

Canada's low-risk alcohol drinking guidelines public health working group

March 26, 2013

9 AM-1 PM

Board Room 941a, 480 University, Toronto, ON

Co-Chairs: Dr. Hazel Lynn (Grey Bruce Public Health Unit), Laura Pisko (Ministry of Health and Long-term Care)

Recorder: Kathy Dermott (Public Health Ontario)

In-person attendees: Dr. Hazel Lynn (Grey Bruce Public Health Unit), Laura Pisko (Ministry of Health and Long-term Care), Dr. Fabio Cabarcas (Halton Region Public Health), Linda Stewart (Association of Local Public Health Agencies), Janette Bowie (Ministry of Health and Long-term Care), Christie Collins-Williams (Centre for Addiction and Mental Health), Melody Roberts (Public Health Ontario), Ben Rempel (Public Health Ontario), Kathy Dermott (Public Health Ontario)

Teleconference attendees: Claudia Swoboda-Geen (Alcohol workgroup of the Ontario Public Health Association), Cathy Edwards (Kingston, Frontenac, Lennox and Addington Public Health), Sophie Rosa (Public Health Ontario), Amy Fishleigh (Niagara Public Health), Lorraine Gravelle (Algoma Public Health)

Regrets: Elizabeth Kruzel-D'Cunha (Liquor Control Board of Ontario), Alison Rickaby (Ministry of Finance)

Topic	Discussion	Action/Decision and Person(s) Responsible
1) Review of Agenda	Review and approval of Agenda	Agenda approved by all members
2) Review of meeting minutes	Hazel <ul style="list-style-type: none"> Clarification made to minutes regarding content of requested LRADG standardized slide deck 	Meeting minutes approved by all members
3) Review of Action Items	All action items addressed through the following agenda items	Proceed through agenda as agreed by all members
4) LCBO to report back on: Opportunities for customer research to gauge awareness of the LRADGs. Possibility of major trade associations participating in	Elizabeth (via email sent prior to meeting) <ul style="list-style-type: none"> Elizabeth has received preliminary support from colleagues in regards to conducting customer research to gauge awareness of the LRADGs. Elizabeth will be briefing LCBO's cross-divisional working group to seek their input into this with a 	Elizabeth to inform LCBO's cross-divisional working group of these initiatives

Meeting Minutes

<p>disseminating the LRADGs</p>	<p>recommendation of support for this work</p> <ul style="list-style-type: none"> The LCBO is asking the working group to consider polling public health units to inform the ordering of LRADG brochures. Currently, requests for brochures come in on an irregular basis. The LCBO is now moving into a new fiscal year and planning for further production of the brochures. It is preferred that the LCBO build in health unit requests early in the fiscal year and ship directly to health units, following printing. [It was later decided that this question would be included in the health unit survey, discussed later on the agenda]. Elizabeth will also be forwarding contact information for beverage alcohol trade associations to Laura and Hazel for discussion about further dissemination of LRADG <p>Christie</p> <ul style="list-style-type: none"> Discussed approaching the Canadian Centre on Substance Abuse (CCSA) to inquire if they are aware of any work the national industry partners have been doing disseminating the guidelines 	<p>Elizabeth to contact trade associations for exploratory discussion regarding the role they may play in dissemination of LRADG.</p> <p>Elizabeth to provide update at next meeting regarding provincial contacts within the beverage alcohol trade industry</p> <p>Christie to inquire if CCSA are aware of any work the national industry partners have been doing disseminating the guidelines</p>
<p>5) MOHLTC to report back on the possibility of psychographic research from work on tobacco cessation</p>	<p>Laura</p> <ul style="list-style-type: none"> Research and polling by the government requires that results are tabled in the legislature prior to being shared publicly so cannot access psychographic information at this time. However, Laura will continue her queries and is hopeful that we may be able to access some information that may be useful before the group disbands in June. <p>Christie</p> <ul style="list-style-type: none"> CAMH may have a couple of surveys containing psychographic data that could be shared. 	<p>Laura to continue pressing for psychographic information to be shared with the working group</p> <p>Christie to follow-up with CAMH researchers regarding appropriate survey data that may be shared</p>
<p>6) Halton to speak to the document: <i>Summary of Best Practices in Improving Compliance with the Low-Risk Drinking Guidelines at Local Public Health Units: A Systematic</i></p>	<p>Fabio</p> <ul style="list-style-type: none"> Methodology included a systematic review of documents from 2008 onward. Found most effective interventions were beyond scope of health units, including pricing, availability, taxation, modifying drinking environment and treatment Recommendation 8 and 9 within the report are the most 	

<p><i>Review of the Literature</i></p>	<p>relevant within a health unit context</p> <ul style="list-style-type: none"> • Found little evidence about effectiveness of open media campaigns promoting behaviour change, and therefore public communication campaigns should be part of other more effective strategies. Social marketing and warning labels have not been proven to be effective. There is also inconclusive evidence for specific settings like workplaces • Strong evidence was found for treatment and counselling interventions complimented through web-based program. This finding speaks to the importance of engaging health care practitioners in program planning. • Modifying the drinking environment can be effective if it's done through a comprehensive approach that includes server training and coordination with enforcement 	
<p>7) Discuss injury and substance misuse networks, committee contacts and public health; next steps regarding committees in relation to this group</p>	<p>Amy</p> <ul style="list-style-type: none"> • Provincial Collaboration re: the NLRADGs: Common Themes Report was sent out by the Ontario public health injury prevention alliance in early 2012 • Group discussion followed regarding information the working group would like to obtain from health units through a provincial survey. This information includes: identification of a health unit LRADG program lead; the number of LRADG pamphlets needed; those who are not using the standard brochures but have adapted it for own purposes; what groups, settings, populations, the health units are distributing brochures to; request any materials they may have developed on their own to begin compiling an inventory of public health resources; identify if they have any planned activity underway specific to the LRADG's; if the LRADG information is being shared across other program areas; if collaborations are occurring across health units or with external partners; additional support requirements; what initiatives have worked to date. • Group discussion regarding the LRADG brochures, visuals, placement in LCBO, adaptations by health units, possibility of producing a more attractive brochures, advertising the LRADG in the LCBO magazine, possibility of producing posters 	<p>Amy to request the original questions and raw data from lead to better understand nuances within the survey results</p> <p>Ben to create draft survey, share with group before next meeting for finalization at next meeting. Survey to go out through COMOH group through alpha.</p> <p>Elizabeth to comment next meeting if the LCBO is open to changing the appearance of the LRADG pamphlet and make the website links on lcbo.com to LRADG more explicit</p>

Meeting Minutes

	<p>Hazel</p> <ul style="list-style-type: none"> Has spoken with John Wellner, director of policy for the Ontario Medical Association (OMA). The OMA has a draft white paper on Harm Reduction and Alcohol Use, has nice summary of LRADG. Too busy to sit on our group, but he may be able send someone as a guest to future meetings. <p>Laura</p> <ul style="list-style-type: none"> left message for the Ontario College of Family Physicians (OCFP) regarding the dissemination of the LRADG and if they want the existing brochure. Registered Nursing Association of Ontario (RNAO) have developed a number of best practice guidelines. 	<p>Hazel to inquire if OMA are disseminating the LRADGs and if someone wishes to attend future meetings</p> <p>Laura will call OCFP again to inquire around disseminating LRADG</p> <p>Laura to contact RNAO and nursing secretariat, inquire around disseminating LRADG</p>
<p>8) PHO to speak to the document: <i>Effectiveness of approaches to communicate alcohol-related health messaging: Review and implications for Ontario's public health practitioners</i></p>	<p>Ben</p> <ul style="list-style-type: none"> Discussed objectives, methods, specific communication approaches to populations and specific settings, key messages of report Key messages: computer- or web-based interventions have been shown to be effective in reducing drinking behaviours in some groups. Media interventions alone have little effect on reducing alcohol consumption among women, youth and general population, but have been shown to be effective in increasing alcohol-related knowledge and awareness among women. Results consistent with Halton's research Results do not suggest we should avoid engagement in media, but rather media is one part of a multi-pronged approach to behaviour change Some gaps in research – no studies on interventions for Francophones, seniors and health professionals were identified PHO will be sharing results over 6 health communication workshops planned for March and June Pls. see provided slide deck for further details. <p>All members</p> <ul style="list-style-type: none"> Discussed importance of connecting with different groups 	<p>Laura will follow-up with Ministry of Education regarding opportunities to</p>

Meeting Minutes

	<p>around disseminating the LRADG's. These groups include: physicians and health professionals; Universities, Ministry of Education</p>	<p>influence curriculum at both secondary and primary institutions.</p> <p>Cathy to share materials used with health care practitioners in Kingston for clients who may have had a health concern /issue related to alcohol</p>
<p>9) PHO presentation on:</p> <p>LRADG health communication workshop and evaluation</p>	<p>Ben</p> <ul style="list-style-type: none"> • have completed regional workshops in Sudbury, London and Kingston. Will have more evaluation data and can report back next meeting • Workshops are open to public health and partners • Total: 62 participants • Spent extra half day facilitating strategic planning session in Sudbury. • Learning objectives of workshops were to: explain LRADG and accountability agreements; present provincial and local burden of data; present key findings from the knowledge synthesis report; showcase LRADG activities in health units; explore PHO's 12-step model to health communication planning; share applicable resources and case studies. • 3 more workshops being planned for the spring to the remaining three regions of Ontario. 	
<p>10) Introduction, purpose and discussion of project charter</p>	<p>Melody</p> <ul style="list-style-type: none"> • Walked meeting participants through the first draft of the Project Charter • Discussion regarding mitigating risks associated with communication with partners, particularly medical officers of health • Edits to charter applied directly to document. Revised document to be sent out with minutes <p>Laura</p> <ul style="list-style-type: none"> • Has notified the COMOH group of this working group and will notify the public health leadership council in June at the next 	<p>Ben to revise charter to include suggestions from working group, dependencies, revised dates of milestones, rename jurisdictional scan to survey, attach membership list, etc.</p>

Meeting Minutes

	<p>meeting</p> <ul style="list-style-type: none"> Stressed that members of this group can mitigate communication risks by ensuring each of our organizations are aware of the group's efforts 	
11) Other Business: Secured document sharing	<p>Linda:</p> <ul style="list-style-type: none"> alPHa can set up a group site on their website, accessible via password for document sharing It was suggested that Hazel compose a letter regarding the purpose of the working group and distribute to MOH's accompanying the Public Health survey 	<ul style="list-style-type: none"> Ben and Linda to discuss setting up alPHa site for working group document storage Hazel to compose letter to MOH's to distribute with survey
12) Summary, next steps / action items	<p>Next steps:</p> <ul style="list-style-type: none"> Each member to accomplish activities outlined in Action Column 	
13) Suggested agenda items for next meeting	<p>Agenda items:</p> <ul style="list-style-type: none"> Follow-up on action items from previous meeting Conduct a follow-up discussion of opportunities to improve LRADG visibility Table draft survey for next meeting (hope to have something out for response by mid-April) Discuss components of action plan and suggested indicators Survey analysis – alpha or PHO 	
14) Future Meeting Dates	<p>Next meetings:</p> <p>Monday May 6, 9 am – 1 pm Public Health Ontario 480 University Avenue, Toronto, ON Boardroom 941a</p> <p>Monday June 24, 9 am – 1 pm 480 University Avenue, Toronto, ON Boardroom 941a</p>	

Meeting Minutes

15) Meeting adjourned	Meeting adjourned at 1:10 pm	