

ANNUAL PROGRESS REPORT

2006 - 2007

A PAN-CANADIAN RESOURCE NETWORK
FOR TOBACCO CONTROL RESEARCH,
POLICY & PRACTICE

PAUL MCDONALD (PI) ON BEHALF OF THE INVESTIGATOR TEAM AND STAFF

UNIVERSITY OF WATERLOO

Interdisciplinary Capacity Enhancement
advancing the science to reduce tobacco use

Rehaussement des compétences par l'interdisciplinarité
faire progresser la science pour réduire l'usage du tabac



HIGHLIGHTS

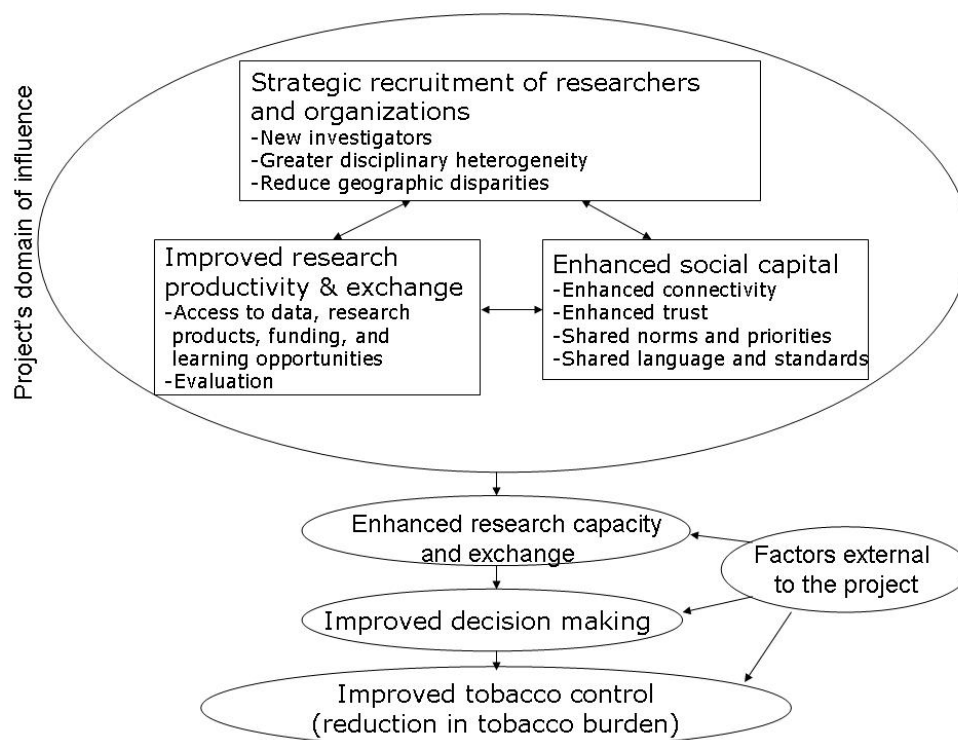
The following list highlights some of the outcomes for 2006/07 of efforts to build tangible and social infrastructure in order to build research capacity in Canadian tobacco control. Each of these outcomes is detailed further in the body of the report.

- 220 investigators and trainees attended the *Third Annual Invitational Symposium for Research to Inform Tobacco Control in Canada*
- 5 seed grants awarded to interdisciplinary research teams
- 2 special project grants awarded
- 54 stakeholders attended the *2nd ICE Summer Learning Forum* in Saskatoon, Saskatchewan; an event to build capacity in the prairie provinces
- 4 datasets added to the Population Health Data Repository for a total of 21 datasets; agreement received to add an additional 12 datasets
- 29 new registrants on the ICE website; 105 total registrants to date
- readership of up to 187 for the quarterly ICE newsletter
- 5 Learning Opportunities travel grants funded including a workshop of 30 researchers, policy makers and practitioners in Atlantic Canada
- evaluation initiated; online survey designed
- 6 presentations at regional (1), national (4), and international (1) conferences
- 1 paper published in a peer-reviewed journal; 1 paper prepared for submission

INTRODUCTION

The third year (July 2006 to June 2007) of our Interdisciplinary Capacity Enhancement project, *A Pan-Canadian Resource Network for Tobacco Control Research, Policy and Practice* (ICE-PRN), has been focused on building infrastructure and system supports for our mission. This past year we have undertaken activities related to each of our project objectives. Particular focus has been on building the tangible and social infrastructure that is at the foundation of our model for building research capacity in Canadian tobacco control. As expected, this has been a deliberate and time consuming process. We have also directed considerable time and effort towards an internal documentation system and designing a full-scale evaluation.

We have continued to use our new language and structure to focus the project. The current framework has worked well for the last year and will continue to guide us in our project planning and sustainability efforts for these last two years of the project. The diagram below outlines the three primary strategies used by our project to build research capacity in tobacco control.



The majority of our report will be organized around each of these three objectives/strategies. However, it is important to note that many of the activities undertaken this past year contribute to more than one of the three capacity building strategies.

1. ENHANCING SOCIAL CAPITAL (I.E. CREATING COMMUNITIES OF RESEARCH AND PRACTICE)

Several activities have been undertaken with the aim of creating new multidisciplinary, multi-sectoral teams or networks, as well as creating social capital within and across teams. Following on our previous work in Atlantic Canada, this past year special emphasis has been placed on building research capacity in the Canadian Prairies. The three major activities undertaken this past year included contributing to the Third and Fourth Annual Invitational Symposiums on Tobacco Control Research in Canada, funding five seed grants, and conducting a Summer Learning Forum for stakeholders involved in tobacco control research in the Canadian Prairies. Other activities that contribute to enhancing social capital include our Learning Opportunities program, and the continued dissemination and growth of our ICE website and newsletter.

Annual Symposium. One of our most significant investments this past year was to continue to work with the CTCRI, the other ICE projects, the Ontario Tobacco Research Unit, two CIHR training grants in tobacco control, Health Canada and l'Institut National de Santé Publique du Québec (INSPQ) to plan and fund the Third Annual Invitational Symposium for Research to Inform Tobacco Control in Canada. The Symposium was held from November 13 to 15, 2006 in Toronto. Participants included trainees, established investigators, and new investigators from a broad mix of disciplines whom, collectively, represented all Canadian provinces. Attendance at the Symposium has risen dramatically each year. This year's attendance of 220 represents a 37% increase over the previous year and nearly double the number who attended the first symposium. The theme of the 2006 Symposium was "Increasing knowledge exchange between research, policy and practice." Highlights included pre-conference workshops to build skills (e.g., grant writing, presentation skills and writing publishable research articles, etc.), keynote addresses by Drs. Tony George, John Frank and Roy Cameron (leading researchers in the areas of biochemical tobacco control, public health, and population level intervention research, respectively), as well as presentations by an array of Canadian scientists addressing issues in examining our infrastructure, translating research into practice, and innovation in tobacco control. More than forty students presented posters describing their research. The session also provided an opportunity for students to develop their presentation skills and confidence. Collectively, the various activities at the Symposium helped to increase general awareness of the diversity of research being undertaken across Canada, and fostered greater understanding of tobacco control issues from various disciplinary perspectives. The second day of the conference was largely dedicated to forming small teams of trainees and investigators.

In order to create more international linkages and opportunities for the Canadian tobacco control research community, the Fourth Annual Symposium will take place in conjunction with the 2008 Society for Research on Nicotine and Tobacco Annual Meeting, in Portland, Oregon. It is scheduled for February 26 & 27. Our ICE project will once again help fund and plan the event. The program will focus around four distinct areas of interest: innovative methodologies, ethical dilemmas in tobacco research, generating research funding for tobacco control and Canada's international impact on research.

Our team assists the Steering, Program and Logistics committees for the Symposium by providing financial and human resources. For example, in addition to funds for the seed grants, we have contributed money to cover travel costs of investigators and trainees, particularly from Canadian regions and institutions that were not part of previous meetings. Our project manager, Sarah Robinson, provided considerable logistical and programmatic support to the organizing committees. Our Administrative Assistant, Carol West-Seebeck provided considerable logistical support, particularly concerning registration and arranging delegate travel.

Linkage & Exchange between ICE projects. Our Principal Investigator (McDonald) continues to have regular contact with the PI's (O'Loughlin and Clarke) from the other two ICE projects. We hold regular teleconferences and face-to-face meetings to receive updates and consider new ways in which our projects can collaborate. For example, our website and newsletter are both done in collaboration with the other ICE projects. McDonald attended and provided a presentation at the annual meeting of the ICE team lead by O'Loughlin.

Seed grants. In order to facilitate networking and multidisciplinary team building at the Third Annual Invitational Symposium, ICE project provided up to \$5,000 in seed funding for the best team projects. To be eligible, teams had to have an interdisciplinary mix of trainees, experienced research investigators, and decision makers (practitioners or policy developers). Seed grants had to provide a plan for sustainability and address a priority issue in tobacco control. Because of the quality of proposals, we were delighted to receive nine and fund a total of five research teams. Collectively the teams chose to focus on problems such as aboriginal tobacco use, multimedia as tobacco cessation aids, analysis of place as a factor for youth smoking, tobacco NGO networks in knowledge exchange, and tobacco use and psychiatric symptoms. Many of the seed grant teams have made excellent progress. While these teams are doing remarkably well there are also teams who have faced adversity. While disappointing it also serves as an important learning opportunity. The ICE-PRN seed grant program has proven to be an effective mechanism to increase knowledge exchange and mutual learning among tobacco control professionals. It also serves as a catalyst for small teams to make the transition from pilot research to full-scale research investigations.

Special project grants. We had two special project grants funded this past year. The first special grant was awarded to Drs. Cameron Norman & Timothy Huerta for research focused around studying the Canadian tobacco control community and its make up. Currently, substantive investment efforts have been made to support the establishment of a tobacco control community within Canada. The evaluation of these efforts, however, is made difficult for a number of reasons: 1) there exists no baseline data on the state of the community to make comparisons against; 2) the boundaries in tobacco control are relatively porous, making establishing the extent of the community difficult, and; 3) the field of tobacco control is multidisciplinary in nature, making engaging the community somewhat difficult in that there may be language issues across disciplines.

Norman and Huerta proposed to leverage the Annual Invitational Symposium for Research to Inform Tobacco Control, which has brought together individuals who play a critical role in tobacco control within Canada for the past few years to understand more clearly the interdependencies among the tobacco control community. Norman and

Huerta used an electronic survey to develop a 'map' of the tobacco training community in Canada. The survey asked about the relationships individuals have within this community and their influence on work in tobacco control.

The second special grant was awarded to Mr. Luis A. Saboga Nunes (New University of Lisbon) and Dr. Cupertino (University of Kansas), to study technologies that have emerged that are transforming the way content is delivered to consumers in fundamental ways. This special grant arose from the Web-Assisted Tobacco Intervention (WATI) community. For WATI, these new Web 2.0 technologies -- such as blogs, wikis, podcasts, and social network tools -- have the potential to reshape the way smoking cessation and prevention resources are provided, the nature of the content used in such resources, and the populations that are engaged through them.

The WATI 2.0 seed grant is designed to foster innovative thinking and exploration of how these new information technologies can engage the public and deliver tobacco interventions in new ways. The WATI 2.0 seed grant provided \$4000 to cover costs associated with the development of a larger team-based research proposal for exploring the use of new technology or the adaptation of existing technologies to support smoking prevention and/or cessation.

PhD Thesis Support. A PhD trainee, Sarah Viehbeck, has just received approval from her thesis committee to undertake research directly relevant to and building upon the ICE-PRN project. Sarah has proposed to undertake three studies, one of which will form the basis of her dissertation. Specifically, the ICE-PRN project will fund her to lead a group of trainees to collect data on precisely who is publishing and conducting tobacco related work in Canada. This project will involve an extensive document review and record linkage. Data from ICE sponsored events will be used to determine how extensive and intensive the ICE network is relative to the Canadian tobacco control research population as a whole. Sarah's second project will involve a series of qualitative interviews with a selective sample of tobacco control researchers and decision makers. The purpose will be to determine how and why decision makers influence the tobacco control research agenda in Canada. Her proposed work stands in contrast to those who seek to understand how research influences decision making. Her final project is contingent upon results from the first two studies, and will likely involve a survey of the Canadian Tobacco Control Community. Funding for Sarah's projects will come jointly from a CTCRI student investigator award, a CIHR studentship, and the ICE-PRN project.

Summer Learning Forum. Given the resounding success of the Summer Learning Forum in 2006, investigators approved holding a second event that focused on building capacity in Manitoba, Saskatchewan and Alberta. As such, the 2nd ICE Summer Learning Forum was held in Saskatoon, Saskatchewan on June 20-22, 2007. Over eighty researchers, policy makers and program providers were invited to attend this event. Fifty-four people accepted our invitation and participated in the Forum, almost twice as many as our initial target. Participants had an opportunity to interact with one another, celebrate the success achieved in the Prairie provinces with regards to tobacco control, learn about various research-related initiatives and expertise across the region, and hear about various resources available through the ICE project to facilitate tobacco control research. Drs. Bill Morrison and Renee Lyons provided presentations on knowledge exchange, building research networks and the development of partnerships across

research, policy and practice. Finally, participants collectively identified a limited number of priority action items to create research capacity for tobacco control in the Prairies. Small groups of people met to consider each priority topic. Four groups expressed an interest in continuing their work, beginning with the submission of an ICE Seed grant application before the end of September, 2007.

2. BUILDING PRODUCTIVITY TOOLS AND FACILITATING RESEARCH TRANSLATION AND EXCHANGE

Population Health Data Repository. Under the direction of our data resource manager, Heather McGrath, and our data manager, Janice Tiessen, the Population Health Data Repository (PHDR) continues to grow. This past year we added 4 datasets bringing the total to 21 datasets from 6 different projects. There are twelve datasets that will be added in the next month bringing our total to 33. Datasets from three other projects were in the processes of being added at the writing of this report. We are also following up with a few more researchers who have expressed interest in depositing data in the repository.

We have filled three requests for data to date. We have received feedback from both data users and data depositors. The first experience has enabled us to make a handful of strategic revisions to make the process easier and more efficient. One of our data depositors had this to say, “The process you have in place is easy to deal with”. One of the users of the first request also gave us feedback stating that the experience was very positive.

We presented the data repository in a poster presentation at The Chronic Disease Prevention Alliance of Canada’s second National Conference. We have developed a brochure that highlights the benefits of using data for secondary analysis and storing data with the Population Health Data Repository. The brochure was also distributed at the Annual Invitational Symposium for Research to Inform Tobacco Control to increase the profile of the repository and encourage its use. It was also highlighted during each of the Summer Learning Forums.

As we look to the end of the ICE project, we see continued potential for the data repository. We have begun to discuss possibilities for sustainability beyond the funding of this project. We have written to the Canadian Institutes of Health Research to suggest that the Population Health Data Repository is a secure site for researchers to store data in compliance with CIHR’s Access to Research Outputs policy that is currently in development.

Website. The ICE website (www.ice-rci.org) continues to add content in accordance with feedback from users. The website serves as a place where researchers and students across Canada can post descriptions of their research products (including tools, interventions, presentations, literature reviews, and other manuscripts). Each product description includes contact information, and answers frequently asked questions. We have created the framework for a virtual research “shopping mall” for decision makers interested in research products of relevance to tobacco control. The site also contains a number of aids for those preparing research grants, presentations, reports and

manuscripts. For example, it includes standard descriptions, measurement tools, investigator CVs, funding information, budget information, etc. Finally, the website has evolved into a virtual hub for student opportunities in both research and the policy and practice theatres. Relevant research opportunities are posted for students on an ongoing basis including a description of the opportunity, application information and contact information. In addition to this resource section, relevant job opportunities are also posted for trainees. These postings help connect trainees to the larger tobacco control community while also providing organizations with a place to advertise their positions.

This year we are working on adding a discussion board for frequently encountered problems when conducting statistical analyses and also a series of videos and or written tools addressing statistical analysis and tobacco control.

Our website receives frequent visitors. The research opportunities and student opportunities pages each average fifty to seventy hits per month. The community directory pages have also seen an increase in traffic with approximately fifty hits per month. It has been very encouraging to see the website used by our community members. Part of the project evaluation will inquire as to the utility of the website and how useful it has/could be for our affiliates.

Newsletter. Our quarterly newsletter provides news updates, conference announcements, feature articles about tobacco control research and upcoming opportunities for both established professionals and early career professionals. This past year we produced four editions that were emailed to academic researchers, graduate students, policy makers from all levels of government and practitioners. We have readers from all provinces and territories as well as multiple disciplines. Our subscription list is upwards of 500 individuals now. Our readership (based on web statistics) also continues to increase from 108 for our July 2006 issue increasing to 187 for the issue published in March 2007. The publication is well-received by both professionals and trainees and has become a key tool to communicate with ICE team and affiliates.

Special communication pieces. In addition to our newsletter we have developed several other dissemination tools that help facilitate communication and highlight our various ICE activities. These tools include brochures highlighting specific ICE activities such as our Learning Opportunities Program (see below) or the Population Health Data Repository (as discussed above). We are beginning the process of creating and sending tailored emails to our investigators and affiliates with information and resources they have indicated in our web registration would be useful to their work. These emails will include references and web links to tobacco control literature as well as tobacco control programs.

Policy “SWAT” teams. We have continued to build up this aspect of our project to increase linkage between research and policy. We held a breakfast meeting at the Third Annual Invitational Symposium with approximately twenty policy makers from all levels of Canadian government as well as representatives from Canadian non-governmental organizations. This consultation prompted our Connectivity theme group to undertake a literature review that will focus on factors that facilitate or act as barriers affecting the relationships and communications between researchers and policy makers working in tobacco control and population health more broadly. The findings of the literature review

should be ready for publication in the winter of 2007/08. Our Connectivity theme group will compliment this literature review with interviews, to be conducted in fall 2007 with identified policy makers from across Canada in order to continue to build better relationships with these individuals and to better understand how we may strengthen these relationships. It is our hope that the literature review and interviews will help inform and shape the Policy “SWAT” teams outlined in our original proposal.

Learning Opportunities Program. The Learning Opportunities Program has grown into a key component of our ICE project. The purpose of this program is to assist Canadian researchers, graduate students, research staff, policy analysts, and program providers to develop specialized skills and experience to improve the conduct or application of tobacco related research in Canada. This past year we funded five applications. An early career investigator attended a symposium focused on cardiovascular disease and preventive practice. Two other early career investigators traveled to Université du Montréal to learn from Dr. Jennifer O’Loughlin and her team of researchers. We had our first workshop Learning Opportunity granted this year to Dr. Bill Morrison who hosted a workshop with over thirty researchers, policy makers and practitioners from Atlantic Canada as a follow up to the Summer Learning Forum from last year. Workshop attendees worked together to develop greater understanding as well as to build collaborations and networks. We have another workshop LOP taking place in Fall 2007 with Dr. Annette Schultz, an early career investigator. This workshop will bring together prominent Canadian health professionals in tobacco control including direct-care providers, educators, researchers and members of professional organizations. The overall aim is to facilitate national efforts relevant to tobacco control within the context of the Canadian health care system.

Presentations and manuscripts. Members of the ICE-PRN team provided presentations describing our project at the World Conference on Tobacco or Health in Washington, the Conference of the Chronic Disease Prevention Alliance of Canada in Ottawa, and at an Atlantic Canada capacity building workshop. An abstract has also been accepted for presentation at the Oceania Tobacco Conference this September in Auckland, New Zealand.

A team of young investigators on the ICE-PRN team have also drafted a manuscript for publication in the peer reviewed journal, *BMC Public Health*, entitled “Building Capacity for Evidence-Based Decision Making in Public Health: An Example from Canadian Tobacco Control”. This paper will provide an overview of our team’s approach to building research capacity for tobacco control. It is expected to be relevant for a wide array of public health issues beyond tobacco control. One other manuscript authored by Paul McDonald and PhD trainee Sarah Viehbeck highlighting our project was published in the peer reviewed journal *Health Promotion Practice*.

3. INCREASING THE NUMBER OF INVESTIGATORS AND REDUCING REGIONAL DISPARITIES

One result of the Atlantic Summer Learning Forum has been an increased interest from Atlantic Canada researchers, practitioners and policy makers in the tobacco control activities taking place within the ICE-PRN project. Many of our Summer Learning Forum delegates attended the Third Annual Symposium and also submitted seed grants as a result of their continued collaboration beginning at the Summer Learning Forum. It is our intention to invite participants from the Summer Learning Forum in Saskatoon to the Annual Symposium meeting in February 2008. This will help us to further balance representation of symposium invitees from across Canada, helping us to come closer to our goal of more equitable capacity across the country.

The ICE-PRN team acknowledges that hosting local area meetings such as the Summer Learning Forum can help to quickly and efficiently increase capacity (both human and knowledge-based) in an area that beforehand was under-resourced with respect to number of investigators and lack of knowledge exchange amongst tobacco control professionals. This activity has emerged as a key mechanism that will help us to achieve one of our main objectives of increasing tobacco control capacity across Canada.

EVALUATION

A great deal of time and effort has been spent by our team's evaluation theme group building an evaluation framework for our project. This evaluation framework has three main purposes: 1) To gauge how the ICE-PRN team is functioning to meet its objectives; 2) To inform ICE Management decision-making about ICE-PRN activities and resources; and 3) To inform the ICE-PRN team and our funders of our progress, activities, outcomes and lessons learned.

The ICE-PRN team hired an Evaluation Coordinator, Wendy Cressman Zehr, in April 2007. Wendy has spent the majority of her time coordinating survey design coupled with overall evaluation process and data collection associated with the full scale evaluation of this ICE project.

Data collection using online survey instruments will begin in August 2007. These surveys will be complemented by interviews with ICE-PRN investigators and affiliates. The evaluation will be ongoing until the completion of the project. There is much to be learned and shared from this evaluation and the system of evaluation that is being created for a unique project such as this ICE project.

CONCLUSIONS

Our project has developed momentum. We have built the foundation of our program and are developing and utilizing more activities that will be used in the future. We are eagerly anticipating Year Four of the program and are excited for the ongoing and new activities that will take place in this time. We remain grateful for the continuing support of the Canadian Tobacco Control Research Initiative and its partners.

APPENDIX 1 - LIST OF PUBLICATIONS AND PRESENTATIONS, JULY 2006 TO JUNE 2007

Presentations

McDonald, P.W., Robinson, S.J. “A Pan –Canadian Approach to Building Research Capacity in Tobacco Control”, Presentation at the 13th World Conference on Tobacco or Health, Washington DC, July 2006.

McDonald, P.W. “Building Research Capacity and Translation for Chronic Disease Prevention (I): Overview of an Illustrative Project from Tobacco Control”, Chronic Disease Prevention Alliance of Canada, 2nd National Conference, Ottawa, November 2006 (poster).

Robinson, S.J. “Building Research Capacity and Translation for Chronic Disease Prevention (II): Strategic Recruitment & Connectivity”, Chronic Disease Prevention Alliance of Canada, 2nd National Conference, Ottawa, November 2006 (poster).

McGrath, H. “Building Research Capacity and Translation for Chronic Disease Prevention (III): A Repository for Exchanging Proprietary Data”, Chronic Disease Prevention Alliance of Canada, 2nd National Conference, Ottawa, November 2006 (poster).

Viehbeck, S., Robinson, S.J., Lovato, C., Mills, C., Nykiforuk, C.I.J., “Building Research Capacity and Exchange for Chronic Disease Prevention (IV): A Framework for Evaluating a Pan-Canadian Network”, Chronic Disease Prevention Alliance of Canada, 2nd National Conference, Ottawa, November 2006 (poster).

Robinson, S.J. “A Pan-Canadian Approach to Building Research Capacity in Tobacco Control”, Presentation to the Capacity Building Strategy for Tobacco Control Research and Knowledge Exchange Conference, University of New Brunswick, March 24-25, 2007.

Publications

McDonald, P.W., Viehbeck, S. “From Evidence-Based Practice Making to Practice-Based Evidence Making: Creating Communities of (Research) and Practice”, Health Promotion Practice. (2007). Vol 8 (2), pp 140-144.

McDonald, P.W., Viehbeck, S., Robinson, S.J., Leatherdale, S.T., Nykiforuk, C.I.J. “Building Capacity for Evidence-Based Decision Making in Public Health: An Example from Canadian Tobacco Control” BMC Public Health (Submitted).

APPENDIX 2 - SEED AND SPECIAL PROJECTS FUNDED JULY 2006 – JUNE 2007

Title: The smoking hole: Exploring places and factors that facilitate youth access to tobacco

Name	Organization	Position (Investigator, Trainee, Policy)
Donna Murnaghan	UPEI	Lead Investigator
Candace Nykiforuk	U of Alberta	Investigator
Chris Lovato	UBC	Investigator
Heather Diamond	UPEI	Student
Helen Hsu	UBC	Student
Jennifer LaRosa	UPEI	Student
Melissa Perry	UPEI	Student

Title: Feasibility of YouTube as an Internet-based Tobacco Cessation Aid

Name	Organization	Position (Investigator, Trainee, Policy)
Peter Selby	U of T/ CAMH	Lead Investigator
Lisa Vettese	CAMH	Investigator
Megan Shram	U of T/ CAMH	Student
Sandra Small	Memorial University	Investigator/student
Chris Richardson	UBC	Post doctoral fellow
Steve Sussman	U of Southern California	Investigator

Title: Examining links between tobacco use and psychiatric symptoms

Name	Organization	Position (Investigator, Trainee, Policy)
Sean Barrett	Dalhousie	Lead Investigator
Heather Fulton	Dalhousie	Student
Sherry Stewart	Dalhousie	Investigator
Usoa Busto	CAMH	Investigator
Laurie Zawertailo	U of T/ CAMH	Investigator

Tony George	CAMH	Investigator
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Title: Building the capacity of Aboriginal tobacco researchers.

Name	Organization	Position (Investigator, Trainee, Policy)
Merryl Hammond	Consultancy for Alternative Education	Lead Investigator
Debbie Dedam-Montour	National Indian & Inuit Community Health Representatives Organization	Investigator
Lucy Kuptana	Inuvialuit Regional Corporation	Investigator
Natie Beauvais	National Indian & Inuit Community Health Representatives Organization	Investigator
Rob Collins	Consultancy for Alternative Education	Investigator
Jerome Gordon	Gordon Consulting, Aklavik, NT	Investigator
Alfred Moses	Yellowknife	Investigator

Title: Understanding the role of tobacco NGO networks in knowledge exchange

Name	Organization	Position (Investigator, Trainee, Policy)
Anita Kothari	UWO	Lead Investigator
Charmaine McPherson	St. FX & PhD Candidate, McMaster	Student
Raphael Lencucha	UWO	Student
Kathy Ellis	UWO	Student

Title: Mapping the tobacco training community in Canada

Name	Organization	Position (Investigator, Trainee, Policy)
Timothy Huerta	Children's & Women's Health Centre of British Columbia	Lead Investigator
Cameron Norman	University of Toronto	Investigator

Title: Web Assisted Tobacco Intervention II

Name	Organization	Position (Investigator, Trainee, Policy)
Luis A. Saboga Nunes	New University of Lisbon	Lead Investigator
Ana-Paula Cupertino	University of Kansas	Investigator

ICE Grant: Creating an Aboriginal Community of Practice

Team members

Lynne Baillie, Sheila Hardy, Gerry Brosky, Michelle Doucette, Tara Elton-Marshall
Research Assistant: Lea Mutch

Proposed Research

The objectives guiding this research were:

- To bring together groups currently working in Aboriginal tobacco control (including practice, policy, research and “students”*) to share materials, resources, experiences across Canada.
- To ensure that resulting CoP remained consistent with principles of Aboriginal self-determination.
- To develop best practices for all tobacco researchers to work within Aboriginal communities.
- To create reciprocity of knowledge, practice and respect.
- To develop a grant proposal to support three annual invitational national conferences.

*Did not need to be an academic affiliation and could include people who were working in community and were involved in tobacco control and their knowledge and experience valued.

Our original intention was that this would evolve into a series of National gatherings under the title, “Aboriginal Communities and Tobacco Control: Holistic Approaches to Policy, Practice and Research” where Aboriginal representatives from each region across Canada would be invited to take part.

Method

We determined that, in keeping with our mandate, an Aboriginal research assistant should be hired and trained.

Individuals involved with Aboriginal health were identified. Letters were mailed to those working in the field of tobacco control via snowballing technique, and were followed up with a telephone call. The conversation guide used included the following questions:

- What do they do in the field of tobacco control?
- What resources/programs/etc do they use?
- What are their success stories?
- What are their frustrations?
- Would they be interested in being part of an Aboriginal CoP (eg., being part of a Canadian network and gathering once a year with others doing similar work)? What would they hope to gain from that?

Findings

We found that it is extremely difficult to identify and access Aboriginal tobacco control workers – especially at the grassroots level. There are several possible reasons for this which we have explored:

- The availability and time of health care workers in Aboriginal communities is very limited and tobacco control is not a high priority in the face of more acute problems.
- The organisation of Aboriginal health centres do not seem to allow for much involvement in building policies and practices from lay people (they have very little support). In some instances, people working within Aboriginal organizations had no knowledge of those individuals working at the grassroots level.

- Many health care workers have not been involved in the development of new visions/goals/programs and therefore cannot see the relevance or significance of community development in the field of tobacco control.
- Funding and job security is a major concern within Aboriginal community health – especially tobacco control. There is a sense that there is no real commitment from the federal government. This makes community involvement and program planning almost impossible.

We were also told that an Aboriginal perspective considers tobacco control as being only one strand interwoven into health and spirituality – not as a separate and complete entity as Western research tends to view it. An Aboriginal CoP aimed at tobacco control may therefore encompass several issues and look quite different from one occurring in the general population.

Conclusion

At this time, it seems that several intermediary steps are required before Aboriginal Communities of Practice to address tobacco control can arise across Canada. Further research into the ways in which awareness and ownership of tobacco control issues and strategies can be initiated and supported within Aboriginal communities could result in, for example, workshops for Health Managers and Aboriginal Leadership regarding the importance of involvement with research and practices relevant to their own situation. This in turn could lead to Aboriginal CoPs accessing their own funding within each region (whether determined by Aboriginal or geographic boundaries).

Outcomes

- Annotated bibliography of Aboriginal Tobacco Control research. This is currently being reviewed for posting on the BC Cancer Agency Prevention website.
- A database of the Aboriginal tobacco control workers we managed to contact across Canada – hopefully this will be added to over time.
- A CTCRI Research Planning Grant was submitted (*Creating an interdisciplinary team to promote collaborative tobacco control program research, development and sustainability within Aboriginal communities*). Reviewers suggested that this be re-submitted as a Workshop Grant. Accordingly, we collaborated with an existing Aboriginal women's health conference to propose a one-day workshop on girls and tobacco. The CTCRI Workshop Grant "*These girls are our future*": A workshop to promote collaboration, support and Aboriginal ownership of tobacco control in female Aboriginal youth in BC was submitted.
- The research assistant hired for this project has decided to pursue her Master's in the field of tobacco control, with an interest to continue to PhD level.

Comments

There are very few Aboriginal tobacco control workers in the field and even fewer Aboriginal graduate students (in *any* public health arena) – for example, it took us 5 months to find our research assistant. Both groups find themselves overwhelmed by the demands placed upon them from all quarters. If we are to attract and encourage Aboriginal students to enter into tobacco control research, it may not be enough for CTCRI to mentor them, we may also find that they will need real protection from these demands in order to succeed.

In the instance of this research, communication was limited to progress reports being sent from BC out East. Response from other team members was limited to supportive comments. On the surface, the opportunity to develop research groups (interest tables) provided at the annual symposium is very exciting. However, perhaps this should be tempered both by the reality of isolated individuals at great geographic distance and by a lack of knowledge of personal interests and commitment – neither of which can be easily resolved once the process has been started.

ICE Grant: Planning Workshop May 2006 - Canadian Health Care Professionals & Tobacco Control: Enhancing their Role

Workshop Purpose

A planning workshop entitled *Canadian Health Care Professionals & Tobacco Control: Enhancing their role*, was held at the Fort Garry Hotel in Winnipeg Manitoba on May 3-4, 2006. Funding for this workshop was received from the ICE Seed Grant Project and supplemented by Dr. Lesley Degner through her Chair award from CHSRF/CIHR. The workshop brought together a multidisciplinary group of health professionals, educators and academic researchers (including three graduate students). The nine member planning team consisted of individuals from Ontario, Quebec, Manitoba and Alberta (See appendix A for a list of original team members). Dr. Annette Schultz chaired the workshop.

During the meeting we began the process of envisioning a national meeting that brings together a wider group of practitioners, researchers, educators, and policy representatives from across Canada to address health professionals' role in tobacco control. We believe such a meeting will be a potent avenue to enhance their role through the sharing of experiences and ideas, developing sustainable ongoing communication, and creating a multi-dimensional national vision that identifies actions focused on closing the gap between what 'ought' to happen in practice and what 'is' current practice norms of missed opportunities.

Workshop Objectives

- a. To plan a national symposium: develop a vision, objectives, draft an agenda and identify potential participants.
- b. To identify funding sources for the symposium.
- c. To develop funding proposal.

Workshop Outcomes

- A. We began initial planning for a Fall 2007 national symposium. However, shortly after our workshop we became aware of initial steps being taken to plan the next National Conference on Tobacco OR Health (October 1st-3rd, 2007) and decided to align our symposium with the national conference; as a pre-conference meeting. Thus, we began planning to have the symposium held September 29th & 30th, 2007 in Edmonton, Alberta at the Westin Hotel.
- B. We have identified five symposium objectives (evolved over time)
 - a. To facilitate the development and sustainability of Communities of Practice(s) focused on tobacco control within the context of health care by involving diverse individuals from across Canada in a 1.5 day working meeting.
 - b. To identify and raise the profile of Canadian efforts focused on enhancing current tobacco control practice of diverse health professionals groups.
 - c. To develop strategic actions to increase effective tobacco control practices employed by health professionals.
 - d. To develop strategies to enhance organizational capacity for the delivery of tobacco use interventions in a variety of health care settings.
 - e. To develop a national research agenda focused on tobacco control within the context of the Canadian health care system.
 - f. To facilitate stronger communication nationally and among interdisciplinary groups involved in enhancing tobacco related practice activities of health professionals.
 - g. To increase the awareness of and utilization of our National Clearinghouse and listserv relevant to tobacco control within the health care context.

- C. We discussed who potential symposium participants ought to be, which lead to the identification of several categories that we will seek representation from. Thus, we became aware that the symposium will include between 100-120 individuals.
- D. We identified key individuals involved in national tobacco-control activities who could be supportive resources for evolving symposium developments.
- E. We identified possible funding agencies and outlined a draft plan for seeking funding.

Ongoing Activities

- A. During the fall of 2006 a draft proposal along with an invitation to critique the proposal was sent to 26 key tobacco-control experts from across Canada. Twenty-one individuals responded and their valuable comments assisted with revising the proposal document. From this rich source of feedback we also realized there is a great deal of enthusiasm for the symposium initiative.
- B. A short invited presentation was given at the 3rd Annual Invitational Symposium for Research to Inform Tobacco Control in November, 2006 in Toronto by Dr. Annette Schultz.
- C. We received feedback to include additional front-line health practitioners on the planning team. We invited one practitioner from British Columbia and one from Ottawa. Unfortunately due to unforeseen circumstances three original team members resigned. All remain committed and interested in the project; at least one hopes to participate in the national symposium (See appendix B for a list of current planning team members).
- D. Based on feedback, we turned to the identified key individuals and requested letters of support for the funding proposal. We received 19 letters, which were integrated into proposal submissions (See appendix B for a copy of these letters).
- E. The planning team is working with two individuals from the CCTC. Ruta Klicius, event planner for the national conference, is negotiating the hotel-based costs for the symposium. Mr. Robert Walsh, Executive Director of the CCTC, has agreed to be the keynote speaker for Sunday, September 30th. Finally, the CCTC has committed \$6,000 to host a dinner and reception on Saturday, September 29th.
- F. The funding proposal was finalized during January 2007 and submitted to NCIC, CTCRI, Alberta Cancer Board, AADAC and Health Canada. Health Canada has offered \$35,000 to cover travel and hotel costs for attendees. CTCRI has offered a \$15,000 workshop grant. Alberta Cancer Board has agreed to provide \$50,000 to fund the symposium. AADAC has declined financial support because of the significant contribution being made to the National Conference. As well, NCIC has declined funding this project; main rationale was it is educational and not research based. Dr. Schultz is in ongoing communication with them. Thus, to date we have a commitment for \$100,000 of the approximately \$130,000 required for the symposium. At this time as noted above, Dr. Schultz is continuing to talk with NCIC and the team is beginning to seek out small pockets of funds to make up the \$30,000. (See appendix B for a copy of the proposal and details about the budget).
- G. A list of potential invitees to the symposium is being generated through three mechanisms. Invitees will include prominent health professionals in tobacco control including direct-care providers, educators, researchers and members of professional organizations involved in developing core competencies. In addition, attendees will

include representation from health services accreditation groups, individuals involved in the development of national tobacco control policies and health insurance agencies. Approximately 100-120 individuals will be asked to attend (See appendix B for the three mechanisms for generating the list of nominees). To date we have received over 140 nominations; Dr. Schultz and Project Director, Judy Brown have begun to generate a list of those to be invited to participate.

H. The gathering of background materials for the symposium has commenced.

Summary

This workshop provided a multidisciplinary group of individuals from across Canada an opportunity to meet and plan for a national symposium. It is felt that this initiative will further the national agenda on tobacco control through enhancing how tobacco use is addressed within the context of health care. The planning group gratefully acknowledges the ICE funding to support a very successful workshop.

ICE Grant: Passive & Active Smoking and Breast Cancer – Opportunities for Tobacco Control

Team Members:

Joan L. Bottorff, Lead
University of British Columbia Okanagan

Kenneth Johnson, Co-Lead
Centre for Chronic Disease Protection and Control
Public Health Agency of Canada

Lynne Baillie
BC Cancer Agency

Roberta Ferrence
Ontario Tobacco Research Unit
University of Toronto / Centre for Addiction & Mental Health

Julie Easley
University of New Brunswick

Rebecca Haines
Department of Family & Community Medicine
St. Michael's Hospital

Marilyn Pope
Ontario Tobacco Research Unit
University of Toronto

Susan Bondy
Department of Public Health Sciences, University of Toronto

Pam Kaufman
Department of Public Health Sciences, University of Toronto

Research objectives for the ICE seed funding:

- To identify messaging strategies and approaches to reach different target groups (i.e., young women, parents, male partners, older female smokers, etc.)
- Explore existing data sets for data related to risk perception related to smoking and breast cancer
- To explore the feasibility of using different strategies to convey the message about BC and tobacco to target groups (i.e., pack warnings, campaigns, counseling by health providers, focus groups).
- To develop a full-scale grant proposal (potential funding agencies include Canadian Breast Cancer Research Alliance, CIHR, NCIC, and CTCRI)

The ICE seed grant funding was used to:

- a) hire Dr. Alison Brazier, postdoctoral fellow, to assist with a literature review, review of existing data sets, and proposal development;

- b) coordinate meetings of the investigative team via teleconference and one face-to-face meeting at the “Reasons for Hope” Canadian Breast Cancer Conference in May (Montreal, QC) 2006;
- c) conduct structured phone interviews with key informants from seven Canadian organizations aimed at either tobacco control or breast cancer awareness. These interviews provided feedback and direction in order to develop our proposal, in addition to the establishment of an Advisory Committee for Phase 1 of this work. The consultations revealed there is strong support for the development of this research initiative from stakeholder organizations;
- d) prepare a grant proposal for the Canadian Breast Cancer Research Alliance Development and Exploratory Grant competition (fall 2006).

Outcome:

A grant submitted to the Canadian Breast Cancer Research Alliance was successful:

Title: Messages for Young Women about Tobacco Exposure and Breast Cancer: Phase 1

Investigative Team: J.L. Bottorff and K. Johnson (Co-PIs), L. Baillie, R. Ferrence, A. Brazier, J. Easley, R. Haines, C. Okoli

Amount: \$49,933

Project Summary:

The purpose of Phase 1 of this project is to understand young woman as a target audience for messaging and identify potentially effective messaging strategies for young women regarding the risks of tobacco and breast cancer. Research activities include an extensive literature review, a young adult women message inventory, key informant interviews, and a set of focus groups with adolescent and young adult women. The young women involved in the study will be recruited from Kelowna, British Columbia and Fredericton, New Brunswick. These sites were chosen because of their differing smoking rates; according to 2005 CTUMS data, British Columbia has the lowest provincial prevalence rate for smoking (15%), with New Brunswick among the provinces with the highest rate at (22%). The findings will be used as a basis for a larger national study on the issue to inform the development of educational materials and interventions related to the relationship between active and passive smoking (i.e., make them acceptable and effective for young women).

ICE Grant: Health care utilization and associated costs from smoking and exposure to environmental tobacco smoke

Research Team:

Lori Diemert, University of Waterloo
Magdalena Lagerlund, University of Western Ontario
Patricia Martens, University of Manitoba
Robert Murray, University of Manitoba
Paul Villeneuve, Health Canada, Ottawa
Bo Zhang, University of Toronto

Background: At the 2nd Annual Invitational Symposium for Research to Inform Tobacco Control, Toronto, November 10-11, 2005, participants were invited to join discussion groups on a topic of their choice. The Interdisciplinary Capacity Enhancement (ICE) Program proceeded to form research teams to address priority topics leading to evidence-based policy decisions for tobacco control. The team submitting this report responded to a suggested topic: Secondary analysis of national/provincial data sets, and successfully applied for an ICE Seed Grant.

The Problem: Demonstrate the relationship between smoking exposure (defined in categories as current smoker, former smoker, environmental tobacco smoke (ETS) exposed never-smoker, and never-smoker, and health system utilization in dollars. The study was to be conducted in Manitoba, where a linked database exists that includes Manitoba responses to the Canadian Community Health Survey phase 2.1, and the ongoing administrative claims database of Manitoba Health. The linked database would also enable the investigation of smoking exposure and morbidity/mortality from various causes, including the hazards associated with ETS.

Methods: Funding would be sought from CIHR or CTCRI in a full proposal for the above research. The full funding proposal would entail negotiations and approval from Manitoba Health, and the Manitoba Centre for Health Policy where the analyses would be carried out. A protocol would then be written, and submitted to the Health Research Ethics Board of the Faculty of Medicine, University of Manitoba, and the Health Information Privacy Committee at Manitoba Health, for approval. Concurrently the protocol would be presented to the Manitoba Centre for Health Policy, the agency approved to access these linked data and conduct analyses.

Procedures: The team met a number of times face-to-face or by conference phone. Our most productive meeting occurred on April 10 and 11, 2006, in Winnipeg. As a result of that meeting a draft funding proposal was prepared. Patricia Martens, Director of the Manitoba Centre for Health Policy was added to our team. Two representatives from Manitoba Health attended our sessions. It was Manitoba Health that would contribute the health utilization data to our project. Team members took away various assignments that would complete the proposal.

One such assignment was to contact the Health Information Manager at Manitoba Health to secure his support for the project. The project was added to a list of government "deliverables" for the year 2006, but was not approved. As the 3rd Annual Invitational Symposium for Research to Inform Tobacco Control approached, our team sought approval from Manitoba Health for the year 2007. This approval was also withheld. We were advised from the Manitoba Government, "... there is absolutely no appetite for doing a tobacco deliverable, politically speaking."

One option available to us was to apply for grant funding (CIHR or CTCRI). but to do that required permission from Manitoba Health to link the CCHS with repository data housed at MCHP (and this special permission is usually only granted for an MCHP/Manitoba Health "deliverable"). Another option is what is called a "quasi-deliverable" which is not funded through the MCHP contract but which is allowed the special privilege of CCHS linkage, and which is

required to satisfy the needs and interests of government as well as research. The MCHP deliverable route was not successful. The quasi-deliverable route was deemed not of interest to the government at this time (as mentioned above), due to potential legal concerns with the data.

It appears that Manitoba was considering a legal action against the tobacco industry, and planned to proceed on the BC model. Their legal advisors apparently reasoned that the costs estimated for BC would serve this purpose, and alternative estimates would likely be different and would not advance their cause. We have had no formal confirmation of this reasoning, but were referred to speak with Robin Hanvelt, a researcher in BC. It also had not escaped our attention that conducting research whose main users would be a provincial legal team would not likely appear as published work. This was the state of affairs as of the 3rd Invitational Symposium.

Our proposal was quite complete at that time. It is attached below as Appendix A. Magdalena Lagerlund joined the team at this point.

As an alternative strategy, we considered a revised proposal which would use a data set consisting of three consecutive surveys of a sample of Winnipeg adults, previously merged with morbidity and mortality data from Manitoba Health. This data set had been established primarily for the purpose of studying the health effects of alcohol use, but contained many questions on tobacco use. It was a sample of 1,154 individuals compared to the approximately 8,000 in the Manitoba part of the CCHS, so that statistical power was in question. The proposed outcome from this subsequent study was to be health rather than costs, with the intent of pacifying Manitoba Health. It was less than clear that such a study would make a unique contribution to the literature.

Time was running out for our seed grant, and it was regrettably decided by our team to abandon the alternate proposal. In summary, we ended with no approval to proceed with our main proposal. We, the members of this ICE team are grateful to the ICE Program, and particularly to Dr. Paul McDonald, for the opportunity to collaborate on this work.

ICE Grant: Where There's Smoke, There's Fire - The Tobacco Industry's Challenge of Canada's Tobacco Act

Principal Investigator: Anne M. Lavack, University of Regina
Co-investigators: Timothy Dewhirst, University of Saskatchewan
Daniel J. Robinson, University of Western Ontario
Ryan D. Kennedy, University of Waterloo (student)

Research Plan

- To publish a book of highlights from tobacco industry documents & testimony from court case

Research output:

- 350-page book to be published 12-18 months post-Supreme Court Decision
- Relevant documents & testimony on web site

Book Outline - Chapters

- 1 Introduction
- 2 Creating the Tobacco Act
- 3 The Court Challenge
- 4 Trial Testimony from Tobacco Executives
- 5 Tobacco Industry Documents (brand strategy, sponsorship, advertising, new products, youth market, health warnings, etc.)
- 6 Trial Testimony from the Defense
- 7 The Court's Decision
- 8 The Supreme Court Ruling
- 9 Conclusion

Time-Line

Jan/06-Nov/06 • Sought potential collaborators (R. Pollay) • Investigated publishing options
Dec/06-Apr/07 • Write chapters / Find publisher(s)
May/07-Aug/07 • Edit chapters
Sep/07-Nov/07 • Write final chapter
Dec/07-Dec/08 • Re-write/Expand/Add chapters; Work with scholarly publisher
Jan/09 • Publish scholarly book

Benefits of This Research

- Provide tobacco control community with greater insight into Canadian tobacco industry
- Provide general public with insight into Canadian tobacco industry
- Assist tobacco industry denormalization efforts

Progress to Date: We are on track according to the above time-line. We will have the majority of the chapters completed by the end of April 2007, when our funding from this seed grant expires.

Other Funding Sought

- Oct. 1, 2006 - Applied for CTCRI Policy Research Grant (\$65,000 approx.)