2012 LDCP Workshop 1: Moving from Possibilities to Projects

Workshop 1 Report

March 30, 2012
1.0 Introduction

On March 2nd, 2012, Public Health Ontario facilitated Moving from Possibilities to Projects, the first workshop in the 2012 Locally-Driven Collaborative Projects (LDCP) program. Seventy-eight representatives from 27 public health units across Ontario, as well as 13 content experts, attended the session. Moving from Possibilities to Projects is the first in a three-part series of workshops that, together, are designed to assist health units to build partnerships and jointly develop a research or evaluation proposal that addresses a critical public health need.

The objectives of Workshop 1 were to:

1. Identify and discuss potential project topics within pre-registered Ontario Public Health Standards (OPHS) Program Standards subject areas;
2. Allow health unit staff to prioritize topics by applying the criteria of impact, interest, and balance; and,
3. Begin to form partnerships for collaboration.

Public Health Ontario designed a series of activities to assist subject area groups to start to establish collaborative teams, develop “just right” research and evaluation questions, and explore the extent to which each question met the priority setting criteria. The purpose of this report is to summarize the main activities of the workshop, and describe the process and results of the priority setting activity. For a broad overview of the day’s activities, please see Appendix A for a workshop agenda. The results of the workshop evaluation are available in Appendix B.
2.0 Priority Setting Process

Participants were asked to register for one of seven different subject areas (Table 1) that were selected through the Research and Evaluation Topic Survey that was administered to public health units in January 2012.

Each subject area group had representation from a range of public health units and was provided with the list of topics generated through the Research and Evaluation Topic Survey within their subject area. Over the course of the day, subject area teams, led by a facilitator, worked towards the prioritization of a single research or evaluation question that will form the basis of their collaborative project.

At different stages, participants were asked to consider each of the following three priority setting criteria as they discussed and selected their top choices (see Figure 1):

**Interest:** Alignment with the priorities and direction of health units and the public health system.

**Impact:** Ability to generate knowledge and evidence, to support health units to meet the Ontario Public Health Standards and influence change in the public health system.

**Balance:** Address the priorities of health units from different regions and of various sizes with the goal of meeting the demands of the majority and the needs of the minority.

Content experts from a range of organizations – including Public Health Ontario, the Alcohol Policy Network, the Ontario Neurotrauma Foundation, SMARTRISK, and the University of Toronto – acted as a resource to the LDCP collaborative teams by helping to identify existing initiatives and providing methodological support. Although content experts provided invaluable input into the discussions, decisions surrounding the prioritization of specific research questions remained in the hands of the health units.

3.0 Workshop Outcomes

Below is a brief overview of the outcomes of Workshop 1. Each table includes the top five research or evaluation questions that were developed through a group consensus and voting process, and highlights in blue the final question that will form the basis of each LDCP subject area’s ongoing collaboration. N/A refers to questions that were not among the LDCP collaborative team’s top 3 choices and, consequently, were not ranked. For a list of participants in each subject area group, please see Appendix C.
### 3.1 VACCINE PREVENTABLE DISEASES – IMMUNIZATION

| TOP 5 RESEARCH OR EVALUATION QUESTIONS: VACCINE PREVENTABLE DISEASES - IMMUNIZATION | FINAL RANK |
| --- | --- |
| What parent/school-based strategies are effective to increase immunization coverage rates in school-aged children? | 1 |
| What is the feasibility of connecting existing data (OHIP billing, FHT, IRIS, other) to a provincial immunization strategy? | 2 |
| What are primary factors that influence administration of school-based vaccines? (E.g. system barriers, inadequate HR, failure to obtain consents, age at which immunization is given, perceived risk of disease vs. risk of immunization). | 3 |
| What strategies targeted at parents/guardians/students are effective to increase uptake of HPV vaccines? | N/A |
| What factors influence the public’s acceptance of various vaccines? (E.g. HPV, influenza) | N/A |

### 3.2 FALLS ACROSS THE LIFESPAN

| TOP 5 RESEARCH OR EVALUATION QUESTIONS: FALLS ACROSS THE LIFESPAN | FINAL RANK |
| --- | --- |
| What are the sustainable and effective strategies for engaging community stakeholders that serve families with children 0-4 years to implement key components of Alberta’s Million Message program when adopted and implemented in Ontario communities? | 1 |
| What are the best practices to prevent sport and recreational injury among children 10-19 in Ontario? | 2 |
| How might falls prevention efforts be translated through the lifespan to maximize impact at every age? | 3 |
| What are the perceived barriers and effective strategies for delivering consistent and repetitive messaging among stakeholders that service families with children ages 0-4 years? | N/A |
| What are the best practices for preventing future adult falls to inform the development of a strategy for Ontario? | N/A |
### 3.3 BUILT ENVIRONMENT

#### TOP 5 RESEARCH OR EVALUATION QUESTIONS: BUILT ENVIRONMENT

| Question                                                                                                                                                                                                 | Final Rank |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| What are the best practices, tools and suitable alternatives in planning policies and procedures for rural and small towns for improving health outcomes within the built environment?                                      | 1          |
| What are the barriers to implementing set-backs to protect sensitive populations from environmental exposures?                                                                                          | 2          |
| What are the economic indicators and health benefits that demonstrate the value of active transportation and transportation policy?                                                                         | 3          |
| What are the barriers and facilitations to using an economic argument for active transportation to influence policy at the municipal and provincial level?                                                       | N/A        |
| What is the economic impact (including health and localization of healthy food systems) of land use planning?                                                                                               | N/A        |

### 3.4 BREASTFEEDING

#### TOP 4 RESEARCH OR EVALUATION QUESTIONS: BREASTFEEDING

| Question                                                                                                                                                                                                 | Final Rank |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|
| What is the feasibility of public health units in Ontario establishing a common infant feeding surveillance system that will collect comparable, ongoing data on breastfeeding?¹                                                                 | 1          |
| What survey questions and tools exist that are reliable for calculating desired breastfeeding indicators?                                                                                                    | N/A        |
| How can Public Health Units in Ontario establish an infant feeding surveillance system that will collect ongoing data on breastfeeding?                                                                 | N/A        |
| What are the evidence-informed strategies for increasing breastfeeding intentions, initiation, duration, and exclusivity?                                                                                   | N/A        |
| What are the challenges, barriers, and steps to overcome implementing the 10 steps of BFI and recommendations for overcoming barriers?                                                                   | N/A        |

¹ The final research question selected to move forward was an amalgamation of the two questions below it in the table.
### 3.5 ALCOHOL AND OTHER SUBSTANCES

#### TOP 5 RESEARCH OR EVALUATION QUESTIONS: ALCOHOL AND OTHER SUBSTANCES

| Question                                                                 | Final Rank |
|-------------------------------------------------------------------------|------------|
| What are the supports required to design and implement a coordinated comprehensive strategy applied to the local level to reduce drinking in excess of the Low-Risk Drinking Guidelines? | 1          |
| What are the barriers and facilitators to implementing screening and brief interventions for HCPs? | 2          |
| What supports are required to design and implement a coordinated social marketing/brief intervention strategy to reduce drinking in excess of LRDG? | N/A        |
| What are the best practices for implementing alcohol warning labels to encourage within the LRDG? | N/A        |
| What is the relationship between alcohol outlet density and high risk drinking in Ontario communities? | N/A        |

### 3.6 HEALTHY PREGNANCIES

#### TOP 5 RESEARCH OR EVALUATION QUESTIONS: HEALTHY PREGNANCIES

| Question                                                                 | Final Rank |
|-------------------------------------------------------------------------|------------|
| An evaluation of the effectiveness of online prenatal programs amongst reproductive-aged population in Ontario | 1          |
| To assess use of BORN information system for population health surveillance in following PH priorities: 1. Alcohol use, illicit drug use during pregnancy. 2. FASD. 3. Maternal weight gain | 2          |
| What is the current rate of pregnant women having a discussion with HCP re: importance of physical activity and healthy weights in pre-conception and pregnancy? (What strategies can HU implement to increase rate) | 3          |
| To evaluate the effectiveness of the use of social media tools to increase reach and awareness related to prenatal health | N/A        |
| What are the determinants/SDOH factors resulting in high rates of teen pregnancy in rural and or northern Ontario | N/A        |
3.7 SOCIAL MEDIA AND TECHNOLOGY

### TOP 5 RESEARCH OR EVALUATION QUESTIONS: SOCIAL MEDIA AND TECHNOLOGY

| Question                                                                 | Final Rank |
|-------------------------------------------------------------------------|------------|
| How can existing evidence on the effectiveness of social media translate to public health practice as a part of comprehensive programs and strategies at health units in Ontario? | 1          |
| How can existing evidence on the effectiveness of SM translate to PH practices as part of programs and strategies to advance health public policy? | 2          |
| How can existing evidence on the effectiveness of SM translate to PH practice as part of programs and strategies to enhance client engagement? | 3          |
| How can existing evidence on SM effectiveness translate to PH practices as part of programs and strategies to influence personal health practices? | N/A        |
| To determine/identify best practices for using social media for client engagement. | N/A        |

4.0 Next Steps

The second of three workshops, *Building Collaborative Teams, Beginning Proposals*, will be held on April 5th, 2012 and April 13th, 2012. Public Health Ontario is busy planning a range of activities that will assist LDCP collaborative teams to further scope their research or evaluation questions, develop SMART objectives and begin discussing team member roles and responsibilities. Throughout the day, LDCP teams will also learn more about library services as well as other resources and supports that are available from PHO.

The objectives of Workshop 2 are to:

1. Work in collaborative teams to develop proposals including research objectives and methods
2. Introduce participants to tools and resources available to support proposal development
3. Complete an action plan, identifying roles and responsibilities of team members

Similar to Workshop 1, context experts will be available to provide methodological support and insight into current projects and initiatives that are happening provincially and nationally. Representatives from community organizations and associations that are interested in partnering or collaborating on the LDCP projects will also be in attendance.

In order to support LDCP 2012 teams as they work on their proposals, Public Health Ontario will host Workshop 3 on May 31st, 2012. Workshop 3 will provide LDCP collaborative teams with an opportunity to come together to develop their proposals. The focus of Workshop 3 will be on assisting teams with specific aspects of their project planning, such as developing timelines and Knowledge Exchange plans, and budgeting. LDCP proposals are due on July 13, 2012. More information about 2012 LDCP important dates can be found on PHO’s website.
### Appendix A. Workshop Agenda

#### 2012 LDCP Workshop 1 Agenda

**FRIDAY, MARCH 2, 2012 - 08:30AM TO 16:30PM**  
**DELTA CHELSEA HOTEL, TORONTO**

| TIME   | PRESENTER               | TOPIC                                                                 | ROOM           |
|--------|-------------------------|-----------------------------------------------------------------------|----------------|
| 08:30  | Registration and Networking Breakfast | Rosseti Room                                                                 |
| 09:00  | Brenda Mitchell         | Welcome                                                               | Rosseti Room |
| 09:15  | Vinita Haroun           | 2012 LDCP Workshop 1 Overview                                         | Rosseti Room |
| 09:35  | Sheila Cook             | Model of Collaborative Work and Decision-Making Styles                | Rosseti Room |
| 09:55  | Break                   |                                                                       | Rosseti Room |
| 10:10  | Subject Area Facilitators | Priority Setting Session A: Steps 1 to 5                               | Breakout Rooms |
| 12:30  | Lunch                   |                                                                       | Rosseti Room |
| 13:15  | Sheila Cook             | “The Dip”                                                             | Rosseti Room |
| 13:30  | Cathy Dykeman           | “Tips and Tricks from the Trenches: Elements of a Successful Collaboration” | Rosseti Room |
| 13:45  | Subject Area Facilitators | Priority Setting Session B: Steps 6 and 7                              | Breakout Rooms |
| 15:00  | Break and Project Tour  |                                                                       | Rosseti Room |
| 15:20  | Lea Narciso             | Next Steps                                                            | Rosseti Room |
| 15:45  | Subject Area Facilitators | Action Planning Session C: Step 8                                    | Rosseti Room |
| 16:15  | Vinita Haroun           | Wrap Up and Evaluation                                                | Rosseti Room |
Appendix B. Workshop Evaluation

At the end of the workshop, participants were asked to complete a short survey that explored the extent to which they felt that Workshop 1 met its stated objectives. Fifty-nine participants completed the questionnaire, a response rate of 64%.

WORKSHOP SUCCESSES

Participants noted that there were a range of excellent components to Workshop 1. In particular, participants commented on the collaborative nature of the day and the “opportunity to articulate common areas of interest [and] potential areas for effort.” Several participants also noted that the facilitators were “great” and valued the “guidance by PHO.”

These comments were reflected in the average responses to the five structured questions included in the evaluation form. Figure 2 displays the percentage of participants that agreed or disagreed with each of the five structured statements in the questionnaire based on a scale where 1 indicated strongly disagree and 5 indicated strongly agree.

FIGURE 2. PARTICIPANT RESPONSES TO THE EVALUATION SURVEY

THE COLLABORATION WORKSHOP WAS AN EFFECTIVE WAY TO LET HEALTH UNITS DISCUSS AND PRIORITIZE TOPICS FOR RESEARCH AND EVALUATION PROJECTS

I FELT THAT THE PROCESS USED THIS YEAR HELPED PARTICIPANTSTO SUCCESSFULLY APPLY THE CRITERIA OF INTEREST, IMPACT AND BALANCE IN DECISION-MAKING.
RECOMMENDATIONS
While there were many positive comments about Workshop 1, participants also provided several recommendations for future workshops. Participants would like to have “more nutritious food” and to ensure that the day’s activities remain on time. In terms of the priority setting process, some participants wanted “more information on how to formulate research questions” and the opportunity to discuss and debrief after a voting process had occurred.
## Appendix C. Participant List

| NAME                  | JOB TITLE                             | ORGANIZATION                                      | SUBJECT AREA                        |
|-----------------------|---------------------------------------|---------------------------------------------------|-------------------------------------|
| Jayne Caldwell        | Policy Analyst                        | Toronto Drug Strategy Secretariat, Toronto Public Health | Alcohol and Other Substances       |
| Amanda Chan           | Public Health Nurse                   | York Region Public Health Services                | Alcohol and Other Substances       |
| Adrienne Chin         | Health Promotion Consultant           | Toronto Public Health                              | Alcohol and Other Substances       |
| Bernadette Garrity    | Public Health Nurse                   | Middlesex-London Health Unit                       | Alcohol and Other Substances       |
| Melissa Hutchinson    | Program Manager, Public Health        | Durham Region Health Department                    | Alcohol and Other Substances       |
| Amanda Kroger         | Manager                               | Region of Waterloo Public Health                  | Alcohol and Other Substances       |
| Novella Martinello    | Foundational Standard Specialist      | Kingston, Frontenac and Lennox & Addington Public Health | Alcohol and Other Substances       |
| Sherri Preszcator     | Public Health Manager                 | Huron County Health Unit                           | Alcohol and Other Substances       |
| Melissa Rennison      | Public Health Nurse                   | Middlex-London Health Unit                         | Alcohol and Other Substances       |
| Michelle Schwarz      | Public Health Nurse                   | Halton Region Health Department                    | Alcohol and Other Substances       |
| Vanessa Trumpickas    | Health Promotion Specialist           | Hamilton Public Health Services                    | Alcohol and Other Substances       |
| Janice Bogdan         | Program Manager                       | Durham Region Health Department                    | Breastfeeding                      |
| Shelly Brown          | Family Health Program Manager         | Hastings & Prince Edward Counties Health Unit      | Breastfeeding                      |
| Eileen Chuey          | Public Health Nurse                   | Halton Region Health Department                    | Breastfeeding                      |
| Deanna Cole-Benjamin  | Public Health Nurse                   | Kingston, Frontenac and Lennox & Addington Public Health | Breastfeeding                      |
| Sandy Dupuis          | Epidemiologist                        | Niagara Region Public Health Department            | Breastfeeding                      |
| Shanna Hoetmer        | Epidemiologist                        | York Region Public Health Services                 | Breastfeeding                      |
| Sharmin Jaffer        | Manager, Child and Family Health Promotion | Region of Waterloo Public Health                  | Breastfeeding                      |
| Heather Lokko         | Manager, Reproductive Health Team     | Middlesex-London Health Unit                       | Breastfeeding                      |
| Ronda Manning         | Supervisor, Health Promotion          | Oxford County Public Health & Emergency Services   | Breastfeeding                      |
| NAME                | JOB TITLE                                      | ORGANIZATION                                      | SUBJECT AREA          |
|---------------------|-----------------------------------------------|--------------------------------------------------|-----------------------|
| Debbie Silvester    | Manager, Family Health                        | Windsor-Essex County Health Unit                 | Breastfeeding         |
| Renée St Onge       | Manager, Research and Evaluation              | Sudbury & District Health Unit                   | Breastfeeding         |
| Janet Vandenberg    | Public Health Nurse                           | York Region Public Health Services               | Breastfeeding         |
| Fangli Xie          | Epidemiologist                                | Durham Region Health Department                  | Breastfeeding         |
| Erica Arnett        | Health Promoter                               | Elgin-St. Thomas Health Unit                     | Built Environment     |
| Fabio Cabarcas      | Senior Policy Analyst                         | Halton Region Health Department                  | Built Environment     |
| Carolyn Coppens     | Epidemiologist                                | Elgin-St. Thomas Health Unit                     | Built Environment     |
| Helen Doyle         | Manager, Environmental                        | York Region Public Health Services               | Built Environment     |
| Jackie Gervais      | Health Promoter                               | Niagara Region Public Health Department – CDIP   | Built Environment     |
| Lisa Kaldeway        | Health Promoter                               | Haliburton, Kawartha, Pine Ridge District Health Unit | Built Environment     |
| Iqbal Kalsi          | Manager, Health Hazards, Environmental Health | Middlesex-London Health Unit                     | Built Environment     |
| Alanna Leffley      | Senior Epidemiologist                         | Grey Bruce Health Unit                           | Built Environment     |
| Karen Loney         | Health Promoter                               | Chatham-Kent Health Unit                         | Built Environment     |
| Donna Taylor        | Director, Health Protection                   | Perth District Health Unit                       | Built Environment     |
| Deanna White        | Epidemiologist                                | Haldimand-Norfolk Health Unit                    | Built Environment     |
| Shawn Zentner       | Manager, Health Protection                    | Wellington-Dufferin-Guelph Health Unit           | Built Environment     |
| Nicole Dupuis       | Program Manager                               | Chatham-Kent Health Unit                         | Built Environment     |
| Loretta Bernard     | Manager - Injury & Substance Misuse Prevention| York Region Public Health Services               | Falls Across the Lifespan |
| Cindy Kirkpatrick   | Public Health Nurse                           | Hastings & Prince Edward Counties Health Unit    | Falls Across the Lifespan |
| Etta Li              | Public Health Nurse                           | York Region Public Health Services               | Falls Across the Lifespan |
| Casey Walters Gray  | Public Health Nurse                           | Kingston, Frontenac and Lennox & Addington Public Health | Falls Across the Lifespan |
| Jacqueline Whittingham | Manager, Chronic Disease & Injury Prevention | Hastings & Prince Edward Counties Health Unit | Falls Across the Lifespan |
| NAME                  | JOB TITLE                                      | ORGANIZATION                                      | SUBJECT AREA                  |
|----------------------|-----------------------------------------------|---------------------------------------------------|-------------------------------|
| Leslie Wright        | Public Health Nurse                           | Algoma Public Health                               | Falls Across the Lifespan     |
| Carolyn Wilkie       | Public Health Nurse                           | Halton Region Health Department                    | Falls Across the Lifespan     |
| Melissa Horan        | Health Promotion Specialist                   | Wellington-Dufferin-Guelph Health Unit             | Healthy Pregnancies           |
| Zahra Kassam         | Manager, Reproductive Health                  | York Region Public Health Services                 | Healthy Pregnancies           |
| Melissa Lonnee       | Public Health Nurse                           | Middlesex-London Health Unit                      | Healthy Pregnancies           |
| Sue Morris           | Manager, Reproductive Health                  | Region of Waterloo Public Health                  | Healthy Pregnancies           |
| Fidel Obu            | Public Health Epidemiologist                  | Porcupine Health Unit                              | Healthy Pregnancies           |
| Kate O’Connor        | Director, Research and Evaluation             | Kingston, Frontenac and Lennox & Addington Public Health | Healthy Pregnancies           |
| Samantha Petkou      | Public Health Nurse                           | York Region Public Health Services                 | Healthy Pregnancies           |
| Mary-Anne Pietrusiak | Epidemiologist                                 | Durham Region Health Department                    | Healthy Pregnancies           |
| Jennifer Schmidt     | Reproductive Health Supervisor                | Halton Region Health Department                    | Healthy Pregnancies           |
| Lori Webel-Edgar     | Program Manager                               | Simcoe Muskoka District Health Unit               | Healthy Pregnancies           |
| Carmen Yue           | Epidemiologist                                | Toronto Public Health                              | Healthy Pregnancies           |
| Shannon Aitchison    | Public Health Nurse                           | Middlesex-London Health Unit                      | Social Media and Technology   |
| Roberto Almeida      | Program Manager                               | Hastings & Prince Edward Counties Health Unit     | Social Media and Technology   |
| Lois Bailey          | Chief Financial Officer                       | Northwestern Health Unit                           | Social Media and Technology   |
| Cate Bannan          | Manager, Sexual Health and Needle Exchange Program | Halton Region Health Department                  | Social Media and Technology   |
| Carrie Beatty        | Communications Specialist                    | Niagara Region Public Health Department            | Social Media and Technology   |
| Chris Bowes          | Research and Policy Analyst                   | North Bay Parry Sound District Health Unit         | Social Media and Technology   |
| Nancy Gan            | Public Health Educator                        | York Region Public Health Services                 | Social Media and Technology   |
| Duc Mai              | Public Health Inspector                       | Middlesex-London Health Unit                      | Social Media and Technology   |
| Heather McCully      | Project Manager, Social Media                 | City of Hamilton Public Health & Community Services Department | Social Media and Technology   |
| NAME                  | JOB TITLE                              | ORGANIZATION                                      | SUBJECT AREA                                      |
|-----------------------|----------------------------------------|---------------------------------------------------|--------------------------------------------------|
| Kris Millan           | Manager, CQI and Central Resources     | Kingston, Frontenac and Lennox & Addington Public Health | Social Media and Technology                      |
| Anne Schlorff         | Director, Central Resources            | Region of Waterloo Public Health                  | Social Media and Technology                      |
| Megan Williams        | Health Promotion Specialist            | Simcoe Muskoka District Health Unit               | Social Media and Technology                      |
| Joanne Cameron        | Manager, VPD                           | Toronto Public Health                              | Vaccine Preventable Diseases - Immunization       |
| Robin Cooper          | Health Promotion Planner               | Thunder Bay District Health Unit                   | Vaccine Preventable Diseases - Immunization       |
| Jennifer Duffin       | Public Health Manager                  | Perth District Health Unit                         | Vaccine Preventable Diseases - Immunization       |
| Ian Gemmill           | Medical Officer of Health              | Kingston, Frontenac and Lennox & Addington Public Health | Vaccine Preventable Diseases - Immunization       |
| Lorraine Grynstra     | Public Health Nurse                    | City of Hamilton Public Health & Community Services Department | Vaccine Preventable Diseases - Immunization       |
| Chris Harold          | Manager, Information and Planning      | Region of Waterloo Public Health                  | Vaccine Preventable Diseases - Immunization       |
| Kathy Jovanovic       | Acting Manager of Communicable Disease Control | Halton Region Health Department                      | Vaccine Preventable Diseases - Immunization       |
| Ameeta Mathur         | Manager, VPD                           | Toronto Public Health                              | Vaccine Preventable Diseases - Immunization       |
| Carly McKinnon        | Assistant Manager                      | Durham Region Health Department                    | Vaccine Preventable Diseases - Immunization       |
| Peggy Patterson       | Coordinator, Program Planning and Evaluation | Renfrew County and District Health Unit                | Vaccine Preventable Diseases - Immunization       |
| Michelle Piett        | Team Leader, VPD                       | Niagara Region Public Health Department             | Vaccine Preventable Diseases - Immunization       |