costs of tobacco use in Ontario, including cost to employers, and cost to the general Ontario economy.

Funded by: Ontario Campaign for Action on Tobacco  
Principal Investigator: Bernard Choi  
Progress 1995/96: Complete

### **1.3.33. 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 1995/96: Complete

### **1.3.34. Estimating the Costs of Substance Abuse in Canada**

To estimate social costs of tobacco, alcohol and illicit drug use in various provinces.

Funded by: Canadian Centre on Substance Abuse  
Principal Investigator: Eric Single  
Co-Investigator: Bernard Choi  
Progress 1995/96: Complete

### **1.3.35. The High Cost of the 1994 Tobacco Tax Cuts**

An analysis of Federal and Provincial tobacco tax revenue data between fiscal years 1991-1995 to determine the revenue impact of the 1994 tobacco tax decreases.

Principal Investigator: Heather Selin

Progress 1995/96: Ongoing

### **1.3.36. 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.

Funded by: Addiction Research Foundation (\$12,000) April 1995 - July 1995

Investigators: Roberta Ferrence, Ming-hao Her

Progress 1995/96: Complete (Paper in preparation)

### **1.3.37. The Relationship of Cigarette Prices and Smoke-Free Bylaws to the Prevalence of Smoking in Canada**

Secondary analysis, article submitted to AJPH, accepted pending minor revisions.

Collaborators: University of Western Ontario, Morehouse School of Medicine

Investigators: Linda Pederson, Tom Stephens

Co-Investigators: John J. Koval

Progress 1995/96: Ongoing

### **1.3.38. 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 (\$130,000), June 1995 to March 1996

Principal Investigator: Roberta Ferrence

Co-Investigators: Joan Brewster, Nancy Edwards, David Northrup

Project Manager: Joan Brewster

Research Associate: Jay Joseph

Progress 1995/96: Complete (Papers to be written).

### **1.3.39. 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.

Funded by: Addiction Research Foundation

Principal Investigator: Roberta Ferrence

Investigators: Susan Bondy, Marilyn Pope

Progress 1995/96: Complete

### **1.3.40. Focus Groups to Assess Consumer Reaction to Various ETS Messages**

Six focus groups in Toronto area to assess attitudes to ETS and consumer responsiveness to various ETS messages.

Funded by: Ontario Ministry of Health

Principal Investigator: Michael Perley

Co-Investigator: Josie d'Avernas

### **1.3.41. Validation of Measures for ETS Exposure**

Sensitivity of cotinine and 3-hydroxy cotinine as measures of ETS exposure examined in urine/saliva.

Funded by: Health Canada

Principal Investigator: Bill Rickert

### **1.3.42. Project Air Control (CAIP project)**

A demonstration project whose goal is to protect youth, aged 14 - 18 years, in the Waterloo Region, from second-hand smoke.

Collaborators: Partners: Waterloo Region Community Health Department, Lung Association - Waterloo Region, S. Santi Applied Health Research, RBJ Health Management Associates, CAHR

Funded by: Health Canada (\$145,500) October 1995 to March 1997

Sponsoring Agency: Council for a Tobacco-Free Waterloo Region

Manager: Susanne Santi

Progress 1995/96: Ongoing

### **1.3.43. The Myth of Increased Cigar Smoking: A Case Study in Tobacco Marketing**

Principal Investigator: Heather Selin

Co-Investigator: Murray Kaiserman

Progress 1995/96: Ongoing

**1.3.44. A History of Reported Tar and Nicotine Levels in Light and Mild Cigarettes in Canada**

Principal Investigator: Heather Selin

Progress 1995/96: Ongoing

**1.3.45. Light and Mild Terminology in Advertising and Packaging of Tobacco, Alcohol and Food Products: Safer and Healthier Choices?**

To perform literature review on tobacco product advertising.

Principal Investigator: Joanna Cohen, Bernard Choi, Roberta Ferrence

Progress 1995/96: Ongoing

**1.3.46. Preparation of Book on the Tobacco Industry: *Smoke and Mirrors: The Canadian Tobacco War***

Funded by: International Development Research Centre

Principal Investigator: Rob Cunningham

Progress 1995/96: Complete

**1.3.47. Tobacco Resource Book (Facts on Tobacco)**

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.

Funded by: Addiction Research Foundation (\$10,000) April 1995 - April 1996

Investigators: Roberta Ferrence, Marilyn Pope and Frances Hobbs

Progress 1995/96: Complete

**1.3.48. Development of a Tobacco Resource Guide**

CD-R based resource for identifying tobacco resources

Funded by: Health Canada Tobacco Programs (TDRS)

Principal Investigator: McColl

Co-Investigator: Roy Cameron

**1.3.49. Organization and Facilitation of a Workshop on Dissemination Research**

Two day workshop comparing protocols from four provinces for research on the

Co-Investigators: Linda Pederson, Mary Jane Ashley

Progress 1995/96: Complete

### **1.3.53. 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

Funded by: Ministry of Health (\$24,950)

Principal Investigators: Irving Rootman and Reg Warren

Progress 1995/96: Complete

### **1.3.54. 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 1995/96: Ongoing

### **1.3.55. 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 1995/96: Ongoing

### **1.3.56. TCA Monitoring Feasibility Study**

Study to determine feasibility of monitoring the implementation and effectiveness of



the Ontario Tobacco Control Act.

Collaborators: Canadian Cancer Society, CTFO  
Funded by: Ontario Ministry of Health, OTRU (\$10,500) August 1, to September 15, 1996  
Principal Investigators: Tom Abernathy, Will Pickett and Steve Brown  
Staff: Ron Dovell and M. Peters  
Progress 1995/96: Ongoing

### **1.3.57. Evaluation of Action Resulting from ETS and Bylaw Workshop**

Reports on participant perception of 7 regional workshops on bylaw development and 4 month telephone follow-up survey to assess action resulting.

Funded by: Ontario Ministry of Health  
Principal Investigator: Josie d'Avernas  
Co-Investigator: Michael Perley

### **1.3.58. Measuring Progress in Tobacco Control: Successes, Failures and Challenges**

An examination of limitations of commonly used measures of progress in tobacco control, identification of gaps in data and identification of potential sources and methods of measurement to serve future policy and programming needs.

Principal Investigator: Heather Selin  
Co-Investigator: David Sweanor  
Progress 1995/96: Ongoing

### **1.3.59. Survey of Federal, Provincial and Territorial Legislators Regarding Tobacco and Tobacco Control Policies**

The purpose of this research is to determine how federal, provincial and territorial legislators view tobacco as a commodity and as a health hazard and how they regard legislation/regulation as part of a comprehensive tobacco control strategy.

Collaborators: Institute for Social Research, York University  
Funded by: NHRDP (\$265,831) December 1, 1995 to March 31, 1997  
Principal Investigators: Mary Jane Ashley, Roberta Ferrence, David Northrup

Co-Investigators: Shelley Bull, Linda Pederson, Michael Ornstein  
Project Director: Joanna Cohen  
Progress 1995/96: Ongoing

### **1.3.60. Investigation of Problems from Ontario's Smoking Ban on School Property**

The project investigated the extent and type of problems resulting from Ontario's ban on smoking on school property. The study involved interviews with key informants, and a telephone survey of school principals.

Collaborators: Ontario Tobacco Research Unit; Institute for Social Research, York University  
Funded by: Ministry of Health, Public Health Branch (\$85,315) 1996  
Principal Investigator: David Northrup  
Co-Investigators: Ed Adlaf, Mary Jane Ashley, Stephen Brown, Roberta Ferrence, William Pickett  
Staff: Shelley Lothian  
Progress 1995/96: Ongoing

### **1.3.61. 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, Bernard Choi  
Staff: Rick Wilson  
Progress 1995/96: Complete

### **1.3.62. Community Intervention Trial for Smoking Cessation (COMMIT)**

The COMMIT is a multi-centred study involving eleven pairs of communities. Its' objective was to reduce heavy smoking through a comprehensive community-based intervention over a 4 year period.

Funded by: National Cancer Institute, 10 years  
Principal Investigator: Alan Best  
Co-Investigators: Elizabeth Lindsay, Charles Goldsmith, Martin Taylor, Leslie VanDover, Roy Cameron, Norman White, Mark Zanna, Douglas Wilson  
Staff: Rosemary Walker, Dianne Ferster, Terri Finch  
Progress 1995/96: Complete

### **1.3.63. Evaluation of an Effort to Mobilize Community Action Groups**

Funded by: Health Canada  
Principal Investigator: Debbie McFarlane  
Co-Investigators: Liz Haugh, Paul McDonald  
Progress 1995/96: Complete

### **1.3.64. Monitoring Dissemination of the “*Improving the Odds*” Smoking Prevention Resource**

Dissemination (promotion, adoption, implementation) of *Improving the Odds* will be monitored by the implementation team.

Funded by: Health Canada Tobacco Programs (TDRS) (\$90,000) June 1996 to May 1997  
Principal Investigator: MacDonald, Dawn  
Co-Investigators: Steve Manske, Josie d’Avernas  
Collaborators: Ontario Physical and Health Education Association, Program Training and Consultation Centre  
Progress 1995/96: Ongoing

### **1.3.65. Evaluation of Action Resulting from Workshop on Community Awareness**

Reports on 3 month follow-up interviews of workshop participants to identify use of

Take Control resource and value of workshops in generating activity.

Funded by: Ontario Ministry of Health

Principal Investigator: Josie d'Avernas

Co-Investigator: Katie Michaels

### **1.3.66. Community Action on Smoking Relapse**

Funded by: Tobacco Demand Reduction Strategy, Health Canada

Principal Investigator: Nancy Edwards

### **1.3.67. The Local Implementation of the Ontario Strategy: Uniform Program Indicators Among Health Units**

This project is in the early planning stages with the aim of establishing uniform program indicators in support of the program load budgeting process.

Principal Investigator: Not yet determined

Co-Investigator: Alan Hotte, Ministry of Health, Eastern Region Health Units

### **1.3.68. Canadian Heart Health Initiative - Ontario Project**

The study is examining the dissemination of heart health initiatives (including tobacco) in Ontario public health jurisdictions.

Collaborators: Ontario Ministry of Health, Public Health and Health Promotion Branches, Network of Heart Health Resource Centres (eg. OHHN, MHRC).

Funded by: Health Canada, Ontario Ministry of Health (\$740,000 approx.) 1994-1998

Principal Investigator: Richard Schabas

Co-Investigator: Roy Cameron, Martin Taylor, Susan Elliott

Staff: Rosemary Walker

Progress 1995/96: Ongoing

### **1.3.69. Canadian Heart Health Initiative - Ontario Project**

Study of the predisposition, capacity and implementation of heart health activities, including tobacco, within Ontario health units.

Collaborators: Ministry of Health (Public Health Branch, Health Promotion Branch), Centre for Applied Health research, McMaster University

Funded By: NHRDP, Health Canada (\$250,000 approx), March 1994 to March 1998

Principal Investigators: Richard Schabas

Co-Investigators: Roy Cameron, Susan Elliott, Martin Taylor

Staff: Rosemary Walker

Consultant: Barb Riley

Progress 1995/96: Ongoing

### **1.3.70. 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 1995/96: Ongoing

### **1.3.71. Evaluation of the Program Training and Consultation Centre (PTCC) - Provincial Component**

Internal evaluation that measures resources used, implementation of PTCC services, outcomes (i.e., community actions resulting).

Collaborators: Ottawa-Carleton Health Department, RBJ Health Management Associates, Centre for Applied Health Research

Funded By: Ontario Ministry of Health (\$30,000)

Principal Investigators: PTCC Management Committee

Staff: Barb Riley, Janice Thiessen

Progress 1995/96: Ongoing

### **1.3.72. Evaluation of the Program Training and Consultation Centre Native and Francophone Outreach**

Internal evaluation that measures resources used, implementation of PTCC services and outcomes (i.e. community actions resulting).

Funded By: CAPI - Health Canada (\$20,000) April 1995 - March 1997

Principal Investigators: PTCC Management Committee

Staff: Barb Riley, Janice Thiessen

Collaborators: Ottawa-Carleton Health Department, RBJ Health Management Associates, Centre for Applied Health Research

Progress 1995/96: Ongoing

### **1.3.73. Further Analysis of the COMMIT Data on Smoking Attitudes**

Analysis of the individual and community level determinators of attitudes towards smoking as a public health problem and norms and values about smoking.

Funded by: U.S. National Cancer Institute

Principal Investigator: Martin Taylor

Co-Investigators: Nancy Ross

Progress 1995/96: Ongoing

### **1.3.74. Interplay of Alcohol and Tobacco**

Research projects on interplay and interaction of alcohol and tobacco.

Funded by: Addiction Research Foundation (April 96 to March 97)

Co-Investigators: Sue Bondy, Roberta Ferrence, Marilyn Pope, Angela Paglia, Jürgen Rehm

Staff: James Menlove

Progress 1995/96: Ongoing

**1.3.75. Are Tobacco and Alcohol Use Related to Alzheimer's Disease?**

Investigation of tobacco and alcohol use as factors associated with Alzheimer's disease.

Principal Investigator: Suzanne Tyas

Progress 1995/96: Complete

**1.3.76. 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: Ontario Tobacco Research Unit, Addiction Research Foundation

Funded by: Health Canada (\$78,381) October 1994 - March 1996

Principal Investigator:

Staff: Frances Hobbs

Progress 1995/96: Complete

### **1.3.78. Qualitative Studies of Gender and Tobacco Use**

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

Collaborators: Addiction Research Foundation

Funded by: Health Canada, October 1994-March 1996

Principal Investigator: Roberta Ferrence

Co-Investigators: Joanna Cohen, Florence Kellner, Lorraine Greaves, Lois Jackson, Blake Poland

Project Manager: Marilyn Pope

Staff: Jody Fredericks, Denise Weber

Progress 1995/96: Complete

### **1.3.79. Smoking and Presentation of Self**

Qualitative study of smoking and presentation of self in young women.

Collaborators: Ontario Tobacco Research Unit, Carleton University

Funding Agency: Health Canada (\$13,000) October 1994

Principal Investigator: Jody Frederick

Co-Investigator: Florence Kellner

Staff: Lynn Gunn

Progress 1995/96: Complete

### **1.3.80. Smoking Cessation Resource for Young Women**

Development of resource to address interactive and combined effects of smoking and poor nutrition on health.

Collaborators: Women's Health Program (Toronto Hospital)



Funded by: Ontario Ministry of Health (\$61,500)  
Principal Investigator: Irving Rootman  
Project Director: Betty-Ann Pawliw-Fry  
Status: Complete

### **1.3.81. Needs Assessment of Disadvantaged/High Priority English Speaking Adult Women in Canada Who Smoke**

Collaborators: Atlantic Health Promotion Research Centre  
Funded by: Health Canada (\$260,000)  
Principal Investigator: Irving Rootman, Miriam Stewart  
Co-Investigators: Gloria Sacks-Silver, Madeline Bosco, Lorraine Greaves, Larry Hershfield  
Project Director: Betty Ann Pawliw-Fry  
Consultants: Roberta Ferrence, Marilyn Pope  
Progress 1995/96: Complete

### **1.3.82. Tobacco Use and Non-Neoplastic Lung Diseases in Women**

Literature review on tobacco use and lung diseases in women.

Principal Investigator: Bernard Choi  
Progress 1995/96: Ongoing

### **1.3.83. Alcohol, Tobacco and Adolescent Menstrual Disorders**

Previous research has found a strong relationship between alcohol use, tobacco smoking and menstrual disorders in adult women. This project looks at these relationships in adolescent girls.

Collaborators: Smoke Free for Women, Health Promotion Research  
Principal Investigators: Phyllis Jensen  
Co-Investigator: Robert Coombs  
Progress 1995/96: Ongoing

### **1.3.84. Young Women at Risk: An Exploratory Study**

A two-year, qualitative study intended to examine the behaviours, values and norms of young women at high risk of contracting HIV/AIDS and other STDs. The study is funded by NHRDP, Health Canada. The subjects of the study will be young marginalized women between the ages of 17 and 21 who have had poor school achievement, who may be alienated from home and who also manifest behaviours of high risk to their health.

Funding Agency: NHRDP, Health Canada (\$99,000) 1995-1998

Co-Investigators: Alan King, Wendy K. Warren

Staff: Helen Connop, M. King

Progress 1995/96: Ongoing

### **1.3.85. Smoking During Pregnancy**

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

Principal Investigator: Tom Abernathy

Co-Investigators: C. Pryce

Progress 1995/96: Ongoing

### **1.3.86. 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 195/96: Ongoing

### **1.3.87. 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

### **1.3.88. Sub-fertile and Pregnant Women: Smoking Cessation Motivational Intervention**

Development of an intervention for pregnant and infertile smokers and their partners.

Funded by: Lung Association of Hamilton-Wentworth (National Health Research Development Program) (\$22,000) February 1996 to December 1997.

Co-Investigators: E. Hughes, B. Brennan, H. Gellatly, A. Washington, D. Wilson

Progress 1995/96: Ongoing

### **1.3.89. Evaluation of “Une Grosse Sans Tabac”**

This study was designed to assess the effectiveness of a self help smoking cessation guide for pregnant women who speak French.

Funded by: Health Canada

Principal Investigators: Nicki Sims-Jones, Denise Hebert, Giselle Caroll

Progress 1995/96: Ongoing

### **1.3.90. 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 (\$6,500) April 1995 to November 1995

Principal Investigators: Joan Eakin and Mary Jane Ashley

Co-Investigators: Shelley Bull, Linda Pederson

Progress 1995/96: Complete

### **1.3.91. Youth Smoking Survey 1994 - Technical Report**

Preparation of a detailed report (10 chapters) on the 1994 Youth Smoking Survey: Behaviour, beliefs, knowledge, social influences, tobacco marketing and restrictions on smoking as reported by 23,000 10-19 year olds. To be released October 1996.

Collaborators: Addiction Research Foundation, Ontario Tobacco Research Unit

Funded by: Health Canada - September 1995 to August 1996

Principal Investigator: Jürgen Rehm

Co-Investigators: Tom Stephens, Ed Adlaf, Sue Bondy, Stephen Brown, A Paglia, Roberta Ferrence, Linda Pederson, Margaret de Groh, Murray Kaiserman, Shelley Lothian, Stephen Manske, Margaret Morin.

Progress 1995/96: Complete

### **1.3.92. 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.

Collaborators: University of Chicago; ISR, York University

Funded by: Robert Wood Johnson Foundation (\$200,000)

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 1995/96: Complete (Papers in progress)

### **1.3.93. The Natural History of Adolescent Smoking**

Funded by: NHRDP

Investigators: Tom Abernathy, Lisa Massad, Lorne Bertrand

Collaborators: City of Toronto Department of Public Health

Progress 1995/96: Complete

### **1.3.94. 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.

Funded by: NHRDP

Collaborators: City of Toronto Department of Public Health

Investigators: Tom Abernathy, Lisa Massed, Lisa Dwyer

Progress 1995/96: Complete

### **1.3.95. Tobacco Marketing and Youth: Examination of Youth Attitudes and Behaviour to Tobacco Industry Advertising and Sponsorship**

Reviewed published evidence and expert opinion. Produced annotated bibliography, conceptual framework, recommendations.

Funding Agency: Health Canada, (\$25,000) January 1, 1996 to March 31, 1996

Principal Investigators: J. Allan Best, Roy Cameron, Chris Lovato

Staff: Steve Manske, L. Olsen

Collaborators: National Cancer Institute of Canada

Progress 1995/96: Complete

### **1.3.96. Waterloo Smoking Projects Supplement**

In 1994, 1995 and 1996 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 - July 1993 to June 1996

Principal Investigator: Stephen Brown

Progress 1995/96: Complete

### **1.3.97. Evaluation of a Marketing Campaign to Reduce Teen Tobacco Use**

Funded by: Health Canada

Principal Investigator: Alan McFarlane

Co-Investigators: Mark Gibson, Paul McDonald

Progress 1995/96: Complete

### **1.3.98. 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 1995/96: Complete

**1.3.99. Determinants of Preventive Health Behaviours Among Adolescents and Young Adults: Analysis of the NPHS**

Focus on relationship between individual, contextual and social factors and health behaviours - physical activity, smoking, drinking.

Collaborators: School of Physical and Health Education, Addiction Research Foundation  
Funded by: Canadian Fitness & Lifestyle Research Institute (\$18,650), September 1996 - August 1997  
Principal Investigator: Ken Allison  
Co-Investigators: Ed Adlaf and Jürgen Rehm  
Progress 1995/96: Ongoing

**1.3.100. Long-term Evaluation of an Elementary and Secondary School Smoking Intervention (WSPP3)**

Follow-up in Grades 11 and 12 of a cohort followed since Grade 6 via paper & pencil or telephone survey. Approximate n=4500. To determine smoking rates after intervention/control conditions in Grade 6-8, and re-assignment to intervention/control for Grades 9 & 10.

Funded by: NHRDP (\$56,583) April 1995 - March 1997  
Principal Investigator: Stephen Brown  
Co-Investigator: Roy Cameron  
Progress 1995/96: Ongoing

**1.3.101. Impact of Providing Technical Assistance to Support Implementation of Ontario High School Smoking Prevention Programs (WSPP4)**

Assesses the effects of technical assistance (e.g. 1-800 consultation, needs assessment, communication with other high schools) on extent of and effectiveness of implementation of a high school smoking reduction program.

Funded by: Heart & Stroke Foundation of Canada (\$314,950), July 96 to June 98  
Principal Investigator: Stephen Brown  
Co-Investigators: Roy Cameron, Richard Cook  
Progress 1995/96: Ongoing

### **1.3.102. 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 (Jan 1994 - present)  
Principal Investigator: Linda Feldman  
Co-Investigators: Bart Harvey and Linda Shortt  
Collaborators: East York Board of Education; Family Practice Department, Toronto East General Hospital  
Progress 1995/96: Ongoing

### **1.3.103. Qualitative Assessment of Teen Smoking Cessation**

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

Collaborators: East York Board of Education, York Centre for Health Studies  
Funded by: East York Health Unit  
Principal Investigator: Irene Kassies  
Co-Investigators: Bart Harvey, Linda Shortt, Gina Feldberg, Tom Abernathy  
Progress 1995/96: Papers being written.

### **1.3.104. Study of Adolescent Attitudes and Behaviours in Selected Ethnocultural Groups: School, Health and Home**

Objective is to gain some insight into the nature of the attitudes and behaviours, especially risk-taking behaviours, of adolescents in those schools who belong to various ethnocultural groups.

Funding Agency: Dept. Of Heritage, Secretary of State (\$53,283) 1995-1997



Co-Investigators: Allan King, Wendy K. Warren  
Staff: H. Connop, E. Christie, M. King  
Progress 1995/96: Ongoing

**1.3.105. 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, Alan Hotte, Dan Bourdeau, Lynne Welch

**1.3.106. Reducing Tobacco Sales to Underaged Youth**

Describe use of compliance surveys, vendor education, public education and enforcement checks to reduce sales to underaged youth.

Funded By: Ottawa-Carleton Health Department (1994 to 1998)  
Principal Investigators: J. Curran, E. Ellis  
Co-Investigator: Allan Hotte  
Progress 1995/96: Ongoing

**1.3.107. Validation of the Stages of Change Model with Adolescent Smokers**

Revision of outcome measures suitable for use with adolescents; Longitudinal validation of transtheoretical model with adolescent sample: Evaluation of a new quit smoking program for adolescents.

Funded by: Ontario Ministry of Health (\$105,000) April 1995 - March 1997  
Principal Investigator: Paul McDonald, Kelli-an Lawrance  
Co-Investigators: Kathryn Lafreniere, Shelagh Towson  
Collaborators: University of Windsor

Progress 1995/96: Ongoing

### **1.3.108. Psychosocial Factors in the Initiation of Adolescent Smoking**

Literature review of sociodemographic, environmental, behavioural and personality factors in the initiation of adolescent smoking.

Funded by: Ontario Tobacco Research Unit (\$3,500)

Principal Investigator: Linda Pederson

Co-Investigator: Suzanne Tyas

Progress 1995/96: Ongoing

### **1.3.109. Tobacco and Youth Survey 1996**

A survey of the accessibility of tobacco to grade 7 & 9 students in the city of North Bay. Repeat of 1993 survey.

Funded by: Citizens for a Tobacco-Free North Bay through Health Canada's Tobacco Demand Reduction Strategy

Principal Investigator: Susan Stewart

Progress 1995/96: Ongoing

## **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

## **1.5. Knowledge Development**

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

Collaborators: Health Canada, Other Health Promotion Research Centres.

Funded by: Health Canada, World Health Organization.

Principal Investigators: Irving Rootman, Black Poland, John Raeburn, and others.

### **Projects**

#### **1.5.1. 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 British Columbia.

Funded by: Canada Employment and Immigration, (\$3500.00, 1991-92)

Editors: Blak Poland, Lawrence Green, Irving Rootman.

Project Staff: Dan McNally (1991-92).

Progress 1995/96: Most chapters drafted.

#### **1.5.2. Canadian Network of Health Promotion Centres**

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 1995/96: Meeting of university-based health promotion centres sponsored by Health Canada; Canadian Consortium for Health Promotion Research formed.

#### **1.5.3. 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 1995/96: Most of book drafted.

## **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.

Funding: Health Canada (NHRDP)

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

Progress 1995/96: Survey of Self-help groups completed; other studies initiated.

### **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.

Progress 1995/96: Study Completed.

## **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: Xhu  
Co-Investigators: David Wesson, Patricia Parkin, Irving Rootman.  
Progress 1995/96: Reports published.

### **1.7.2. 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 1995/96: Projects developed.

### **1.7.3. 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  
Funding: Health Canada; Heritage Canada.  
Principal Investigator: Irving Rootman  
Staff: Tom Hay, Nancy Craig.  
Progress 1995/96: Study Completed; Report Submitted.

## **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**

The Health Communication Unit (THCU) has been funded by the Health Promotion Branch (Ontario Ministry of Health) until 1998. The Unit functions as a provincial resource centre, providing training and consultation to the health promotion community in Ontario through workshops and consultation, and creating and distributing resource materials.

In 1995-96 THCU provided consultation services to over 80 clients and held workshops both centrally and regionally, including workshops on *Strengthening Personal Presentations* and *What Works!*. THCU went "on-line" with its website ([www.utoronto.ca/chp/hcu](http://www.utoronto.ca/chp/hcu)), released and distributed over 550 copies, to clients in Ontario, of *Health Communication and Community Mobilization: Complementary Strategies for Health Promotion* (Brian Hyndman). The Unit also conducted a needs assessment in the spring of 1996 to determine current and future needs for health communication and to gather on-going evaluation data on THCU services.

Plans for 1996-96 include: increasing regional workshop services; offering selected workshops in basic and advanced formats, as well as a workshop in french, "Aperçu des communications sur la santé", in collaboration with the Ontario Prevention Clearinghouse; developing and distributing a series of Health Communication Tip Sheets; providing a Clipping Service for issue-specific health communication resources; hosting an international Health Communication Conference in April of 1997; and continuing to provide highly-rated consultation and training services to the health promotion community in Ontario

## **Projects**

### **2.1.1 Review of Substance Abuse Prevention Materials**

The Centre for Health Promotion completed a project to review substance abuse prevention materials in 1995. A series of *Tip Sheets*, based on the findings of this review, will be developed and distributed by The Health Communication Unit in 1996-97.

## **2.2 Seminars**

### **2.2.1. Health Promotion Seminar Series**

There were no seminars, in this series, held during 1995/96.

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

There were no seminars, in this series, held during 1995/96.

### **2.3 Workshops**

Mental Health Promotion, June 20 - 21, 1996.

Mental Health Promotion, Canadian Public Health Association, July, 1996.

### **2.4 Conferences/Symposia**

Symposium on the Effectiveness of Health Promotion, June 17 - 19, 1996.

### **2.5 Schools/Institutes/Courses**

Health Promotion Summer School, June, 1996.

### **2.6 Interest Groups**

The Centre for Health Promotion has 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.

#### **Cancer Prevention - Irving Rootman**

An interest group to follow up on the recommendations of the Task Force on the Primary Prevention of Cancer was formed in 1996.

#### **Health Communication - Larry Hershfield**

This special interest group (SOIG) is part of The Health Communication Unit. In 1995/96 three meetings were held, two with international guest speakers: (1) *A Roundtable Discussion on New Media and Technologies*, December 1995; (2) *New Media and Technologies in Health Communication - Opportunities and Limitations*, April 1996 with Dr. Scott Ratzan, Emerson-Tufts Health Communication Program; (3) *Community Heart Health Studies - Evaluation Lessons Learned*, June 1996 with John R. Finnegan, Ph.D., University of Minnesota, School of Public Health.

THCU is planning three new SIG meetings in its 1996/97 fiscal year, and will be developing a listserv feature for connecting SIG members electronically. For further information, please contact THCU at (416) 978-0522, [hc.unit@utoronto.ca](mailto:hc.unit@utoronto.ca)

## **Hospital Health Promotion Network - Nancy Mulroney**

The Hospital Health Promotion Network has been very active over the past year. We continue to meet regularly in different locations throughout Southern Ontario and have presented a number of papers at National Conferences. Five hospitals joined the Network in the last year. Some of the initiative under way include developing a logo, and exploring the possibility of sponsoring a conference entitled, "Health Promotion for Gain". A planning committee is looking into possible themes and speakers. Two members, on behalf of the Network, wrote the Guest Editorial for the November/December 1996 issue of *Leadership in Health Services*.

Our purpose is to raise the profile of health promotion in hospitals; provide advice and assistance to hospitals getting started in health promotion; serve as a recognized source of information about health promotion in hospitals; and to provide a forum for hospital based health promoters to work together to enhance partnerships. We also support the building of partnerships beyond institutional walls in an effort to increase collaboration and improve the health of those we serve. The Network stimulates the sharing of ideas, improved communication and identification of opportunities for collaboration and sharing resources. We support, collaborate and communicate evaluation and research about health promotion in hospitals; and provide learning opportunities for those interested in furthering their knowledge about hospital health promotion. The hospitals/health centres represented in the Network are:

Baycrest Centre for Geriatric Care	Joseph Brant Memorial Hospital	Queen Street Mental Health
Centre for Health Promotion	McMaster Medical Centre	Scarborough Grace Hospital
Chedoke-McMaster Hospital	Milton District Hospital	St. Joseph's Comm. Health Centre
Credit Valley Hospital	Mississauga District Hospital	The Hospital for Sick Children
Doctor's Hospital	Mount Sinai/Princess Margaret	Sunnybrook Health Science Ctr
Georgetown & District Memorial Hospital	North York Branson Hospital	The Toronto Hospital
Grand River Hospital	North York General Hospital	Women's College Hospital
Hamilton Civic Hospitals	Oakville-Trafalgar Memorial Hospital	
Humber Memorial Hospital	Peel Memorial Hospital	

For anyone interested in joining this group, 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 -  
lfarrow@the\_wire.com; Debbie Bang, St. Joseph's Community Health Centre, Hamilton, (905)  
573-7777, e-mail - dbang@fhs.csu.mcmaster.ca

## **Mental Health Promotion - Nancy Craig**

Focus for discussion were the areas of the role and future of mental health promotion; promoting mental health for people with psychiatric disorders and their families; East York mental health projects; mental health in the workplace. A study was completed about parenting resources and childrens mental health promotion appropriate to communities and cultures, and two new proposals were submitted. Members presented papers at the Montreal Conference for Mental Health Promotion and the Canadian Public Health Association in Vancouver. An International Workshop on Mental Health Promotion, which was hosted by the group, will generate more projects for the coming year. We are in the planning stage for a conference in



1998 about Spirituality and Mental Health Promotion.

### **Parenting - Carl Corter**

The Parenting Interest Group has succeeded in having a proposal for the Graduate Studies Program in Parenting accepted and it began September 19, 1996 with a full complement of students. This is a course taught by staff from the Institute of Child Studies, the Department of Psychology, the Faculties Social Work, Nursing and the Department of Psychiatry within the Faculty of Medicine.

### **Public Participation - Lilian Wells**

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

## **2.7 Graduate and Undergraduate Education**

Centre staff continued to contribute to graduate and undergraduate education in 1995/96. Both the Director and the Deputy Director were responsible for courses in the Health Promotion Program, and supervised graduate students in several faculties.

## **2.8 Student Exchanges**

During 1995/96, there were no student exchanges.

# **3. SERVICE AND OTHER COLLABORATIVE ACTIVITIES**

## **3.1 Professional/Practitioner Information**

The Main target 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 1995/96 directed to this end.

### **Projects/Activities**

### 3.1.1 Information Update

The Centre's newsletter is mailed to over 1600 Members, Associates and friends. Issues were published in February and October 1996.

### 3.1.2. Presentations

In 1995/96, presentations were made by the Centre Director, Members and Staff to a variety of professional and practitioner audiences. They include the following:

**Brown, I.** Results of a quality of life cross-sectional study in Canada. 10th World Congress of the International Association for the Scientific Study of Intellectual Disabilities. Helsinki, Finland, July 8-13, 1996.

**Brown, I.** Quality Of Life In An Institutional Ward. 10th World Congress of the International Association for the Scientific Study of Intellectual Disabilities. Helsinki, Finland, July 8-13, 1996.

**Brown, I.** Using Quality Of Life Data To Evaluate Government Policy. 10th World Congress of the International Association for the Scientific Study of Intellectual Disabilities. Helsinki, Finland, July 8-13, 1996.

**Brown, I.** Using quality of life concepts to foster quality programs. American Association on Mental Retardation 120th Annual Meeting. San Antonio, Texas, May 28-June 1, 1996.

**Brown, I.** Results of a quality of life cross-sectional study. American Association on Mental Retardation 120th Annual Meeting. San Antonio, Texas, May 28-June 1, 1996.

**Brown, I.** Conceptualization and Measurement Of Quality Of Life. Quality of Life: An International Conference for Professionals and Families on Developmental and Related Disabilities, June 5-8, 1996, Toronto, Ontario.

**Brown, I.** Initial Results Of The Quality Of Life Project. Quality Of Life: An International Conference for Professionals and Families on Developmental and Related Disabilities, June 5-8, 1996, Toronto, Ontario.

**Brown, I.** Quality of Life of People With Developmental Disabilities: An Ontario-Wide Longitudinal Study. Young Adult Institute, Developmental Disability Conference, April 28-30, 1996, New York, New York.

**Brown, I.** Quality of Life and Dual Diagnosis. 13th Annual National Association on Developmental Disabilities Conference, November 13-16, 1996, Vancouver, British Columbia.

**Brown I, Chartier K, Raphael D, Renwick R, Stiess K & Voisin M.** Using Opinions of People with developmental Disabilities for Research and Service Planning: The Good News and the Bad News. Ontario Association on Developmental Disabilities, 7th Annual Conference, March 28-29, 1996, Toronto, Ontario.

**Brown I, Raphael D, & Renwick R.** Preliminary data from the cross-sectional study: Quality of Life Project. Ontario Association on Developmental Disabilities, 7th Annual Conference, March 28-29, 1996, Toronto, Ontario.

**Brown I, Renwick R.** I Know What Quality Of Life Is - Now Want Do I Do? Ontario Association on Developmental Disabilities, 7th Annual Conference, March 28-29, 1996, Toronto, Ontario.

**Brown I, Renwick R, & Raphael D.** How To Conduct An Ontario-Wide Research Project: Lessons and Cautions From the Quality Of Life Project. Keynote address, Research Interest Day, Ontario Association on Developmental Disabilities, 7th Annual Conference, March 28-29, 1996, Toronto, Ontario.

**Brown, I.** Initial Results From the Quality Of Life Project. Research Interest Day, Ontario Association on Developmental Disabilities, 7th Annual Conference, March 28-29, 1996, Toronto, Ontario.

**Brown, I.** How our views on disability shape policies and services: From "odd" practices of the past to current ways of thinking. Ontario Association on Developmental Disabilities, 7th Annual Conference, March 28-29, 1996, Toronto, Ontario.

**Craig N., Goodstadt M., Rootman I.** "Support to Parents and Promotion of Mental Health of Young Children in Diverse Cultures and Communities," Fourth National Conference on Health Promotion, Montreal, Quebec, June 11, 1996.

**Ferrence RG.** Increased smoking in Ontario and Canada. Presented at the symposium, Smoking: Its Impact on Benefits and Health Costs, Toronto, April 11, 1996.

**Ferrence RG.** ETS issues relating to home, school and gender: The Canadian experience. Canadian Public Health Association, International Tobacco Workshop, Ottawa, June 8, 1996.

**Ferrence RG.** The status of tobacco control science o ETS. Bridging the Gap between Science and Policy: A Case Study of Environmental Tobacco Smoke, ISEE International Conference, Edmonton, Alberta, August 17, 1996.

**Ferrence RG.** The meaning of "light" and "mild": What smokers and non-smokers believe and how they respond. Paper presented at the Second National Conference on Tobacco or Health,

Ottawa, October 30 - November 2, 1996.

Ashbury F, **Ferrence RG.** (Co-chairs) Workshop on Evidence Based Planning, Second National Conference on Tobacco or Health, Ottawa, October 30 - November 2, 1996.

**Ferrence R,** Eriksen M. Economics of Tobacco: A Global Outlook. Presented at the Workshop for Strengthening Collaboration on Tobacco or Health Issues among WHO Collaborating Centres, Atlanta, November 6-9, 1996.

**Jackson S., Rootman I.** "NYCHPRU: A Health Promotion Research Agenda Relevant to Public Health Practitioners," The Fourth National Conference on Health Promotion, Montreal, Quebec, June 11, 1996.

**Pawliw-Fry B.A., Rootman I.,** Stewart M. "Smoking by Disadvantaged Women," Second National Conference on Tobacco or Health, Ottawa, November 1, 1996.

**Renwick R.** Quality of life for persons with and without disabilities: A research program. Ninth Annual Midwest Deans' Occupational Therapy Research Day, 1996, Toledo, Ohio.

**Renwick R.** Quality of life: A conceptual model. Quality of Life: An outcome Measure in Mental Health Conference, Clarke Institute of Psychiatry, 1996, Toronto, Ontario.

**Renwick R.** Developmental disabilities and quality of life. Quality of Life: An Outcome Measure in Mental Health Conference, Clarke Institute of Psychiatry, 1996, Toronto, Ontario.

**Renwick R.** Quality of life: Conceptualization, measurement, and applications. Department of Occupational Therapy, College of Associated Health Professions, University of Illinois at Chicago, 1996.

**Renwick R.** Quality of Life for Persons with Disabilities. Continuing Education Committee Afternoon Updates, Department of Occupational Therapy, University of Toronto, 1996.

**Renwick R,** Rudman D, **Raphael D, & Brown I.** Quality of Life Profile for adults with physical disabilities. Annual conference of the Canadian Association of Occupational Therapists, 1995, Edmonton, Alberta.

**Renwick R, & Brown I.** Quality of life of men with developmental disabilities who live in a locked ward. Annual conference of the Ontario Association on Developmental Disabilities, 1995, Niagara Falls, Ontario.

**Rootman I.** "Evaluation in Health Promotion: Future Issues" Tenth National Conference on Chronic Disease Control, CDC, Atlanta, December 8, 1995.

**Rootman I.** "The WHO Working Group: Evaluation in Health Promotion," Seventh Annual Ryerson-Toronto-York University Health Promotion RAP, March 15, 1996.

D'Avernas J. "Youth Perceptions About Plain Packaging and Sponsorship," 3rd Annual OTRU Conference, Toronto, May, 1996.

**Rootman I.** "How Should We Evaluate Health Promotion Programmes?" TERVE-SOS Congress for health and social care personnel, Turku, Finland, May 22, 1996.

**Rootman I.** "Is the RCT Methodology Relevant to Health Promotion?," Research Day, Faculty of Medicine, University of Calgary, May 31, 1996.

**Rootman I.** "Closing Remarks," Prince Edward Island Health Promotion Institute, Charlottetown, August 23, 1996.

D'Avernas J., **Rootman I.**, Flay B., Northrup D., Foster M., & Burton D. "Youth Perceptions About Tobacco Company-Sponsored Event Marketing and Plain Packaging of Tobacco," Smoke Free Europe Conference, Helsinki, Finland, October 2, 1996.

D'Avernas J., **Rootman, I.**, Flay B., Northrup D., Foster M., & Burton, D. "Study on Youth Smoking: Event Marketing and Plain Packaging," Second National Conference on Smoking and Health, Ottawa, November 1, 1996.

**Rootman I.** "Health Promotion Evaluation Issues for Policy Makers," European Committee for Health Promotion Development, Orz, Slovenia, October 4, 1996.

### **3.1.3. Reports and Publications**

**Ashley MJ, Ferrence R,** Room R, Bondy S, Rehm J, Single E. Moderate drinking and health: Implications of recent evidence for clinical practice. *Canadian Family Physician*, 1996.

**Ashley MJ, Ferrence R.** *Environmental tobacco smoke (ETS) in home environments.* Discussion paper prepared for the Strategic Planning Workshop to Reduce ETS, Health Canada, Ottawa, October, 1995. Joint OTRU Working Paper with Health Canada, 1996.

**Ashley MJ, Jaglal S, Ferrence R,** Pope M, Lam-McCulloch J. *Tobacco and Women's Health: Cancer.* Ontario Tobacco Research Unit. Special Report. April 1996.

**Ashley MJ, Jaglal S, Ferrence R,** Pope M, Lam-McCulloch J. *Tobacco and Women's Health: Diseases of the Gastrointestinal System.* Report submitted to Health Canada by the Ontario Tobacco Research Unit as part of the project Tobacco and Women's Health. March 1996. 27

pages.

**Ashley MJ, Jaglal S, Ferrence R, Pope M, Lam-McCulloch J.** *Tobacco and Women's Health: Effects on Oral Health, Vision, Hearing, and the Skin.* Report Submitted to Health Canada by the Ontario Tobacco Research Unit as part of the project Tobacco and Women's Health. March 1996. 27 pages.

**Ashley MJ, Jaglal S, Ferrence R, Pope M, Lam-McCulloch J.** *Tobacco and Women's Health: Effects Related to Reproduction.* Report Submitted to Health Canada by the Ontario Tobacco Research Unit as part of the project Tobacco and Women's Health. March 1996. 39 pages.

**Ashley MJ, Jaglal S, Ferrence R, Pope M, Lam-McCulloch J.** *Tobacco and Women's Health: Alzheimer's Disease, Parkinson's Disease, Sleep Disturbances and Disorders, Post-Operative Complications, Physical Fitness, Accidents, Suicide, Other Effects.* Report Submitted to Health Canada by the Ontario Tobacco Research Unit as part of the project Tobacco and Women's Health. March 1996. 36 pages.

**Ashley MJ, Jaglal S, Ferrence R, Pope M, Lam-McCulloch J.** *Tobacco and Women's Health: Overall Impact and Benefits of Quitting.* Report Submitted to Health Canada by the Ontario Tobacco Research Unit as part of the project Tobacco and Women's Health. March 1996. 23 pages.

**Ashley MJ, Jaglal S, Ferrence R, Pope M, Lam-McCulloch J.** *Tobacco and Women's Health: An Overview.* Report Submitted to Health Canada by the Ontario Tobacco Research Unit as part of the project Tobacco and Women's Health. March 1996. 31 pages.

**Brown I, Raphael D, & Renwick R.** (1996). *Quality of life and developmental disabilities: Common themes, emerging issues, and research agendas.* Paper submitted for publication.

**Brown I, Renwick R, & Nagler M.** (1996). The centrality of quality of life in health promotion and rehabilitation. In R. Renwick, I. Brown, & M. Nagler (Eds.), *Quality of Life in health promotion and rehabilitation: Conceptual approaches, issues, and applications.* Thousand Oaks, CA: Sage Publications.

**Brown I, Woodill G, Sandys J, Raphael D, Todoroff M, Saran D, & Smith L.** (1996) *Barriers to professional careers for university students with physical and sensory disabilities.* Paper submitted for publication.

**Brown I,** (1996). Quality of life and marginal citizens: Homelessness. In R. Renwick, I. Brown, & M. Nagler (Eds.), *Quality of life in health promotion and rehabilitation: conceptual approaches, issues, and applications.* Thousand Oaks, CA: Sage Publications.

**Brown I.** (1996). Quality of life and dual diagnosis. In Proceedings: Thirteenth Annual NADD Conference. Thirteenth Annual NADD Conference, November 13 - 16, 1996, Vancouver, BC, Canada.

**Brown I.** (1996). *Results of a quality of life cross-sectional study in Canada*. Paper presented at the Tenth World Congress of the International Association for the Scientific Study of Intellectual Disabilities. Helsinki, Finland, July 8 - 13, 1996.

**Brown I.** (1996). *Quality of life in an institutional ward*. Paper presented at the Tenth World Congress of the International Association for the Scientific Study of Intellectual Disabilities. Helsinki, Finland, July 8 - 13, 1996.

**Brown I, & Renwick R.** (1996). *Improving quality of life*. Paper presented at the Annual Conference of the Ontario Association on Developmental Disabilities, March 27-29, 1996, Toronto, Ontario.

**Brown I, Raphael D, & Renwick R.** (1996). *Interim report of the Quality Of Life Project, Phase III*. Report of Developmental Services Branch, Ontario Ministry of Community and Social Services.

**Ferrence RG.** Using diffusion theory in health promotion: The case of tobacco. Proceedings of the Canadian Conference on Dissemination Research: Strengthening Health Promotion and Disease Prevention, Vancouver BC, March 27-29, 1995. *Canadian Journal of Public Health Supplement* (in press)

Janecek E, Tabisz E, **Ferrence R**, and Farinon L. Sex differences in patterns of licit drug use. In *Women's Use of Alcohol and Other Drugs* (M. Adrian, Ed.) Addiction Research Foundation, 1996.

**Ferrence RG.** Natural experiments dealing with alcohol-related traffic accidents: A review. In E. Osterberg, N. Giesbrecht, and J. Moskalewicz (Eds.) *The Impact of Major Changes in Alcohol Availability and Consumption on Alcohol-Related Casualties and Social Problems*. Helsinki, Finland: The Social Research Institute of Alcohol Studies (in press).

**Ferrence RG**, and Kozlowski LT. Risk of social and health problems in high-risk users of alcohol, tobacco and other drugs. Ch. 3.3 in N. Giesbrecht, M. Eliany and M. Nelson (Eds.), *Drinking and Drug Use Among Canadians: Profiles, Consequences and Responses, Health and Welfare Canada* (forthcoming).

Hobbs F, Pope M, **Ferrence R**, Pederson L, **Ashley MJ**, Poland B. *Women and cessation*. Report submitted to Health Canada, December 1995.

Cohen J, **Ferrence R**, Jackson L, Poland B, Pope M, Kellner F, Greaves L. *Gender differences in the predictors of acquisition of smoking by adolescents*. Literature Review Series No. 5, Ontario Tobacco Research Unit, February, 1996.

Paglia A, deGroh M, Rehm J, **Ferrence R**. *Knowledge of Health Risks*, Ch. 8 in T. Stephens (Ed.) Technical Report for the 1994 Youth Smoking Survey, Health Canada (in press).

Lothian S, **Ferrence R**, Kaiserman MJ. *Restrictions on Smoking*. Ch. 9 in T. Stephens (Ed.) Technical Report for the 1994 Youth Smoking Survey, Health Canada (in press).

**Raphael D, Brown I, Renwick R**, Cava M, Heathcote I, Weir N, Wright I, & Kirwin L. (1995). The quality of life of seniors living in the community: A conceptualization with implications for public health practice. *Canadian Journal of Public Health*, 86, 228-233.

**Raphael D., Brown I., Renwick R. & Rootman, I.**: Assessing the Quality of Life of Persons with Developmental Disabilities. *International Journal of Disability, Development and Education* 43: 25-42, 1996.

Friedland J, **Renwick R**, & McColl M. (1996). Social support and coping with stress as determinants of quality of life in persons with AIDS/HIV. *Aids Care*, 8, 15-31.

**Renwick R, Brown I, & Nagler M.** (Eds.). (1996). *Quality of life in health promotion and rehabilitation: Conceptual approaches, issues, and applications*. Thousand Oaks, CA: Sage.

**Renwick R, & Brown I.** The Centre for Health Promotion approach to quality of life: Being, belonging, and becoming. (1996). In R Renwick, I Brown, & M Nagler (Eds.). *Quality of Life in health promotion and rehabilitation* (pp 75-88). Thousand Oaks, CA: Sage.

**Renwick R, & Friedland J.** (1996). Quality of life of a sample of adults who are HIV-positive. In R Renwick, I Brown, & M. Nagler (Eds.) *Quality of Life in health promotion and rehabilitation*. (pp. 171-189). Thousand Oaks, CA: Sage.

**Renwick R, & Friefeld S.** (1996). Quality of life and rehabilitation. In R Renwick, I Brown, & M Nagler (Eds.). *Quality of Life in health promotion and rehabilitation* (pp. 26-38). Thousand Oaks, CA: Sage.

**Renwick R, Brown I, Rootman I, & Nagler M.** (1996). Conceptualization, research, and application: Future directions. in R Renwick, I Brown, & M Nagler (Eds.). *Quality of Life in health promotion and rehabilitation* (pp. 357-367). Thousand Oaks, CA: Sage.

**Renwick R, Friedland J, & McColl M.** (1995). *Social Support Inventory for Persons with AIDS (SSIPWA)*.



Rudman D, **Renwick R, Brown I, & Raphael D.** (1995). The Quality of Life Profile, Version for Persons with Physical Disabilities. *Canadian Journal of Occupational Therapy*, 62, 25.

Raeburn J. & **Rootman I.** Quality of Life and Health Promotion. In Renwick,R., Brown, I. and Nagler M. (eds) *Quality of Life in Health Promotion & Rehabilitation*. Sage, Thousand Oaks California pp.14-25, 1996.

Stewart M., **Rootman I.**, et al. Disadvantaged Women and Smoking. *Canadian Journal of Public Health* 87:257-260, 1996.

Stewart M.H., Gillis G. Brodsky G., Kirkland S., Leigh G., Persaud V., **Rootman I., Jackson S., & Pawliw-Fry B.A.** Smoking Among Disadvantaged Women: Causes and Cessation. *Canadian Journal of Nursing Research* 28:1, 41-60, 1996.

Hu X., Wesson D., Parkin P. & **Rootman I.** Pediatric Injuries: Parental Knowledge, Attitudes and Needs. *Canadian Journal of Public Health* 87: 101-108, 1996.

## **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 1995/96.

### **3.2.1 Presentations**

Panel, "What Can We Do To Prevent Cancer?", October 22, 1996

### **3.2.2. Reports**

1. **Building Healthy Public Policy**, Rick Edwards, Ph.D.  
**Effectiveness of Healthy Public Policy**, Margaret Whitehead, Ph.D.
2. **Creating Healthy Environments**, Bo J.A. Haglund, M.D.  
**Creating Supportive Environments**, Bruce M. Small, P.Eng.
3. **The Effectiveness of Community Action in Health Promotion: A Research Perspective**, Marie Boutilier, Ph.D.  
**How Effective is Strengthening Community Action as a Strategy for Health Promotion? An Empowerment/Community Development Perspective**, John Raeburn, Ph.D.
4. **Communities and the Development of Personal Health Skills Among Youth: Synthesis of Minnesota Experiences in Preventing Alcohol Use and Health Disease**, John R. Finnegan Jr., Ph.D. & Cheryl L. Perry, Ph.D.

- Person-Centered Health Promotion**, Harvey A. Skinner, Ph.D. & Kim L. Bercovitz, Ph.D.
5. **Reorienting Health Services: From Rhetoric to Reality**, Joy Johnson, Ph.D.
  6. **Health Care Reforms: Reorienting or Disoriented?**, Richard Parish, Ph.D.
  7. **A Story/Dialogue Method for Health Promotion Knowledge Development and Evaluation**, Ronald Labonte, Ph.D. & Joan Feather, M.A.
  7. **Does Self-Help Help?: A Review of the Literature of the Effectiveness of Self-Help Programs**, Brian Hyndman, M.HSc.

### **3.2.3. Health Fairs/Conference Displays**

"U of T Day", October 19, 1996, Toronto.

"OPHA Conference", November 14, 15, 1996, Toronto.

### **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. The Centre is represented on the Advisory Committee by Peggy Schultz.

### **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**

### **3.3.1. Healthy Communities Metro**

During 1995/96 Healthy Communities Metro sponsored a Forum. It became inactive, however, in mid 1996.

### **3.3.2. Healthy University of Toronto**

This project was inactive in 1995/96.

## **3.4 International**

### **3.4.1 Visitors**

Alfredo Cea, Santiago, Chile  
Jenny Douglas, University of Birmingham, Birmingham, UK  
Nick Doyle, Health Education Authority, London, UK  
Bo Haglund, Karolinska Institute, Stockholm, Sweden  
Mary Kurian, Ministry of Health, Singapore  
Des O'Byrne, World Health Organization, Geneva, Switzerland  
Richard Parish, Humberside College of Health, North Humberside, UK  
John Raeburn, University of Auckland, Auckland, New Zealand  
S. Sato, Japan  
Giorgio Solimano, Santiago, Chile  
Jane Springett, Liverpool John Moores University, Liverpool, UK  
Margaret Whitehead, Shropshire, UK

## **3.5 Consultation/Advice**

### **3.5.1 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 experience in health promotion, public education, epidemiology, research, nutrition, occupational and environmental health and consumers. The Task Force completed its work and released a report of recommendations in March 1995. Discussion surrounding the findings and recommendations of the report have continued through the work of the Cancer Prevention Interest Group. More information on this interest group may be found in Section 2.7 of this annual report.

### **3.5.2. District Health Council Technical Support**

# **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.

#### **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 in through the CCSA Policy and Research Unit which is based at the University of Toronto.

### **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. The Ontario Tobacco Research Unit and the Workplace Health Promotion Program, headed by Martin Shain, receive very significant personnel and other support from the ARF, and once again, ARF played an important logistical role in support of the Summer School.

## **Affiliated Units**

### **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 was the planning of the International Symposium on the Effectiveness of Health Promotion. Centre staff are active participants in the monthly meetings of the Affiliated Units.

### **City of Toronto Department of Public Health**

During 1995/96 the City of Toronto Department of Public Health Collaborated with the Centre in planning the Health Promotion Summer School and the Symposium on the Effectiveness of Health Promotion.

### **Doctors Hospital, Health Resource and Wellness Centre**

Doctors Hospital is a community hospital located in the Kensington area of Toronto. The hospital is the first to make the transition from acute care to ambulatory care. We provide a combination of specialized primary and secondary ambulatory care through 6 program areas: Primary Care, Mental Health, Addictions, Women's (Maternal and Gynaecology) and Children's Health, Medicine and Surgery.

Doctors Hospital became an Affiliated Unit of the Centre for Health Promotion in September 1996. Since that time we have been working with the Health Communication Unit to develop a Health Resource and Wellness Centre. As well, we have been using the Quality of Life tool with the Seniors Wellness Clinic.

### **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 well-being model of recovery which emphasized health promotion principles. Dr. David Korn, President & CEO, chaired a 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. In 1996, Dr. Korn presented our work with HealthNet North at the Canadian Public Health Association Annual Conference. He also presented our health promotion approach to addictions at the 4th Canadian Conference on Health Promotion in Montreal and at the 124th Annual Meeting of the American Public Health Association. In addition, over the past year, Donwood joined the WHO Healthy Hospitals Project and began a harm reduction program in the area of smoking among our clients.

### **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, the activities of which may be found in Section 2.7 of this report.

### **Green Eclipse Incorporated**

During 1995/96 Green Eclipse Inc. expanded its Enviroidesic™ 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 email at, bsmall@inforamp.net.

### **Health Canada, Health Promotion and Programs Branch, Ontario Office**

The Health Promotion and Programs Branch - Ontario Region Supports health promotion initiatives in the community through a range of funding programs including the AIDS Community Action Program, the Community Action Program for Children, Canada's Prenatal Nutrition Program and the Aboriginal Headstart Program. The Regional Office works in partnership with other funders and organizations working in the field of health promotion in a variety of activities including information synthesis and exchange, policy and program development, community capacity building and intersectoral collaboration. The Regional Office has worked in partnership with the Centre for Health Promotion on a number of specific initiatives and has recently offered

its expertise to set up a computer discussion group to facilitate information among the Centre and its Affiliates. It provided support for the Symposium on the Effectiveness of Health Promotion.

### **Healthy City Project, City of Toronto**

Toronto's Healthy City project is part of an international movement of government, citizens and business working 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 State of the City Reporting. As well, the Healthy City Office continues to be an active member of the Ontario Healthy Communities Coalition.

### **Innis College Environmental Studies Program**

This Innis College Environmental Programs have a long tradition of incorporating a

During 1995/96 Metro DHC organized a task force on Health Promotion in which the Centre participated actively.

### **Northern Telecom Canada Limited**

Northern Telecom is a global telecommunications corporation, with a high level of commitment in 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.

### **North York Public Health Department**

The City of North York Public Health Department is a Teaching 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. For example a National Health Research and Development Program funded research project, a survey of sexual health behaviours, was approved for funding and a pilot study of the methodology was completed. The Department continues to work towards its strategic directions that were approved in 1995. NYCHPRU is re-adjusting its research agenda to be congruent with these directions (e.g. increased emphasis on program evaluation. An evaluation study of a community coalition for prevention of injuries is being planned for 1997.

### **Ontario Ministry of Health, Public Health Branch**

The Public Health Branch collaborated with the Centre in 1995/96 in the planning of the Health Promotion Summer School.

### **Ontario Prevention Clearinghouse**

The Ontario Prevention Clearinghouse (OPC) offers consultation, program data, networking and research information for professionals and community leaders in prevention and health promotion. This year OPC has been recognized as an official provider of French-language services (under the French Language Services Act, 1986).

Over the year, OPC and the Centre for Health Promotion have worked on joint proposals to begin to develop a shared workspace. Together we are trying to create a health promotion information infrastructure. And, OPC continued to be one of many partners in the Health Promotion Summer School. Francine Deroche, on behalf of OPC, coordinates the francophone Summer School.



## **ParticipACTION**

ParticipACTION is a non-profit, non-governmental organization which operates on a national basis. ParticipACTION's mandate is to make Canadians aware of the benefits of adopting healthy lifestyles: inform them as to the simple, practical, day-to-day things they can do, and motivate them to take action. The message has expanded over the years to include other, complementary lifestyle and personal well-being issues.

ParticipACTION and the Centre for Health Promotion work collaboratively on the *Series in Health Promotion* - informative, contemporary education resources for health promotion professionals.

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

In 1995/96 the Regional Women's Health Centre and the Centre for Health Promotion collaborated on the Health Promotion Summer School and on the development of collaborative initiatives in Health Promotion and Women's Health in Chile.

## **SAFE KIDS Canada**

SAFE KIDS Canada is a national charitable organization whose purpose is to increase the public's awareness that preventable injuries are the leading health threat to children under the age of 15 and to collaborate with communities and groups to reduce the frequency 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.

## **Self-Help Resource Centre of Greater Toronto**

The Self-Help Resource Centre was delighted to become an official affiliate of the Centre for Health Promotion last year. The Self-Help Resource Centre began in 1987 as a resource and information centre for self-help groups and those seeking information about self-help. It has continued to grow and has always participated in collaborative and networking activities with organizations who share a similar perspective.

Self-help is defined as a process whereby people who share common experiences, situations or problems can offer each other a unique perspective. Self-help groups are run by and for group members.

In the past year staff of the Self-Help Resource Centre have cooperated with the Centre for Health Promotion by sitting on committees; collaborating on a series of presentations; producing a literature review on the effectiveness of self-help programs; providing input into consultations on mental health, seniors health, etc. Staff from the Centre for Health Promotion have similarly cooperated with us in a variety of ways and we are grateful to the Centre for Health Promotion for their contribution to the Women's Wellness Self-Help Fair held at Women's College Hospital.

We look forward to many years of continuing cooperation and collaboration which will enrich both organizations.

### **Technology and Health Foundation**

The Technology and Health Foundation became an Affiliated Unit in 1996. It is collaborating, with the Centre, on a project on technology and health in Chile.

### **Urban Health Initiative, The Wellesley Hospital**

The Centre continued to participate in the Urban Health Initiative.

### **Wellness and Lifestyle Program, Centennial College**

The Centre participated in the Wellness and Lifestyle program in 1996.

### **Women's Health Program, The Toronto Hospital**

The Centre collaborated with the women's Health Program (Toronto Hospital) on A Smoking Resource for Young Women.

### **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 1995-96 the major work of the Program involved ongoing contracts and consultations with major employer and union groups including MacMillan Bloedel Ltd., the I.W.A. (B.C.), Northern Telecom and various branches of Health Canada. The objectives of work range from evaluation of programs aimed at reducing occupational illness and injury rates to analysis and interpretation of large data sets from Canadian organizations participating in Health Canada/ARF's "Workplace Health System". The focus of the program continues to be on looking for ways of reconciling public health and economic objectives in the workplace.

### **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 1995/96 the YMCA collaborated with the Centre on Healthy Communities Metro and the YMCA Health Committee.

## **A.2. Individuals ...**

The number of individual 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 individual 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**

<b>Irving Rootman</b>	<b>Director</b>
Marie Boutilier	Research Associate, NYCHPRU
Anne Cartwright	Executive Assistant
Jennifer Chen	Librarian, Ontario Tobacco Research Unit
Shelley Cleverly	Research Officer, NYCHPRU
Roberta Ferrence	Director, Ontario Tobacco Research Unit
Noelle Gadon	Office Administrator, Health Communication Unit
Michael Goodstadt	Deputy Director and Acting Director, July 1995 to June 1996
Paola Greco	Unit Secretary, Ontario Tobacco Research Unit

Reg Warren	Visiting Distinguished Scientist
Nancy Weir	Research Officer, NYCHPRU
Heather White	Business Officer
Richard Wilson	Research Associate, Ontario Tobacco Research Unit

### **Advisory Board Members**

Arnie Aberman	Faculty of Medicine
Michael Fullan	Faculty of Education
Michael Goodstadt	Centre for Health Promotion
John Hastings	Canadian Public Health Association
Perry Kendall	Addiction Research Foundation
Bruce Kidd	School of Physical and Health Education
Donald Perrier	Faculty of Pharmacy
Dorothy Pringle	Faculty of Nursing
Barry Sessle	Faculty of Dentistry
Wes Shera	Faculty of Social Work
Eric Single	Canadian Centre for Substance Abuse
Harvey Skinner	Department of Behavioural Science
Carolyn Zackaruck	Ontario Public Health Association

### **Community Advisory Committee**

Charles Black	Eva McPhail
Joe Bouchard	Joyce Scott
Lynn Carriere	Amy Thompson
Nita Chaudhuri	Soo Wong
Neville Chenoy	Hideko Yamashita

### **Members**

Thomas Abernathy	City of Toronto Public Health Department
Mary Jane Ashley	Preventive Medicine and Biostatistics, University of Toronto
Robin Badgley	Community Health, University of Toronto
Steve Brown	Health Behaviour Research Group, University of Waterloo
Jerome Conway	Public Health Branch, Ontario Ministry of Health
Dorothy Craig	Faculty of Nursing, University of Toronto
Nancy Craig	Community
Joan Eakin	Behavioural Science, University of Toronto

Coreen Flemming	Centennial College, Wellness & Lifestyle Program
Bart Harvey	Health York Health Unit
Ian Johnson	North York Public Health Department
Bernice 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, University of Toronto
Rebecca Renwick	Rehabilitation Medicine, University of Toronto
Diane Riley	Canadian Centre on Substance
Lisa Salsberg	Healthy City Office, City of Toronto
Peggy Schultz	Ontario Prevention Clearinghouse
Martin Shain	Workplace Program, Addiction Research Foundation
Malak Sidky	Safe Kids Canada
Bruce Small	Green-Eclipse Incorporated
Helen Survali	Addiction Research Foundation
Karin Wade	North York Public Health Department

## Associates

Manuella Adrian	Community
Ken Allison	Physical and Health Education, University of Toronto
Catherine Allon	Community
Poonan Bala	Community
Lee Bartel	Faculty of Music, University of Toronto
Carmelina Barwick	
Sheela Basrur	East York Health Unit
Will Boyce	School of Rehabilitation Therapy, Queen's University
Susan Bradley	The Hospital for Sick Children
David Burman	Faculty of Pharmacy, University of Toronto
David Butler-Jones	Saskatchewan Health
Roberto Castro	Community
Cecilia Chan	Social Work and Social Administration, University of Hong Kong
Neville Chenoy	Community
Mary Chipman	Preventive Medicine & Biostatistics University of Toronto
Bernard Choi	Medical Imaging, University of Toronto
Cordia Chu	Environmental Studies, Griffith University, Australia
Robert Coombs	Community
Angela Colantonio	Occupational Therapy, University of Toronto
Paul Corey	Preventive Medicine & Biostatistics, University of Toronto

Sue Corlett	Corlett and Associates Inc.
Doug Cowan	Health Systems Group
Adele Csima	Preventive Medicine & Biostatistics, University of Toronto
Barbara Davis	Nutritional Sciences, University of Toronto
Evelyne de Leeuw	Limberg University, The Netherlands
Ma de Lourdes Campero	National Institute of Public Health, Mexico
Milada Disman	Behavioural Science, University of Toronto
Karin Domnick	Community Health, University of Toronto
Jenny Douglas	University of Birmingham, School of Education
Ron Draper	Community
Joey Edwardh	Halton Social Planning Council
Rick Edwards	Community
June Engel	Health News
Marilyn Entwistle	Community
Gail Eyssen	Preventive Medicine & Biostatistics, University of Toronto
Roberta Ferrence	Ontario Tobacco Research Unit
Lorraine Ferris	Behavioural Science, University of Toronto
John Frank	Ontario Institute for Work and Helath
Judith Friedland	Rehabilitation Medicine, University of Toronto
Sharon Friefeld	Rehabilitation Medicine, University of Toronto
Frances Gabriel	Health Care and Social Studies,
Margaret Galamb	Health Services, University of Toronto
Richard Glazier	Family and Community Medicine, University of Toronto
Judy Globerman	Faculty of Social Work, University of Toronto
Vivek Goel	Preventive Medicine & Biostatistics, University of Toronto
Michael Goodstadt	Centre for Health Promotion
Doris Grinspun	Registered Nurses Association of Ontario
Michele Harding	Ontario Ministry of Health
Corinne Hart-Zeldin	Community
John Hastings	Canadian Public Health Association
Maria Herrera	City of Toronto Public Health
Larry Hersfield	Health Communication Unit, Centre for Health Promotion
Chatal Hilaire	Community
Linn Holness	Occupational & Environmental Health Unit
Xiaohan Hu	Ciba-Geigy Canada Limited
Liz Janzen	Health Promotion & Advocacy
Ilze Kalnins	Behavioural Science, University of Toronto
Perry Kendall	Addiction Research Foundation
Mikael Kimelman	Speech Pathology, University of Toronto
Eva Klein	Community
Linda Kremer	Community
Hans Kunov	Institute of Biomedical Engineering, University of Toronto

Ronald Labonte	Community
Robert Langford	Health Administration, University of Toronto
Maria Lee	City of Toronto Public Health
Jack Lee	City of Toronto Public Health
David Locker	Faculty of Dentistry, University of Toronto
Peter Loranger	Community
Rhonda Love	Behavioural Science, University of Toronto
Heather Maclean	Centre for Research & Women's Health
Luba Magdenko	Health Communication Unit, Centre for Health Promotion
Joanne Marshall	Faculty of Information Studies, University of Toronto
Victor Marshall	Human Development, Life Course & Aging, University of Toronto
Elsa Marziali	Faculty of Social Work, University of Toronto
Ted Mavor	Kitchener-Waterloo Hospital
Diane McKenzie	Canadian Centre on Substance Abuse
Keith McLeod	OISE-UT
Diana Moeser	The Wellesley Hospital
Nancy Mulroney	Ontario Ministry of Health
Heather Munroe-Blum	Research & International Relations, University of Toronto
Linda Muzzin	OISE-UT
Ted Myers	Health Administration, University of Toronto
Mark Nagler	Community
Mike Nelson	Community
Don Nutbeam	Public Health, University of Sydney, Australia
Michel O'Neill	Ecole des Sciences infirmières, Laval University
Patrick O'Sullivan	Heart Health
Karin Olson	Cross Cancer Institute
Laura Palmer Korn	YMCA of Greater Toronto
Ann Pederson	Nutritional Sciences
Linda Pederson	Morehouse School of Medicine,
Graham Pollett	Middlesex-London Health Unit
Robert Prichard	University of Toronto
Dorothy Pringle	Faculty of Nursing, University of Toronto
Jim Purdham	Occupational & Environmental Health Unit, University of Toronto
John Raeburn	Behavioural Science, University of Auckland, New Zealand
James Rankin	Drug & Alcohol Department,
Tracey Remkes	Community
Michael Roberts	Community
Barbara Ronson	Quantum Solutions
Robin Room	Addiction Research Foundation
Sara Rosenthal	Community
Walter Rosser	Family & Community Medicine, University of Toronto
Lynn Sage	Community

Mark Sarner	Manifest Communications Incorporated
Beth Savan	Environmental Studies, Innis College, University of Toronto
Richard Schabas	Public Health Branch
Harold Segal	Faculty of Pharmacy
Chan Shah	Preventive Medicine & Biostatistics, University of Toronto
Bob Shantz	Campus Chaplains Association, University of Toronto
Louise Signal	Ministry of Health, New Zealand
Gail Siler	Community
Jan Silverman	Regional Women's Health Centre, Women's College Hospital
Robert Simpson	Homewood Health Corporation
Eric Single	Canadian Centre on Substance Abuse
Harvey Skinner	Behavioural Science, University of Toronto
Jane Springett	Liverpool John Moores University, Liverpool, UK
Donna Stewart	The Toronto Hospital
Lydia Stewart	Community
Bing Sun	Institute of Sociology,
Yves Talbot	Family & Community Medicine, University of Toronto
Ahmed Tyeh	Community
Ed Thompson	Physical & Health Education, University of Toronto
Elizabeth Thorsen	Physical & Health Education, University of Toronto
Barb van Maris	Smaller World Communications
Evelyn Vingilis	Faculty of Medicine, University of Toronto
Rick Volpe	Institute of Child Study, University of Toronto
Elaine Walsh	Community
Pegeen Walsh	Health Promotion Social Development, Health Canada
Barry Wellman	Centre for Urban Studies, University of Toronto
Lilian Wells	Faculty of Social Work, University of Toronto
Elinor Wilson	Health & Stroke Foundation of Canada
Linda Wilson-Pauwels	Biomedical Communications, University of Toronto
Joanne Witt	Health Alliance
Christine Zaza	Community



## **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 seeding 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 to be 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 1995/96

### CENTRE FOR HEALTH PROMOTION

#### Funding Sources: 1995/96

PROJECT/ FUND TITLE	SOURCE	GRANT PERIOD	AMOUNT
Rosenstadt Endowment Fund	University of Toronto	05/94-04/96	\$100,000.00
Self-Help Mutual Aid for Seniors (SIRP)		04/95-03/96	\$47,652.00
Mental Health & the Workplace	Health Canada	04/95-04/96	\$72,275.00
Parenting Resources & Children's Mental Health	Health Canada	08/95-09/96	\$29,900.00
Tobacco Strategy Program: Smoking Cessation Resource for Young Women (OTRU)	Health Canada	04/95-03/96	\$61,500.00
Quality of Life Research Unit	Ontario Min of Health	04/95-03/96	\$104,650.00
North York Community Health Promotion Research Unit	Ontario Min of Health	07/95-06/96	\$441,532.00
Health Communication Unit	Ontario Min of Health	04/95-03/96	\$300,000.00
District Health Council Planing	Ontario Min of Health	07/95-03/96	\$132,000.00
Health Promotion Summer School	Health Canada & Ontario Min of Health	04/95-03/96	\$49,500.00

## **APPENDIX D**

### **ORGANIZATIONAL CHART - CENTRE FOR HEALTH PROMOTION**

A copy of the Organizational Chart may be obtained by contacting the Centre.