

Canada's Low-Risk Alcohol Drinking Guidelines PUBLIC HEALTH WORKING GROUP

Public Health Unit Survey, May 2013

Background:

Canada's Low-Risk Alcohol Drinking Guidelines (LRADGs) Public Health Working Group was established early in 2013 to coordinate action with Ontario public health units and key provincial organizations on awareness and knowledge exchange strategies to support the adoption and promotion of Canada's LRADGs. This provincial working group is co-chaired by Laura Pisko, Director, Health Promotion Implementation Branch at the Ministry of Health and Long-Term Care and Dr. Hazel Lynn, Medical Officer of Health of the Grey Bruce Health Unit. The group consists of representation from the Association of Local Public Health Agencies, the Centre for Addiction and Mental Health, the Liquor Control Board of Ontario, the Ontario Public Health Association, Public Health Ontario, and several health units across Ontario.

The purpose of this survey is to gather information about communication activities related to Canada's LRADG's. This survey has been sent to each Medical Officer of Health in the province. It is requested the staff most closely associated with this type of programming complete the survey, with **1 coordinated response submitted** (1 response per public health unit). Data collected through this survey will be used by the above groups to form a coordinated plan for future initiatives.

The survey should take between 20-30 minutes to complete. We request the survey be **completed by Friday May 24, 2013**. We thank you for your time and effort in this regard. If you have any questions regarding this survey or the provincial working group, please contact Benjamin Rempel at Public Health Ontario at Benjamin.Rempel@oahpp.ca.

Past LRADG communication activities:

In this section, we want to get a sense of communication activities your health unit has coordinated since the release of Canada's LRADGs in November 2011.

1. Has your health unit conducted communication activities related to Canada's LRADGs?

[Answer choices]

- Yes
- No, but we have future plans to <skip logic: If No, but we have future plans to, proceed to Question 10>
- No, and we have no future plans to <skip logic: If No, and we have no future plans to, proceed to Question 16>
- Not sure

2. What did these communication activities consist of?

[Answer choices. Check all that apply]

- Update of existing public health unit website
- Production of a new website
- Production of a radio ad
- Production of a television ad
- Production of a you-tube video
- Production of a Facebook page
- Creation and use of a Twitter account
- Production of a newspaper ad, opinion editorial, or article
- Involvement in health fairs
- Involvement in public forums (e.g. town hall meetings, school presentations, etc.)
- Production and dissemination of new research
- Creation of posters, pamphlets, or other products
- Other (please specify) [Open text box]

3. What audiences did your health unit aim to reach with these communication activities?

[Answer choices. Check all that apply]

- General public
- Older adults (65+)
- Young adults (19-24 years of age)
- Youth (under 19 years of age)
- Males
- Females
- Workplaces

- Learning institutions (e.g. universities, colleges)
- Francophones
- New Immigrants
- Healthcare providers
- Community Partners
- First Nations, Inuit, Metis populations
- Board of Health / Public Health Unit staff
- Other (please specify) [Open text box]

4. What settings were used for these communication activities?

[Answer choices. Check all that apply]

- Prenatal classes
- Secondary Schools
- Colleges / Universities
- Parenting groups
- Seniors groups
- Other (please specify) [Open text box]

5. What partners did you work with on these communication activities?

[Answer choices. Check all that apply]

- Other Boards of Health / Public Health units within our region
- Other Boards of Health / Public Health units across the province
- Community Health Centres
- Faith-based sector
- Healthcare Sector
- Community Coalitions
- Communities of Practice / Regional Networks
- Government (Ministry or Crown Agency)
- Healthy Communities Ontario Partnership
- Media / Info Service
- Non-Governmental Organizations
- Professional Associations
- Enforcement Agencies
- Other (please specify) [Open text box]

6. Have you evaluated your communication activities?

[Answer choices]

- Yes
- No

- Not sure

7. What were the sources of information or evidence you used to develop materials?

Comments:

[Open text box]

8. What were the local adaptations used in developing these materials (please briefly explain your answer)?

[Answer choices. Check all that apply]

- Translation [Open text box]
- Catering to specific audiences [Open text box]
- Other (please specify) [Open text box]

9. Would you be willing to share and grant permission for use of any newly developed resources related to your communication activities including evaluation plans and evaluation findings?

[Answer choices]

- Yes
- No
- Not sure

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Future LRADG communication activities:

In this section, we want to get a sense of communication activities your health unit is planning to support Canada's LRADGs.

10. What will these communication activities consist of?

[Answer choices. Check all that apply]

- Update of existing public health unit website
- Production of a new website
- Production of a radio ad
- Production of a television ad
- Production of a you-tube video
- Production of a Facebook page
- Creation and use of a Twitter account
- Production of a newspaper ad, opinion editorial, or article
- Involvement in health fairs
- Involvement in public forums (e.g. town hall meetings, school presentations, etc.)
- Production and dissemination of new research
- Creation of posters, pamphlets, or other products
- Other (please specify) [Open text box]

11. What audiences does your health unit aim to reach with these communication activities?

[Answer choices. Check all that apply]

- General public
- Older adults (65+)
- Young adults (19-24 years of age)
- Youth (under 19 years of age)
- Males
- Females
- Workplaces
- Learning institutions (e.g. universities, colleges)
- Francophones
- New Immigrants
- Healthcare providers
- Community Partners
- First Nations, Inuit, Metis populations
- Board of Health / Public Health Unit staff
- Other (please specify) [Open text box]

12. What settings will be used for these communication activities?

[Answer choices. Check all that apply]

- Prenatal classes
- Secondary Schools
- Colleges / Universities
- Parenting groups
- Seniors groups
- Other (please specify) [Open text box]

13. What partners does your health unit plan to work with in relation to these communication activities?

[Answer choices. Check all that apply]

- Other Boards of Health / Public Health units within our region
- Other Boards of Health / Public Health units across the province
- Community Health Centres
- Faith-based sector
- Healthcare Sector
- Community Coalitions
- Communities of Practice / Regional Networks
- Government (Ministry or Crown Agency)
- Healthy Communities Ontario Partnership
- Media / Info Service
- Non-Governmental Organizations
- Professional Associations
- Enforcement Agencies
- Other (please specify) [Open text box]

14. Are there plans to evaluate this work?

[Answer choices]

- Yes
- No
- Not sure

Comments:

[Open text box]

15. Would you be willing to share and grant permission for use of any newly developed resources related to your communication activities including evaluation plans and evaluation findings, once they are finalized?

[Answer choices]

- Yes
- No
- Not sure

It is understood that many health units have used Canada's LRADG brochure produced by the Canadian Centre on Substance Abuse for programming purposes:

<http://www.ccsa.ca/2012%20CCSA%20Documents/2012-Canada-Low-Risk-Alcohol-Drinking-Guidelines-Brochure-en.pdf>

16. Has your health unit used this brochure in programming?

[Answer choices]

- Yes
- No, but we have future plans to <skip logic: If No, but we have future plans to, proceed to Question 22>
- No, and we have no future plans to <skip logic: If No, and we have no future plans to, proceed to Question 24>
- Not sure

17. Did your health unit adapt the brochure (e.g. place a health unit logo on it, altered messaging, etc.)?

[Answer choices]

- Yes
- No
- Not sure

18. If yes, how so?

[Open text box]

As a partner, the LCBO committed funds to print and mail out brochures to health units at no cost in late 2012.

19. If your health unit took advantage of this service, please indicate approximately how many brochures your health unit ordered:

<confirm these increments are useful to LCBO>

[Answer choices]

- 1-99
- 100-499

- 500-999
- 1000-1499
- 1500-1999
- 2000+

20. How many brochures did your health unit use or distribute to date?

[Answer choices]

- 1-99
- 100-499
- 500-999
- 1000-1499
- 1500-1999
- 2000+

21. Please briefly describe how these brochures were used to support programming?

[Open text box]

The LCBO has requested assistance in assessing demand for a future print run of brochures in Spring 2013.

22. If you plan on ordering brochures from the LCBO at no cost, please indicate approximately how many you will order:

<confirm these increments are useful to LCBO>

[Answer choices]

- 1-99
- 100-499
- 500-999
- 1000-1499
- 1500-1999
- 2000+

23. How are you planning to use these brochures to support programming?

[Open text box]

Health Unit information:

24. What type of position best describes your own work?

[Answer choices]

- Senior Administrator
- Manager
- Program Staff / Direct Service Provider (e.g., Public Health Nurse, Health Promotion Specialist)
- Support / Administrative Staff
- Board Member
- Other (please specify) [Open text box]

25. What region does your organization serve?

[Answer choices]

- Eastern
- Central East
- Toronto
- Central West
- South West
- North West
- North East
- Ontario-wide

26. The provincial working group may wish to connect with the most appropriate person at your health unit to obtain further details on the information shared within this survey. In the text box below, kindly include the name, title, health unit, phone number, and email of this person.

[Open text box]