Tobacco control and youth health as Pan-Canadian initiatives linking research, policy and practice

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PROPEL
CENTRE FOR POPULATION HEALTH IMPACT

Founded by:

Canadian Cancer Society
Société canadienne du cancer

UNIVERSITY OF WATERLOO

The Propel Centre

VISION

Transforming the health of populations in Canada and around the world.

MISSION

Propel is a collaborative enterprise that conducts solution-oriented research, evaluation and knowledge exchange to accelerate improvements in the health of populations.

GOALS

Improve policies and programs	Build capacity to generate and use evidence	Strengthen science	Strengthen relationships	Build high-performing organization

Propel program structure

Tobacco Control:
- Product
- Prevention
- Cessation
- Protection

Youth Health:
- Behaviours (physical activity, healthy eating, smoke-free living, sun safety, mental fitness)
- Healthy environments

Capacity Development:
- Scientific methods
- Evaluation research
- Graduate training
- uWaterloo centre of excellence in CDP

Strong, sustained and innovative relationships: research, policy, practice
Highly skilled people: research design & methods; KTE & communications; project management
Diverse funding: CCSRI program grant; research grants; contracts; uWaterloo

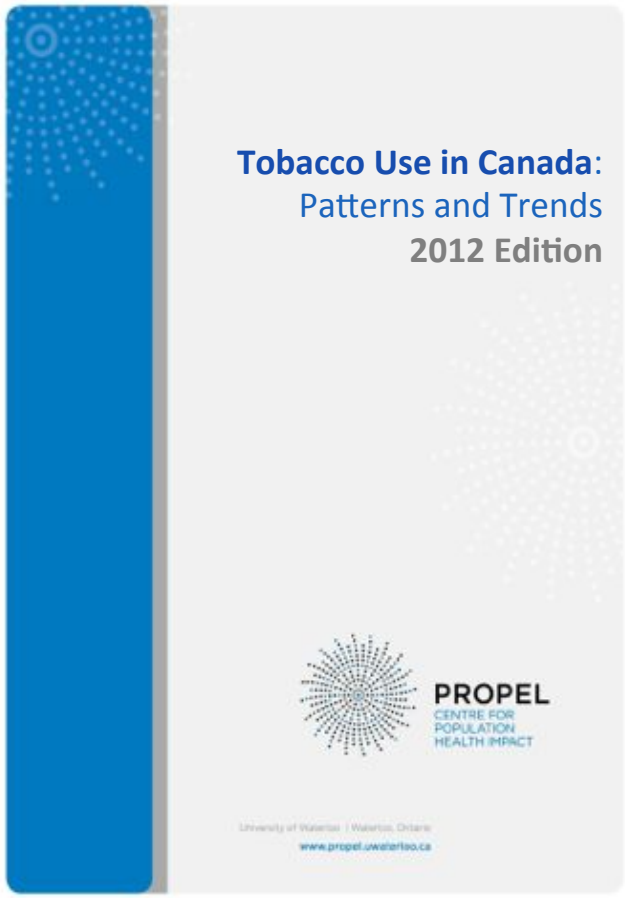
Program development approach

Impact	• End result(s)
What actions by whom	• Highest impact action
Propel niche	• Propel-supported research, evaluation, related knowledge exchange, capacities

Tobacco control: areas of investigation

Product	Prevention	Cessation	Protection
International policies (ITC)	Youth Health Program	Smokers' Helpline evaluations	International policies (ITC)
Product design	Taxation and initiation (e.g. IDRC)	Referral agents Fax Referrals	Smoke-free outdoor spaces
Warning labels		Promotional strategies	Smoke-free MUD's
Plain packaging		Social media strategies	Second hand smoke flow
Tax avoidance		Health disparities	Experimental smoke exposures
Tax evasion		Integrated system	
Taxation and SES			

Patterns and Trends report



"I believe that this report is of value to the tobacco control community. The report provides ready access to data and, importantly, provides trend information. This trend information is very important to assess progress.
….. practically no one involved in tobacco control programs or policy has the capacity let alone the statistical software to do this…..
…… Having access to information helps people do their work better….."

Rob Cunningham
Senior Policy Analyst
Canadian Cancer Society

2nd-hand smoke in Hamilton outdoor municipal recreational areas

Findings from Woodstock led to invitation to present at hearings in Hamilton, Ontario

From the Report: "Recent research conducted at the University of Waterloo also concluded that smoking near doorways negatively impacts air quality indoors. (Kennedy and Fong)"

Other Consultations:

- City of Orangeville
- City of Ottawa
- New York City

CITY OF HAMILTON

Hamilton

TO: Mayor and Members Board of Health

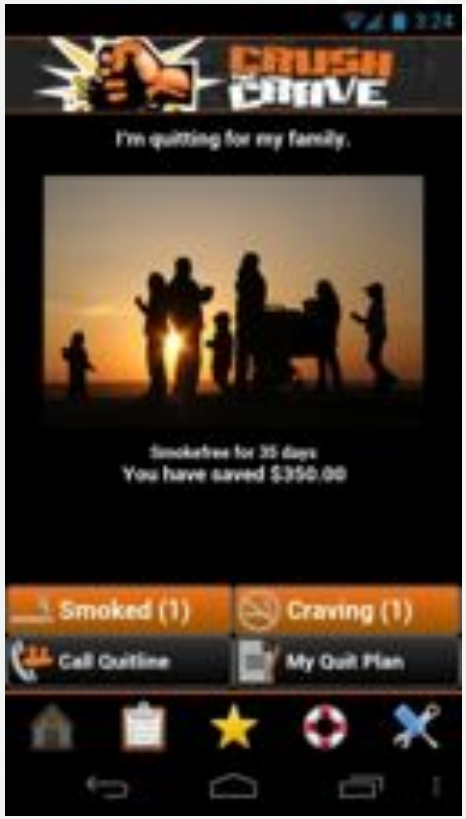
COMMITTEE DATE: February 28, 2011

SUBJECT/REPORT NO:
Smoking and Second-hand Smoke in Outdoor Municipal Recreational Areas in Hamilton BOH07034(e) (City Wide)

RECOMMENDATION:
(a) That the By-law respecting Regulating and Prohibiting Smoking on City Recreational and Park Properties attached as Appendix "A" to Report BOH07034(e), be approved;

The potential of mHealth

- 23% of 18 to 29 years old smoke
- 62% of Mobile Users 25-34 years of age own Smartphones
- Smoking cessation apps are not based on evidence (Abroms, LC, 2011)
- Developed an evidence informed app with Health Canada funding
- A platform for future research to assess reach and effectiveness.



Check-out
www.crushthecrave.ca &
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Youth health: areas of investigation

Data System	Intervention Studies	Knowledge Exchange	Real Time Learning System
Validate measures - Physical Activity - Healthy Eating - BMI	Study cohort of schools & youth to understand relation of policy & obesity (COMPASS)	Evaluate triggers for school-level action - Paper vs. web - Collaborations	Expand Youth Excel CLASP cross-Canada
Develop new items - Tobacco use - Sedentary Behaviour - School level	Evaluate provincial youth health strategies (PEI, NB) and obesity strategy (QC)	Evaluate & expand Healthy School Planner	Plan-Act-Learn System for CDP - Secretariat - Receptor comm'ty
Create minimal data sets – PA, tobacco	Evaluate provincial curriculum (MB, ON)	Pipeline thru gov't - ON tobacco strategy	Develop database of Canadian schools
Evaluate new data collection methods	Evaluate HSF children & youth strategy	Pipeline thru public health -Hamilton bylaw	Develop consent, privacy, data-sharing agreements
Integrate SHAPES with other data	Test toy premiums on kids' food choices		

School Health Action Planning and Evaluation System (SHAPES)

- Multi-purpose platform: research, evaluation, support action
- Modular format
- Individual and school level data
- Tailored feedback

Manitoba Physical Education policy

Natural Experiment:

- 4-year CIHR study: phys. ed. credit in grades 11/12
- Longitudinal: 398 Grade 9 students annually for 4 years (accelerometer and SHAPES)
- Cross-sectional: Census of high school students pre- and 3-years post (SHAPES)
- Qualitative: Key teachers at 24 schools (repeated interview)
- Cross-provincial comparisons: AB, PE

Policy impact & implementation strategies

Youth Health Collaborative: ***Excel***erating evidence-informed action

Goal: accelerate and improve healthy school communities

Approach:

- Pan-Canadian research-policy-practice collaborative – 4 national partners; 9 provinces
- Develop *enduring* capacity and infrastructure for partnerships and knowledge exchange
- 'Real-time' learning system
- From projects to a platform, building on up to 12 years of collaboration

Some critical success factors: linking research, policy, practice

- Start with the end in mind ("impact, impact, impact")
- Align with active and emerging policy and practice agendas
- Ensure coherence across values, strategy, action and metrics
- Be versatile, and do the most relevant studies as rigorously as possible
- Pay close attention to people and relationships

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uWaterloo CDP Planning Team
>250 collaborators

Propel founded by the Canadian Cancer Society and the University of Waterloo.

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