

## CAPE Community of Practice 18-month Evaluation Report

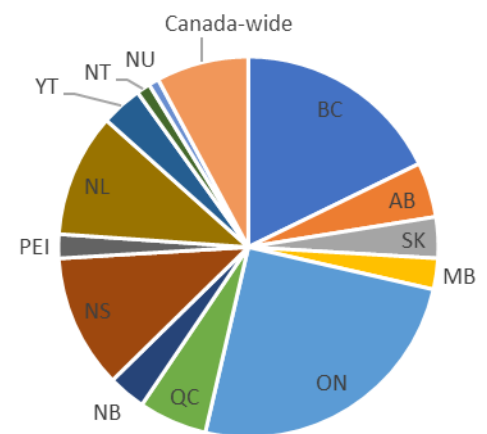
Results compiled September 6, 2023

An evaluation of the Canadian Alcohol Policy Evaluation Community of Practice (CAPE CoP) was undertaken during July 2023, approximately 18 months into its operation. The evaluation comprised a review of the membership database, statistics from the CAPE website and event attendance, and a survey to members. The survey tool was consistent with that used for the evaluations conducted during August 2022 and February 2023.

### Membership

Since its launch in January 2022, membership of the CAPE CoP has grown to more than **400** members, representing all 13 provinces and territories plus Canada-wide and international jurisdictions.

Members have a variety of affiliations including public health/health services, government alcohol regulation, distribution or retailers, public safety, cancer-related and other NGOs, advocacy groups, university students and research organizations. The most common affiliations include public health/health services (62%), government alcohol regulator (11%), research organization (11%) and cancer-related or other NGO (7%). The majority of new members were referred to the CAPE CoP by a colleague or someone in their professional network.



### Participation

Sixteen learning opportunities took place between January 2022 and July 2023, including webinars, roundtable discussions and networking events. Six events included simultaneous French interpretation. Webinars attracted the highest attendance, with a peak of 140 attendees. 44% of members have attended more than one webinar/event.

An alcohol warning labels working group formed following a CAPE CoP webinar series on this topic. The group focuses on knowledge-sharing, strategies and actions towards policy change in relation to labelling. There are currently 75 members and 12 meetings have been held to date.

The knowledge products resulting from webinar events and resources on the CAPE CoP project website have had substantial uptake, including more than 4,000 downloads of CAPE documents, 1,000 views of webinar recordings and 8,000 visits to the CAPE project webpage. Feedback from previous evaluations and member engagement led to enhanced knowledge products and optimized content of communications to members.

Following the release of CAPE results in May 2023, several members requested tailored provincial/territorial results presentations for their work teams/networks. Six presentations were delivered during June-July 2023, with five additional presentations scheduled for dates in Fall 2023. In addition, five tailored summary reports of provincial/territorial data and detailed scores for specific domains were provided upon member request.

## Feedback

Eleven members completed the July 2023 survey (~3% of the membership), a lower response rate than the two previous surveys in February 2023 (7%) and August 2022 (20%).

Offerings rated as highly valuable by the majority of respondents across the three surveys included CAPE CoP webinars/events (90%) webinar recordings/slides (91%), email notifications about new alcohol policy, research, events, or initiatives (85%). Other valuable offerings included the CAPE CoP website (85%), member listserv (75%). Satisfaction with content and frequency of emails and events was high (>75%) and 93% of respondents would recommend the CAPE CoP to others.

Respondents described the most valuable aspects of the CAPE CoP as knowledge exchange, collaboration and networking opportunities across provinces, a shared/common purpose, and access to quality resources and expertise.

The impact of CAPE CoP on the 11 respondents was significant. Respondents reported that they:

- gained new knowledge (100%)
- used knowledge products (92%)
- circulated or shared knowledge (85%)
- changed the way they conduct their work (77%)
- expanded their professional network (80%)
- experienced increased communication/collaboration within their organization (79%)

Member comments included:

“...connection to other P/Ts experiencing similar challenges or who can provide lessons learned”

“...appreciate all the work you do, the short summaries and key messages are helpful”

“The CAPE project and team are essential for creating conditions of support for alcohol policy progress across Canada. Progress on alcohol policy is challenging given the power of the alcohol industry - imagine where we would be without the CAPE project!”

## Conclusion

The growing and diversifying membership, number of referrals, increasing engagement between members, explicit feedback from members, and activities of the alcohol warning labels working group provides strong evidence that the CAPE CoP is addressing a need for knowledge exchange, collaboration and learning opportunities in alcohol policy.

Questions or comments?  
Contact us at: [capecopcoord@uvic.ca](mailto:capecopcoord@uvic.ca) or  
visit the CAPE CoP website [www.alcoholpolicy.cisur.ca](http://www.alcoholpolicy.cisur.ca)

