

CANADIAN ALCOHOL POLICY EVALUATION (CAPE) COMMUNITY OF PRACTICE



Alcohol and cancer: strategies, impacts and challenges of public health campaigns and advocacy efforts

Event #31: December 5, 2024

The views and opinions expressed as part of this presentation are those of the presenters and do not necessarily represent those of our funders or other organizations acknowledged.



**University
of Victoria**

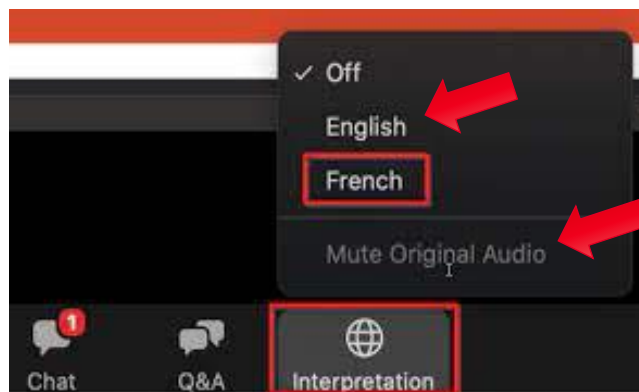
Canadian Institute
for Substance
Use Research

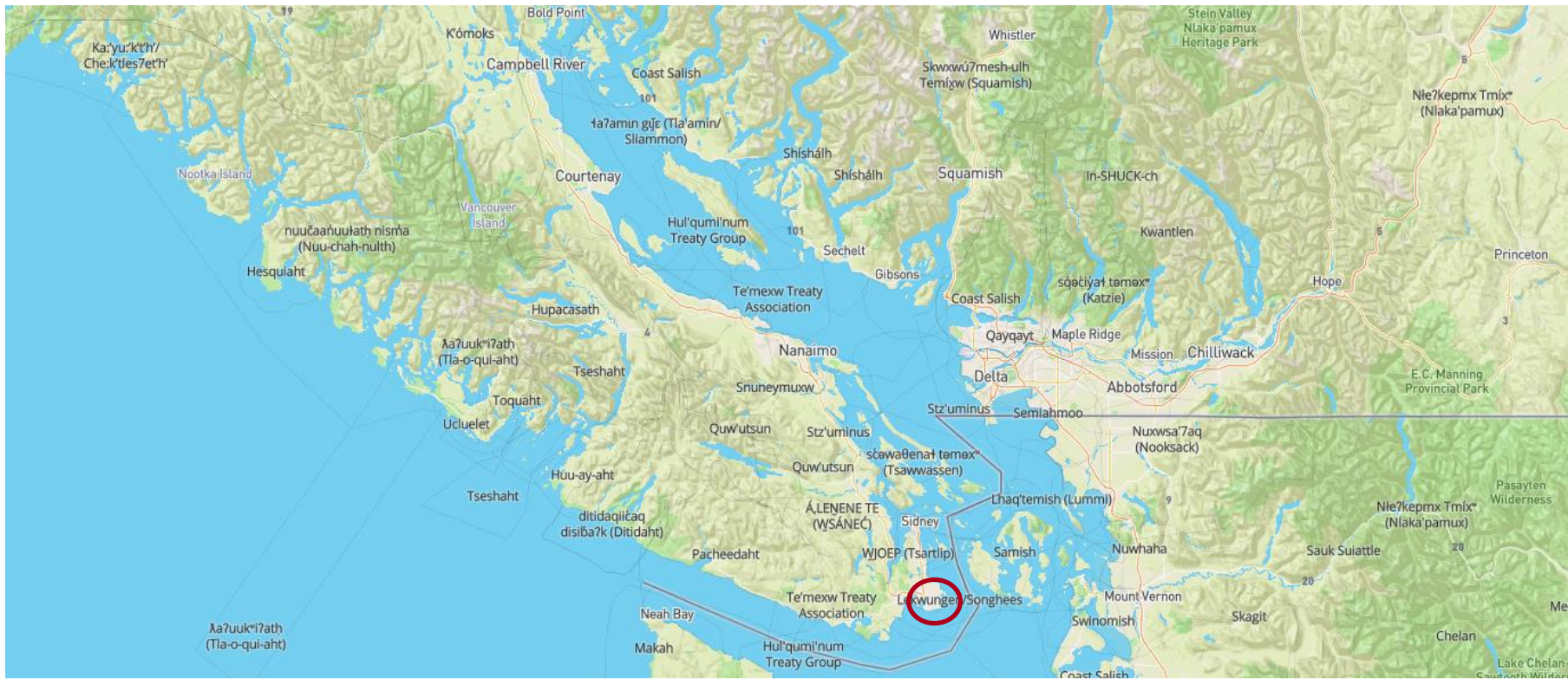
Institut canadien
de recherche sur
l'usage de substances

camh
Centre for Addiction and Mental Health

INTERPRÉTATION SIMULTANÉE

- Veuillez noter que l'événement sera en anglais / This event will be in English.
- Une interprétation simultanée en français est offerte sauf pour les périodes de questions /
Simultaneous French interpretation is available **except** for the Q&A portions.





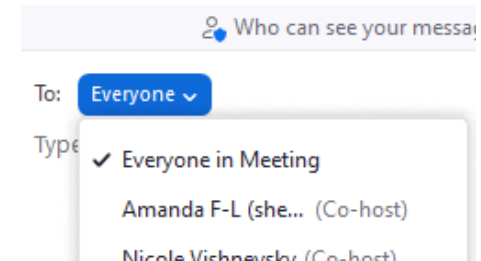
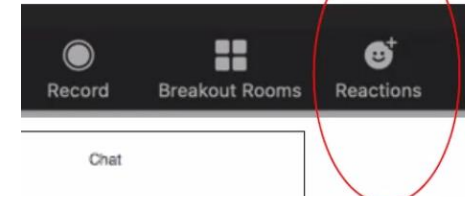
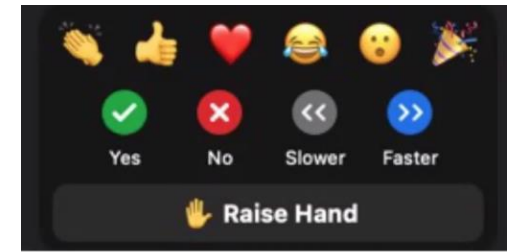
We acknowledge and respect the Lək̓ʷəŋən (Songhees and Esquimalt) Peoples on whose territory the university stands, and the Lək̓ʷəŋən and W̱SÁNEĆ Peoples whose historical relationships with the land continue to this day.

HOUSEKEEPING

- Today's webinar includes three presentations with Q&A after each presentation, 90mins total
- The webinar will be recorded. The Q&A segments will be edited out of the recording that will be shared after the event. Links to the recording (English and French) and webinar slides will be sent via email.
- We invite your feedback about today's session. A survey link will be shared in the Chat box and via email.
- For persons with lived/living experience stipends: email capecopcoord@uvic.ca

Q&A FORMAT

- Use the chat box or Q&A tool to submit a question at any time (either privately to the moderator or to everyone).
- 'raise hand' during Q&A segment. The moderator will ask you to unmute to pose your question.
- The moderator may read aloud questions typed in the chat or Q&A tool.
- Technical difficulties? please message us in the chat.



PRESENTERS

Dr Fawaad Iqbal

Radiation Oncologist, Durham Regional Cancer Centre

Cheryl Peters

Senior Scientist, Prevention, Screening and Hereditary Cancer, BC Cancer

Brandon Purcell

Advocacy Manager, Prevention and Early Detection, Canadian Cancer Society

Alcohol and cancer: strategies, impacts and challenges of public health campaigns and advocacy efforts

Fawaad Iqbal MD FRCPC
Radiation Oncology

On behalf of the
Durham Regional Cancer Centre
Cancer Screening and Prevention

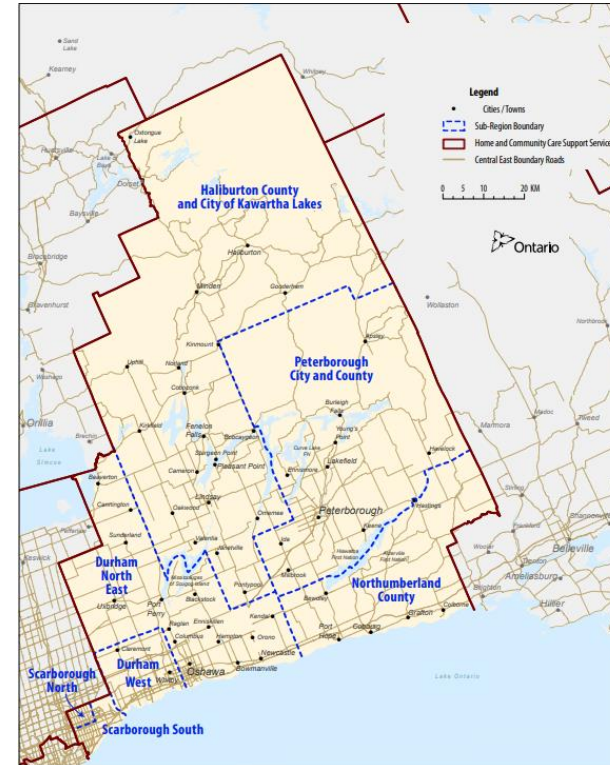
Thanks to Shannon Bourke BHsc, MHS



Central East Region

- Durham – the traditional territory of the Mississaugas of Scugog Island First Nation.
- Northumberland – the traditional territory of the Anishnabek, Huron-Wendat, Haudenosaunee (Iroquois), Ojibway/Chippewa peoples.
- Peterborough – the traditional territory of the Anishinaabe Mississauga adjacent to Haudenosaunee Territory.
- Quinte – the traditional territory of the Anishnabek, Huron-Wendat, Haudenosaunee (Iroquois).

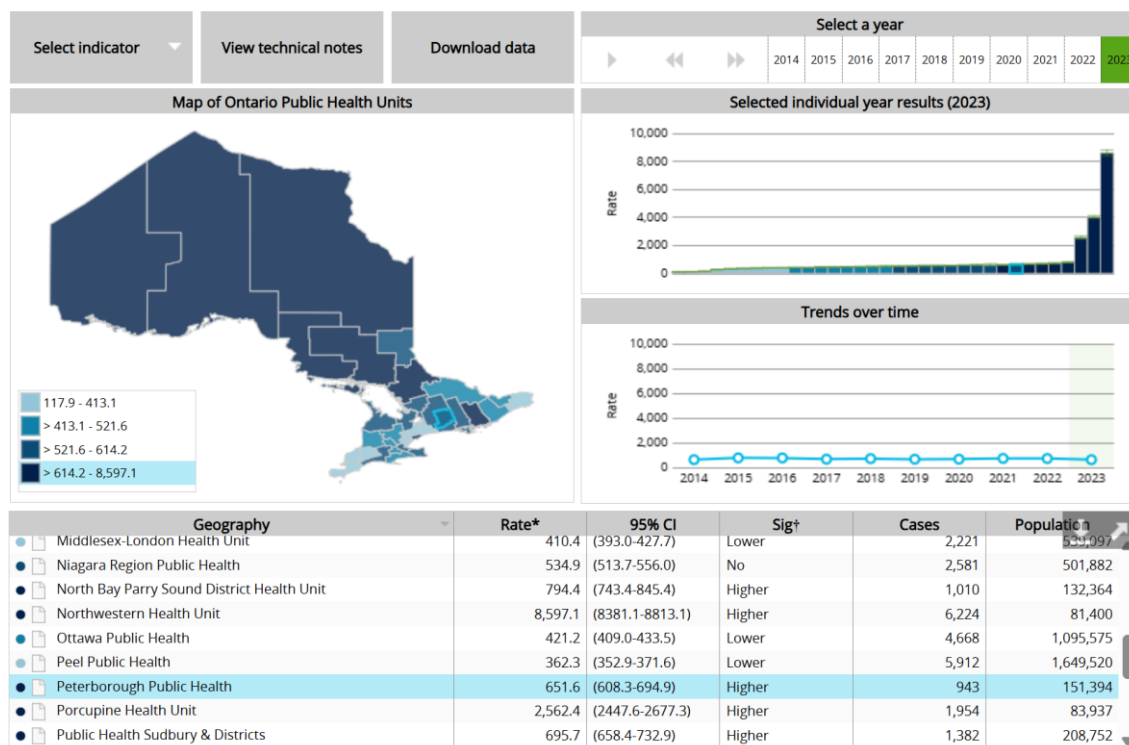
Central East Regional Cancer Program Overview



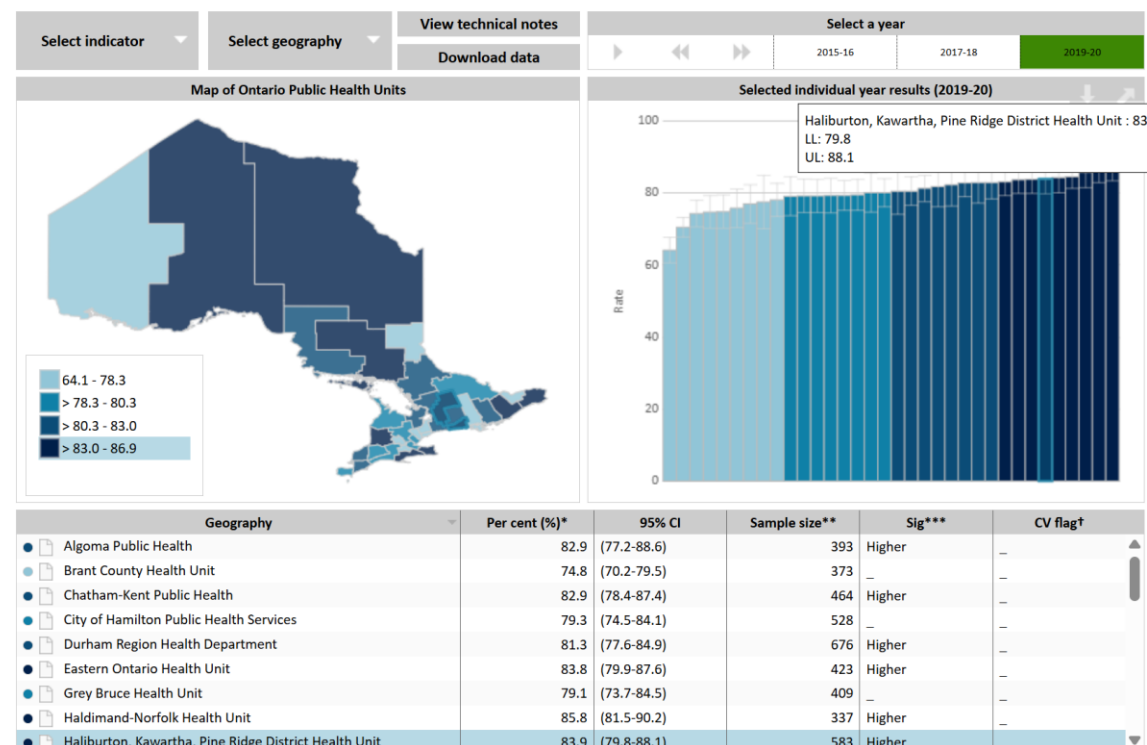
Catchment population ~1.6 million

Public Health Ontario data

ED visits for conditions entirely attributable to alcohol >> Age-standardized rate (both sexes) >> 2023




Self-reported rate of current drinking (i.e., had one or more drinks in the past 12 months) >> Age-standardized rate (both sexes) >> 2019-20




<https://www.publichealthontario.ca/en/Data-and-Analysis/Substance-Use>

Fraser Health Authority “Now You Know” 2020



**WHICH DRINK IS
NON-ALCOHOLIC?
WHO CARES.**

REDUCE THE RISK OF CANCER BY DRINKING LESS ALCOHOL.
VISIT [FRASERHEALTH.CA/NOWYOUKNOW](https://fraserhealth.ca/nowyouknow) FOR MORE INFORMATION.



**MANY PEOPLE DON'T
KNOW ALCOHOL CAN
CAUSE CANCER.**

NOW YOU KNOW.

REDUCE YOUR RISK OF CANCER BY DRINKING LESS ALCOHOL.
VISIT [FRASERHEALTH.CA/NOWYOUKNOW](https://fraserhealth.ca/nowyouknow) FOR MORE INFORMATION.



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2023 Updated Guidelines



Canadian Centre
**on Substance Use
and Addiction**

Evidence. Engagement. Impact.

www.ccsa.ca • www.ccdus.ca

Canada's Guidance on Alcohol and Health: Final Report

January 2023

Alcohol Awareness Campaign

Goals:



Increase
Awareness



Compete with
Media
Messaging



No Money



Options Evaluated

- Static Billboard- \$2000/4 weeks
 - Limitations:
 - Limited Reach
 - High Cost
 - Effectiveness?



Options Evaluated

- Radio Advertising- \$20 800/4 weeks
 - Limitations:
 - Limited Reach
 - Very High Cost
 - Effectiveness?



Options Evaluated

- Print Advertising- \$1000-\$4600 for 1 full page
 - Limitations:
 - Limited Reach
 - Very High Cost
 - Effectiveness?



Options Evaluated

- Social Media- Any budget
 - Strengths:
 - Designate reach
 - Low/custom Cost
 - Effectiveness metrics

The image shows a Facebook Ads campaign configuration interface. At the top, there's a date selector set to 'Sep 29, 2022'. Below this, two radio buttons are present: 'Run this ad continuously' (unselected) and 'Choose when this ad will end' (selected). The 'Choose when this ad will end' option includes a 'Days' field set to '5' and an 'End date' field set to 'Oct 4, 2022'. A note states: 'Your ad will be published today and run for 5 days ending on Oct 4, 2022.' Below this is the 'Daily budget' section, with a note 'Actual amount spend daily may vary.' and a 'Country, currency' dropdown set to 'US, CAD' with a 'Change' button. The estimated reach is shown as 'Estimated 361 - 1K people reached per day' with a large blue '\$ 6.00' and a pencil icon. At the bottom, a budget slider ranges from '\$2.00' to '\$200.00'. On the right side, there are two summary boxes: 'Estimated daily results' showing 'People Reached 361 - 1K' and 'Page Likes 7 - 25', and 'Payment summary' showing 'Total budget \$6.00 a day x 5 days = \$30.00 CAD' and 'Total amount \$30.00 CAD'. A footer note mentions data usage for ad eligibility and billing options.

Sep 29, 2022

☐ Run this ad continuously
Your ad will run continuously for a daily budget. This option is recommended.
[Learn more](#)

☒ Choose when this ad will end

Days: 5 End date: Oct 4, 2022

Your ad will be published today and run for 5 days ending on Oct 4, 2022.

Daily budget
Actual amount spend daily may vary.

Country, currency: US, CAD [Change](#)

Estimated 361 - 1K people reached per day

\$ 6.00

\$2.00 \$200.00

Estimated daily results

People Reached: 361 - 1K

Page Likes: 7 - 25

Payment summary
Your ad will run for 5 days.

Total budget: \$6.00 a day x 5 days = \$30.00 CAD

Total amount: \$30.00 CAD

We use data about you and your ad account to assess eligibility for and to provide you with more ads billing and spending options. [Learn more](#)

Create Content



**Both of these
can cause cancer**



The risks from 1 glass of alcohol are similar to 1 cigarette.

Visit cercp.ca to learn more.

**Central East
Regional Cancer Program**
Ontario Health (Cancer Care Ontario)

Create Content



**Central East
Regional Cancer Program**
Ontario Health (Cancer Care Ontario)

Alcohol does not
come with a
warning label,
but it should.

**Drinking alcohol
increases your
risk of cancer.**

To lower your risk, limit
drinking alcohol to only 1-2
drinks a week.

Visit cercp.ca to learn more.

Create Content

You don't smoke
because you know it
can increase your risk
of cancer.

**Did you know that
drinking alcohol also
increases your risk
of cancer?**

Now you know.



Create Content



Create Content

I just wanted to have
fun with my friends...



I just wanted to relax at
home...



I just wanted a
break...

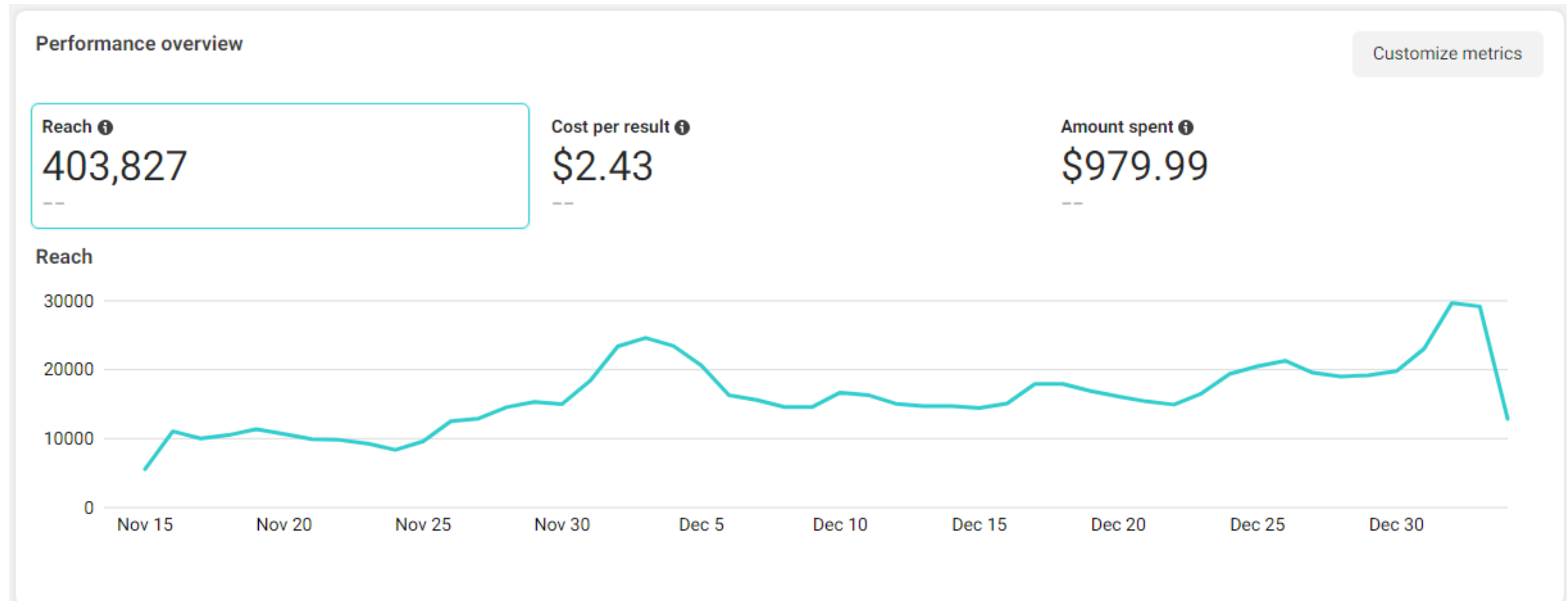


I did not know drinking
alcohol increased my
risk of cancer.

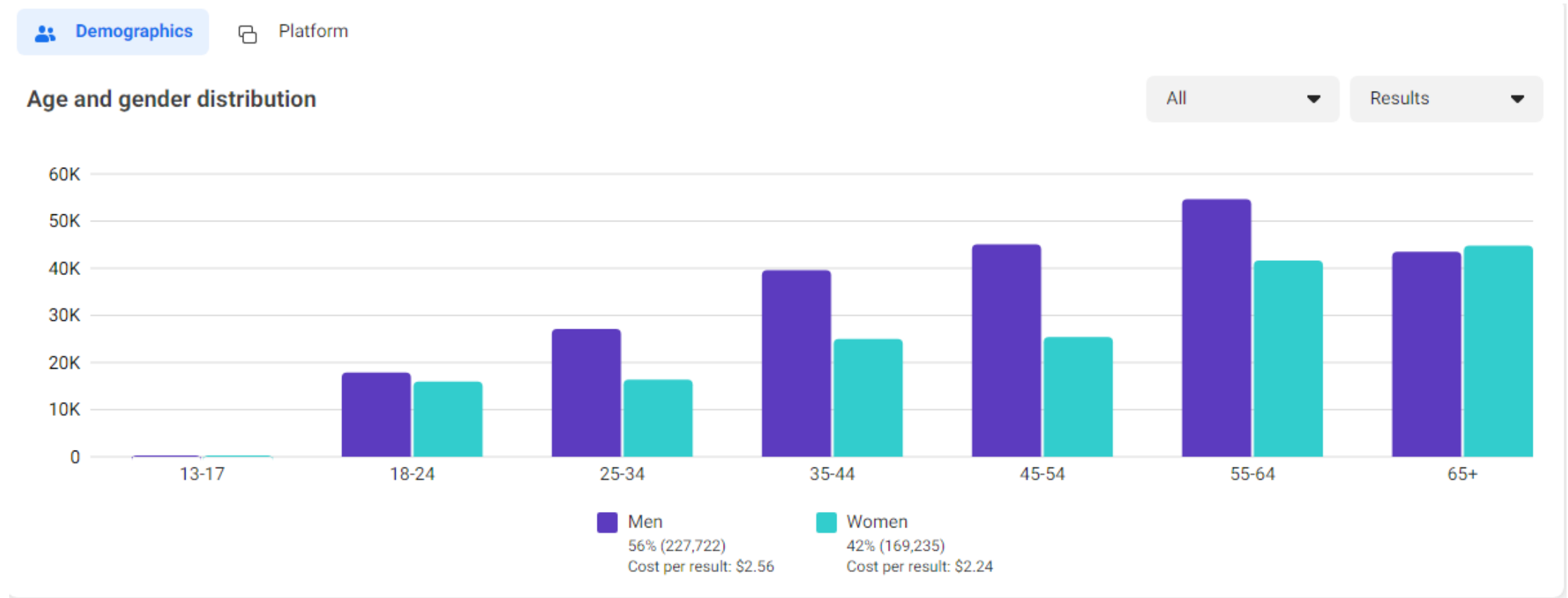


Now you know.

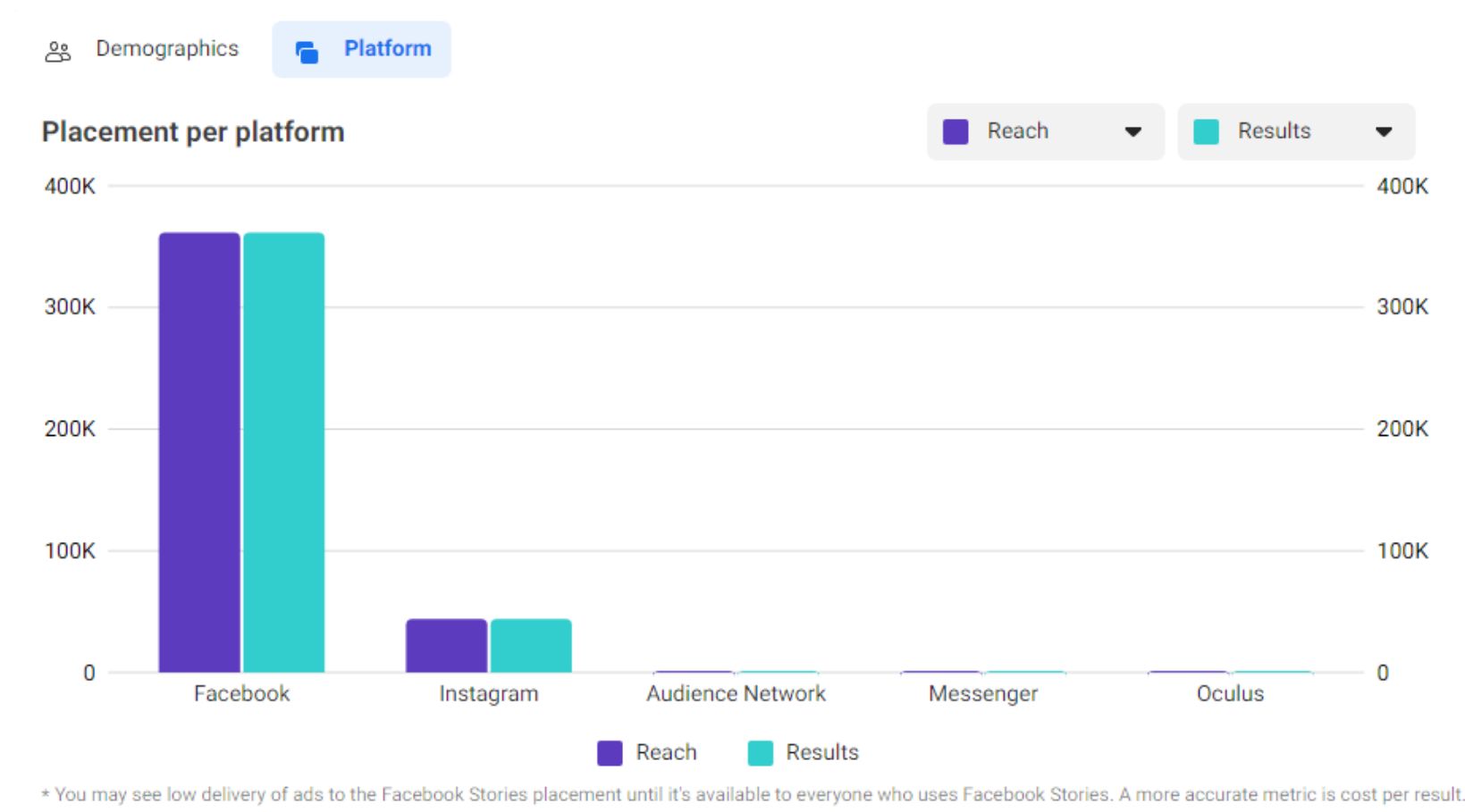
Results (Nov. 15/2023 to Jan. 3/2024)



Results (Nov. 15/2023 to Jan. 3/2024)



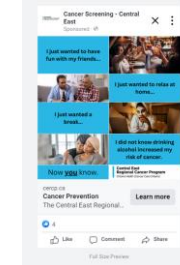
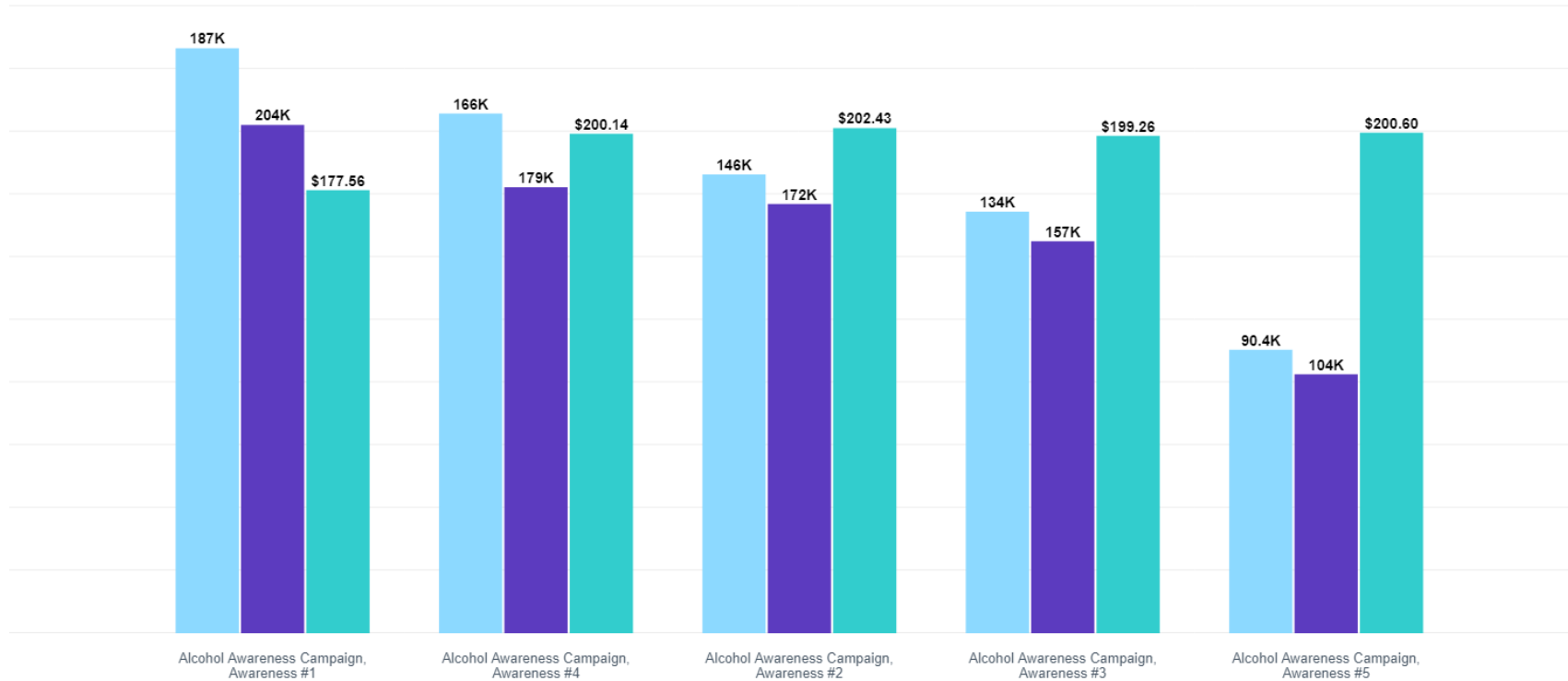
Results (Nov. 15/2023 to Jan. 3/2024)



Campaign Summary by Ad

Nov 15, 2023 – Jan 3, 2024

✓ Reach ✓ Impressions ✓ Amount spent



Questions?





Provincial Health Services Authority

The Proof Campaign: Distilling the Evidence About Alcohol and Cancer

Dr. Cheryl Peters, Senior Scientist, Cancer Prevention
BC Centre for Disease Control and BC Cancer

*Acknowledging the contributions of Javis Lui, Health
Promotion Manager, BC Cancer*



I acknowledge with gratitude, that we are gathered on the traditional, ancestral and unceded territories of the x^wməθk^wəyəm (Musqueam), Skwxwú7mesh Úxwumixw (Squamish), and səlílwata? (Tsleil-Waututh) First Nations who have nurtured and cared for the lands and waters around us for all time. I give thanks for the opportunity to live, work and support care here.



Provincial Health
Services Authority

Background



Provincial Health Services Authority

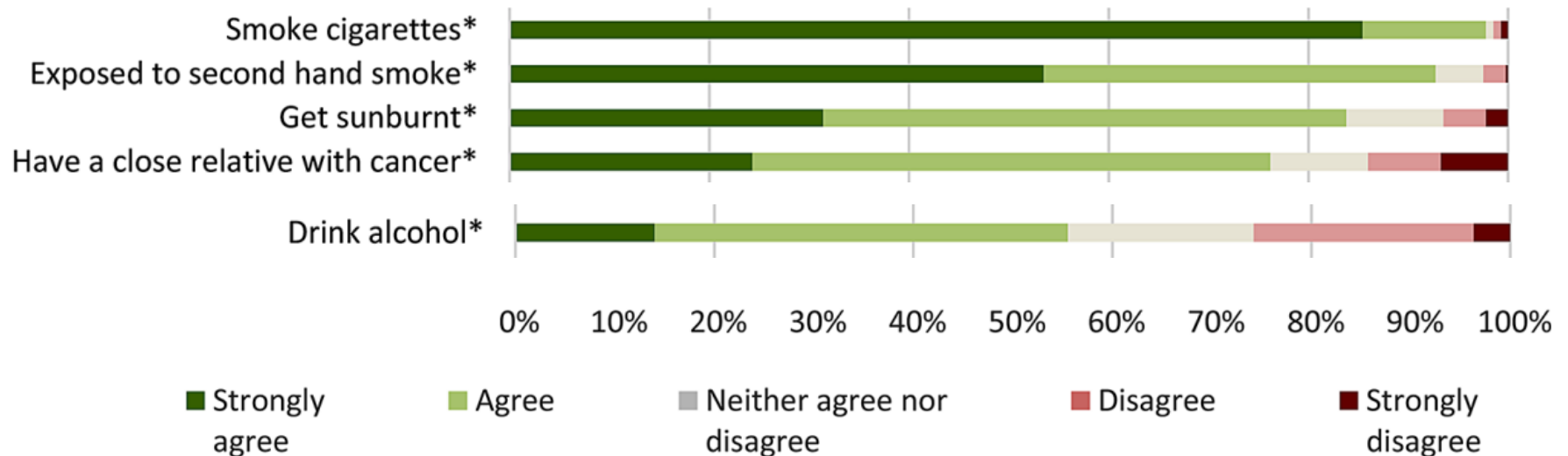
BC Cancer provides a comprehensive cancer control program for the people of BC in partnership with regional health authorities. This includes primary cancer prevention and highlighting cancer risk factors, such as alcohol consumption.

Over 40% are not aware that alcohol consumption increases the risk of cancer.

Canadian Cancer Society, 2024

Cancer and Alcohol Knowledge

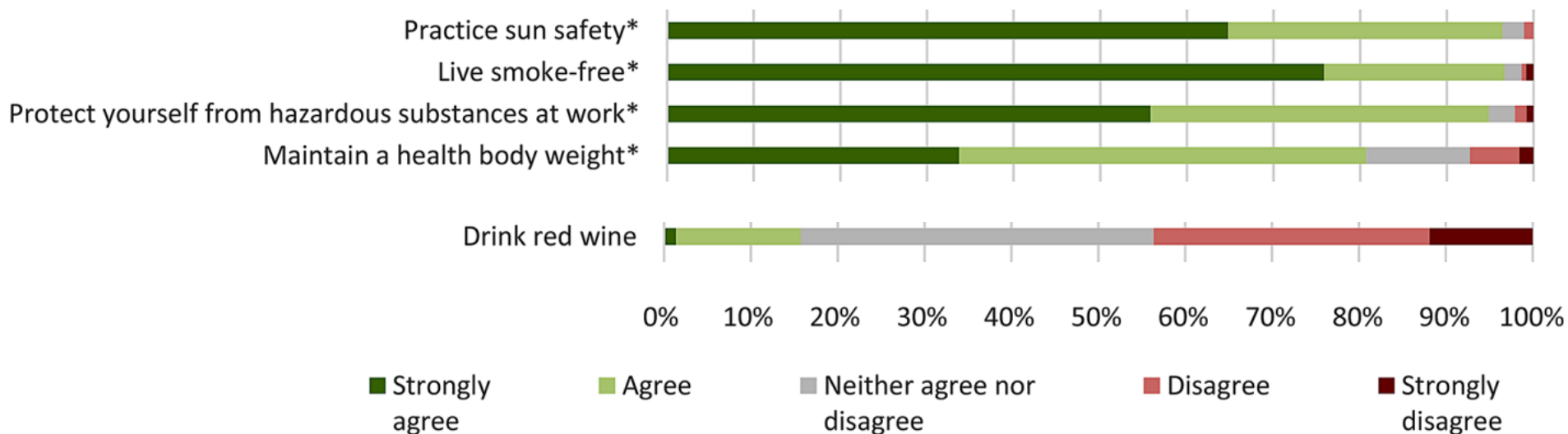
“To what extent do you agree that the following can increase cancer risk?”



** Indicates known risk factors*

Cancer and Alcohol Knowledge

“To what extent do you agree that the following can reduce cancer risk?”



* Indicates known protective factors

HEALTH | News

Low-risk alcohol as drinkers start to see evidence

Health

NP Comment

Sabrina Maddeaux: Two drinks a week? New guidelines are unsupported and puritanical kill-ions

Students, experts have mixed reactions to new CCSA alcohol guidelines

 THE UBYSSEY

Canada's drastic new alcohol guidelines demand a closer look

DAN MALLECK

CONTRIBUTED TO THE GLOBE AND MAIL

Campaign Background

Launched in April 2023, in partnership with B.C.'s Ministry of Health

Target audience: B.C. residents aged 25-49

Communications goals:

1. Increase awareness of the link between alcohol and cancer;
2. Provide tools to help audiences better understand their alcohol intake and corresponding cancer risk levels; and,
3. Increase awareness of Canada's Guidance on Alcohol and Health and the data behind them




The Campaign

***The
proof***

BC
CAN

The Concept



ALCOHOL


was linked to

1,700

BREAST CANCER

cases in Canada in 2020.

THE PROOF
SPEAKS
FOR ITSELF.



Take the quiz to
assess your risk
at the-proof.ca

BC CANCER
BRITISH COLUMBIA
Ministry of Health

The proof



ALCOHOL

contributes to

**7,000
CANCER
CASES**

in Canada per year.

THE PROOF
SPEAKS
FOR ITSELF.



Take the quiz to
assess your risk
at the-proof.ca

BC CANCER
BRITISH COLUMBIA
Ministry of Health

The proof

The Concept



ALCOHOL

contributed to


2,500

cases of
**COLORECTAL
CANCER**
in Canada in 2020.

**THE PROOF
SPEAKS
FOR ITSELF.**

Take the quiz to
assess your risk
at the-proof.ca



ALCOHOL




contributes to

**7,000
CANCER
CASES**

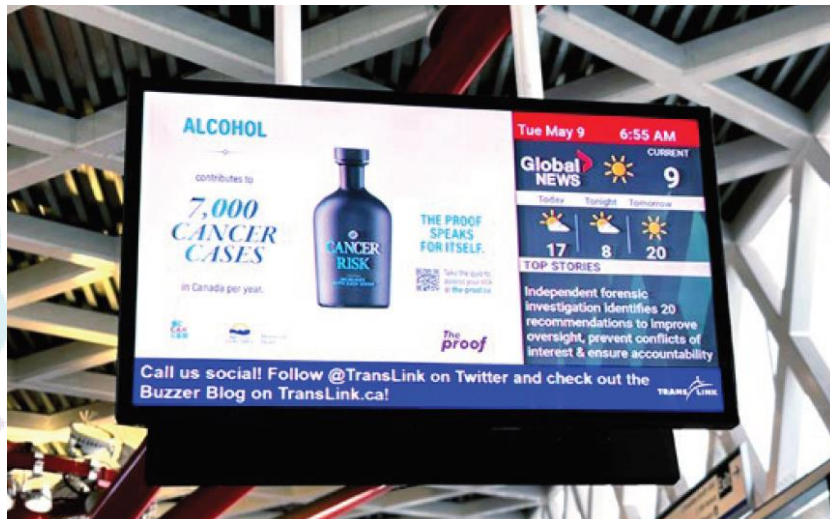
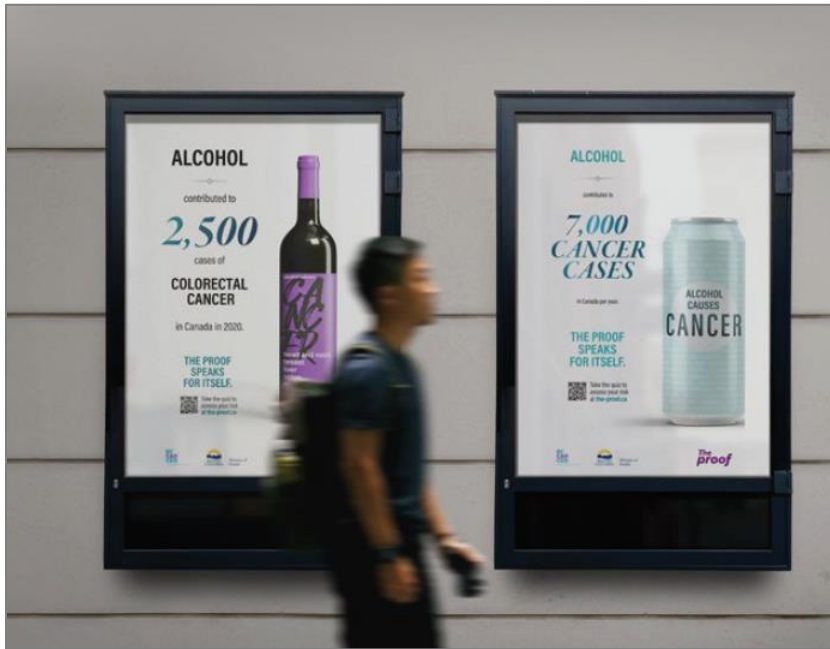
in Canada per year.

**THE PROOF
SPEAKS
FOR ITSELF.**

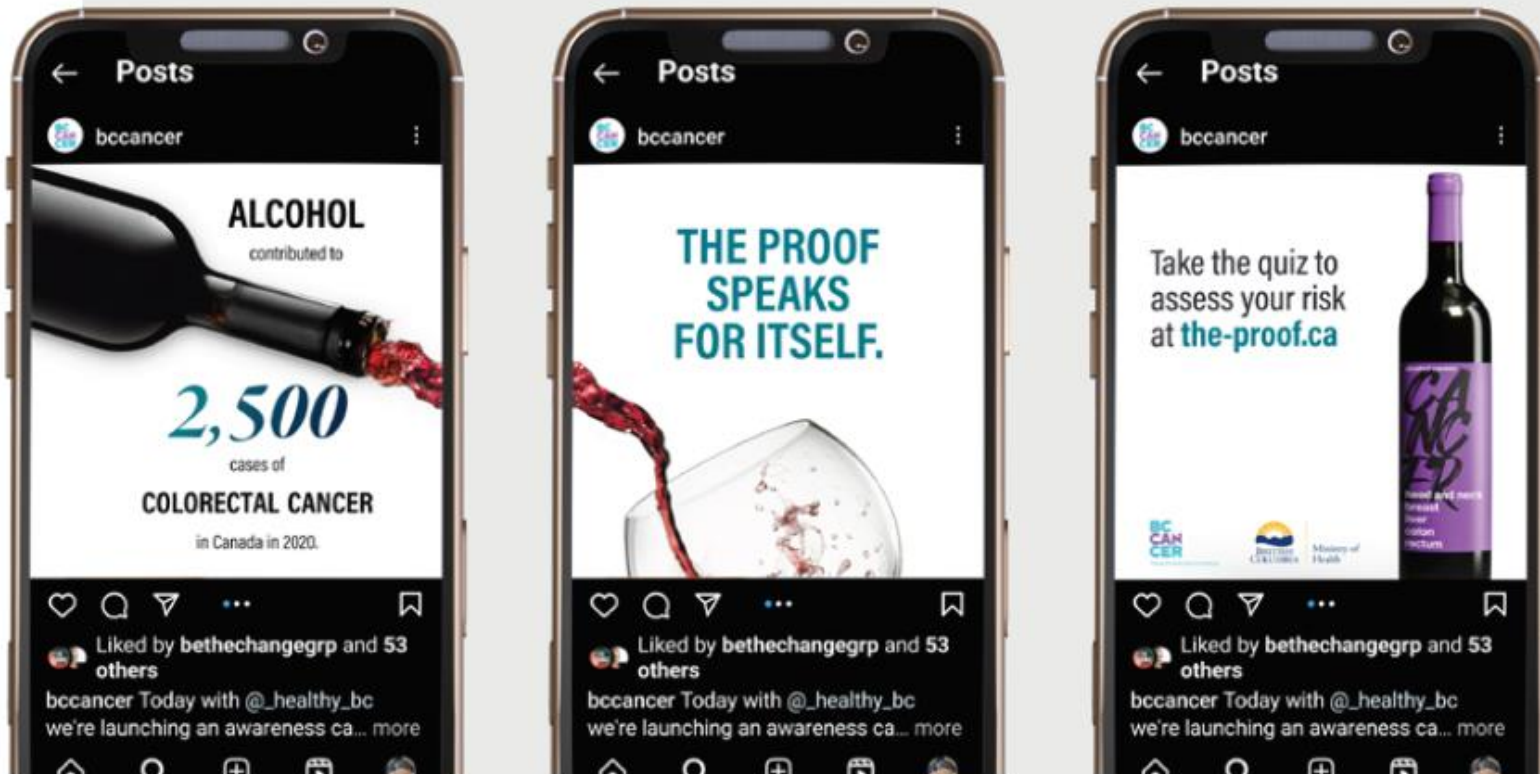
Take the quiz to
assess your risk
at the-proof.ca

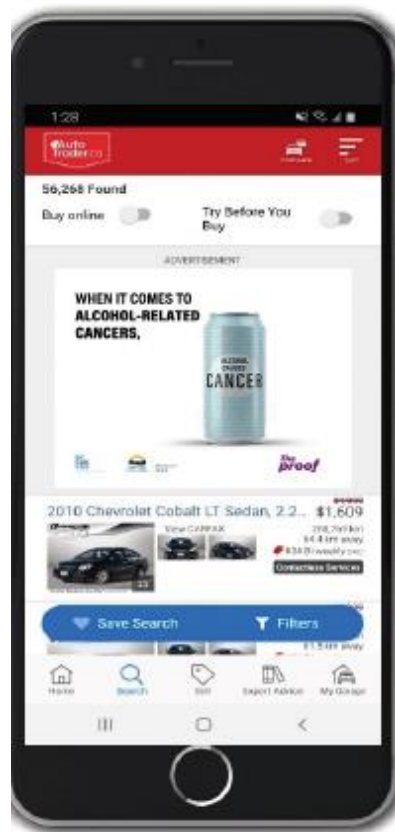
Out-of-Home Advertising



Digital / Social Media Advertising



Digital / Social Media Advertising



酒精
导致
2,500
件
大肠癌
发生于加拿大2020年内

证据
不言而喻。

前往以下网站
进行检测并
评估您的风险
the-proof.ca

酒精度
头部和颈部
胸部
肝脏
胰腺
结肠

BC CANCER
BRITISH COLUMBIA
Ministry of Health
The proof

ਸ਼ਰਾਬ ਦੇ ਕਾਰਨ **7,000** ਕੈਂਸਰ ਕੇਸ
(Cancer Cases) ਕੈਨੇਡਾ ਵਿੱਚ ਹਰ ਸਾਲ ਸਾਹਮਣੇ ਆਉਂਦੇ ਹਨ



ਇਹ ਸਾਰੇ
ਸਬੂਤ ਸਾਡੇ
ਸਾਹਮਣੇ ਹਨ



Influencer Campaign



A public awareness campaign by B.C. Cancer Centre
Listen to this article
00:05:28
After decades of industry ads promoting breast cancer awareness campaign in B.C. is still
Canada's new [Low-Risk Alcohol](#) the risk of developing breast, c



Toolkits

**The
proof**
HAS NEVER
BEEN STRONGER.

Campaign Toolkit
















Building public awareness of the alcohol-cancer link in British Columbia



**BC
CANCER**
Provincial Health Services Authority

All Drinks Are **NOT** Created Equal

The guidelines in Canada's Guidance on Alcohol and Health suggest that if you do consume alcoholic drinks, sticking to **1-2 standard drinks** per week is low risk for overall health. But not all standard drinks look the same.

Light beer (5% alcohol)		Bottle/can 12 oz./341 ml		Tallboy 16 oz./473 ml		Pint 20 oz./568 ml
	1	Standard drink(s)	1.4	Standard drink(s)	1.7	Standard drink(s)
Dark beer (8% alcohol)		Bottle/can 12 oz./341 ml		Tallboy 16 oz./473 ml		Pint 20 oz./568 ml
	1.6	Standard drink(s)	2.1	Standard drink(s)	2.7	Standard drink(s)
Cooler/cider/ hard seltzer (5% alcohol)		Bottle/can 12 oz./341 ml		Tallboy 16 oz./473 ml		Pint 20 oz./568 ml
	1	Standard drink(s)	1.4	Standard drink(s)	1.7	Standard drink(s)
Wine (12% alcohol)		Tasting 2 oz./57 ml		Restaurant pour 5 oz./142 ml		Large pour 7 oz./199 ml
	0.4	Standard drink(s)	1	Standard drink(s)	1.4	Standard drink(s)
Spirit (40% alcohol)		Small shot 1 oz./28 ml		Single shot: 1.5 oz./43 ml		Double shot: 3 oz./85 ml
	0.7	Standard drink(s)	1	Standard drink(s)	2	Standard drink(s)

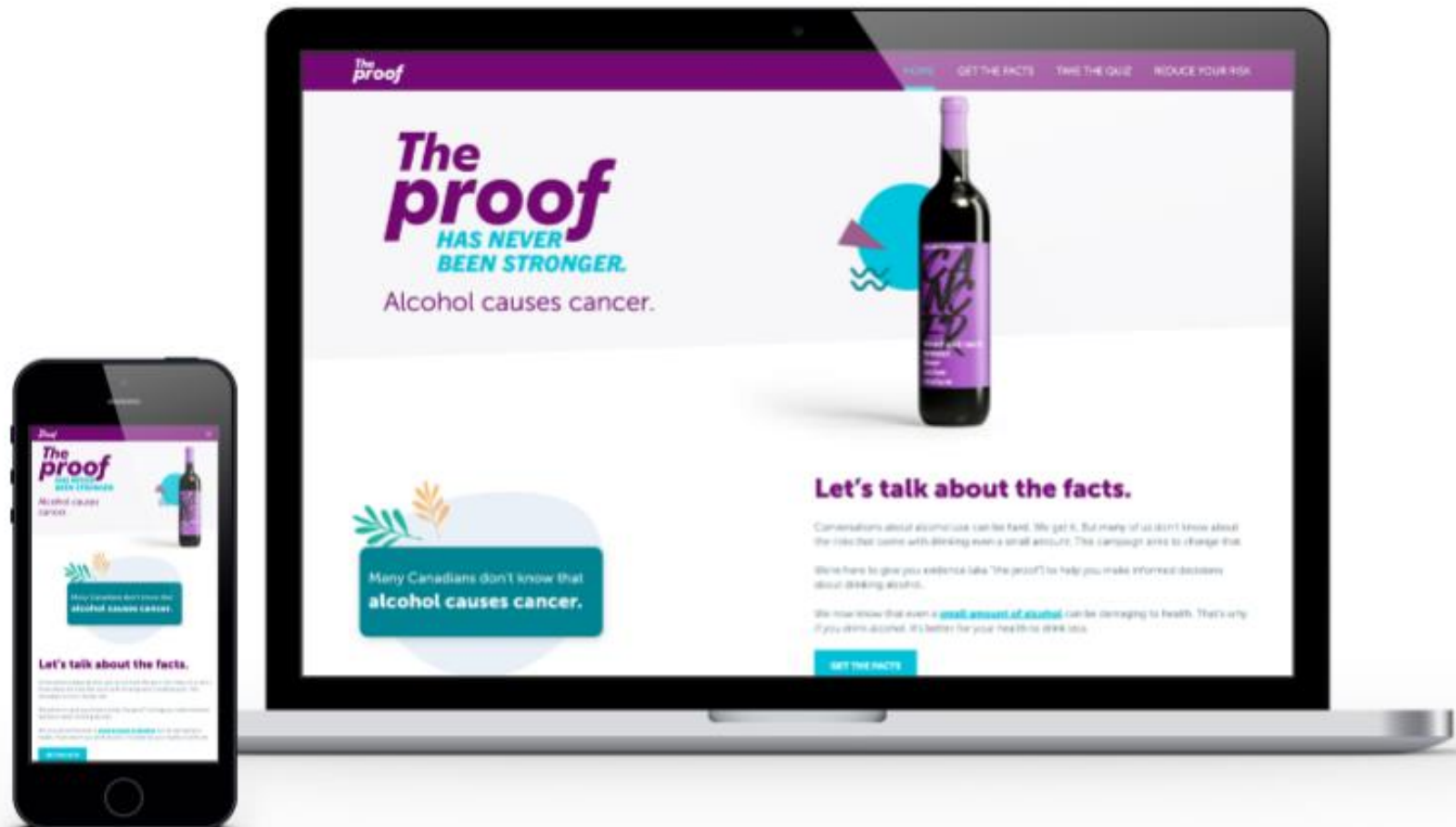


SCAN to take
the quiz!

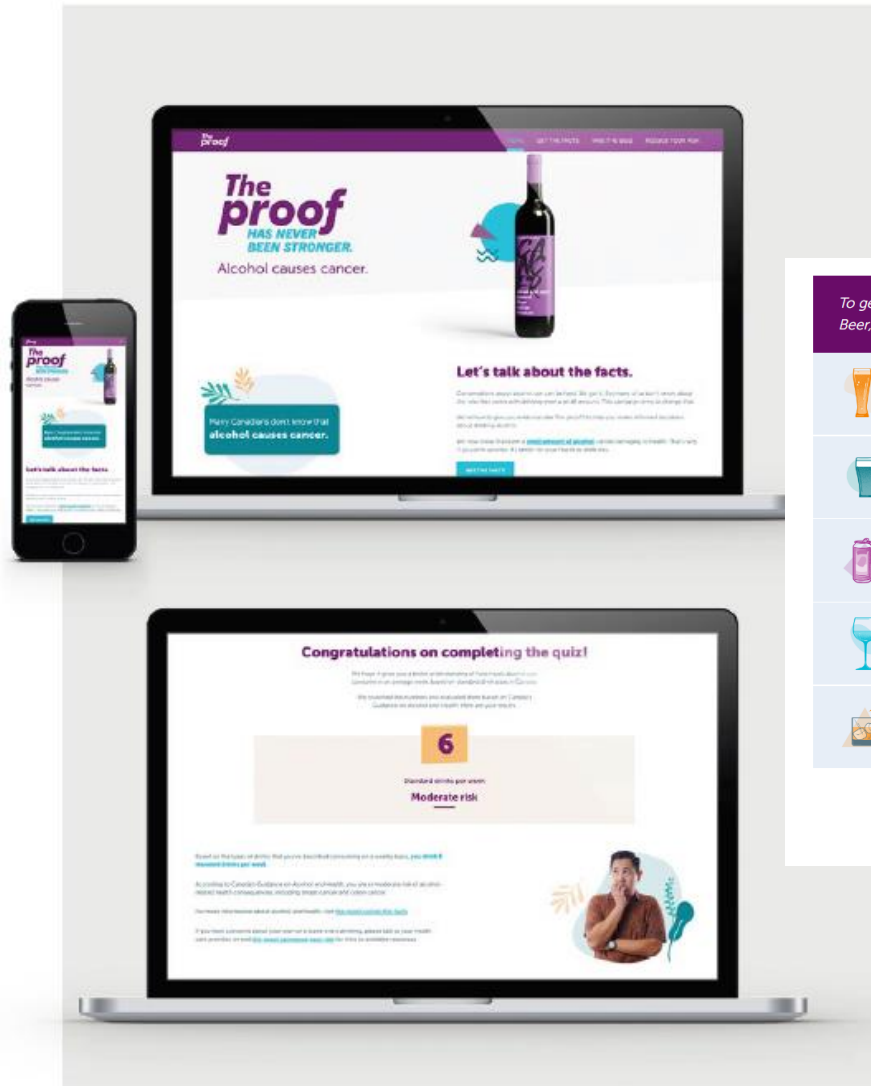


Visit the-proof.ca/take-the-quiz to find out how many standard drinks you're consuming in an average week. It could be more than you think!

Website



Website



To get started, click on the dropdown menus below to select the type(s) and number of alcoholic drinks you consume in a **typical week** (e.g. Light Beer, 2 cans and 1 pint).



Light Beer (5% alcohol)



Dark Beer (8% alcohol)



Cooler/cider/hard seltzer (5% alcohol)



Wine (12% alcohol)




Spirits (40% alcohol)




CHECK YOUR RISK

www.the-proof.ca

[HOME](#) [GET THE FACTS](#) [TAKE THE QUIZ](#) [REDUCE YOUR RISK](#)

Zero-proof cocktails for every season







These drinks deliver maximum fun and flavour – with zero alcohol

Adopting a more mindful relationship with alcohol can improve your physical, mental, and relational health. When alcohol isn't at the centre of every occasion, many people say they feel better, have deeper, more meaningful relationships, do things that bring them more joy, and spend their money on things that have greater impact on their lives.

Whether you're looking to go alcohol-free for a moment, a season, or a lifetime, there are beautiful ways to still indulge in the ritual of drinking, minus the alcohol. Here are four seasonal recipes designed for a special occasion or a pick-me-up after a long day.

These recipes have been curated and tested by Hona Hepher, Co-Founder and Creative Director at Sansorium, a North American alcohol-free beverage importer and online consumer marketplace based in Vancouver, BC.



Outcomes and Responses

Outcomes



37,303

**unique visitors
to website**

during campaign
(Apr 18-Jun 7)

+17k

Responses to website risk calculator

Website Survey (n=920)

44.8%

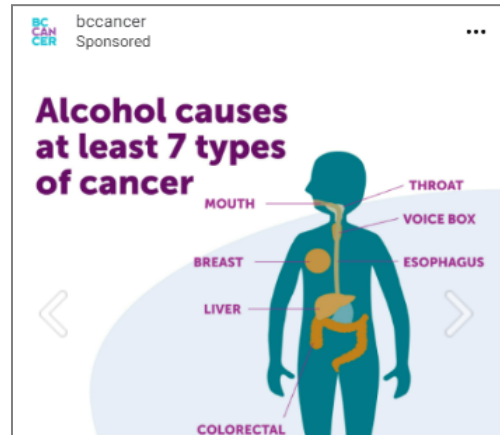
Reported knowledge of alcohol and cancer link improved after seeing campaign

In-Person Survey (n=152)

67.4%

Reported that understanding that they are in a higher risk category for alcohol related cancer would encourage them to drink less

Digital / Social Media Advertising – Responses



TREND 1: CHALLENGING THE FACTS THAT WERE SHARED (N=6)

Example comments:

- » Your manipulation of the statistics is ridiculous. Double the risk doesn't mean much when the original risk is .001%
- » Where's the citation of scholarly research that states that this is a statically relevant link? Right up there with their "Vaping causes Popcorn Lung". Vapes don't even contain that chemical that causes that.
- » Haha priceless! I was only able to find one study on your site and the stats posted are in relation to pure ethanol, not standard alcoholic drinks
- » What other factors were linked tho (shrugging emoji)
- » If that's true I should have double super-cancer by now
- » Says who? What study? You make a claim and lack proof. Be better.

Digital / Social Media Advertising – Responses

TREND 2: REDIRECTING THE FOCUS TO OTHER POTENTIAL CAUSES OF CANCER/ POOR HEALTH OUTCOMES (N=6)

Example comments:

- » Ummmm 7000, let's do a comparison with diet and then we can talk.
- » What about pop, candy, fast food, caramel additives, marijuana smoke, barbeques, campfires, forest fires, wrappers and packaging on food products, processed food colourings/flavourings/aromatizing agents, 'cheese slices', vehicle exhaust, industrial exhaust, effluent in waterways, exposure to sunlight, fire retardants, paint, wood preservative, pesticides, chemical fertilizers etc....???
- » So what about white sugar? Nothing?
- » So does stress. Like from working hard and still not being able to afford to live.
- » Why not talk about how meat is a class-A carcinogen akin to tobacco?
- » Always demonizing Alcohol. What about the harms of hard drugs?

TREND 3: DISREGARD OF THE LINK BETWEEN ALCOHOL AND CANCER. (N=5)

- » Is that a seltzer? Can I buy a 6 pack?
- » I drink to forget about the carcinogens I am ingesting in all the petro chemical produced food.
- » I say enjoy your life, have a drink
- » Canada's population...38.25million in 2021. So, that's like 0.02%? i'll drink to those odds!
- » cheers, I'll drink to anything

All comments are quoted verbatim and include spelling and/or grammatical errors from the original posts.

Influencer Content - Feedback

100% sober year last year. Worth making the change!

7 months without a sip of alcohol and I feel superhuman!!

#lowerprooflife been off alcohol for a while now, concentration levels have been at an all time high, and the best part, I actually remember what all I did when I went out **100**

Glad this is being discussed. Not enough lifestyle and diet aka prevention talked about. Like the fact a plant based diet also lowers risk drastically 🙌

The lower proof life. I love that! 🙌 😍 🔥 ❤️

Ooo! We love a good mocktail. 😍

Would love to know how the stats would relate to someone who only has 1 big drinking night every couple of months compared to consistently drinking on a day to day basis!

Responses - Organizations

≡ DH

DH News

VAN 



WEATHER

TRAVEL DEALS

POLITICS

ANIMALS

MOVIES & TV

FOOD

NEWS

BOOZE

OPINIONS

Opinion: New campaign on alcohol consumption guidelines is fear mongering

 Guest Author | Jun 7 2023, 12:41 pm











35







Insights and Recommendations

Insights and Recommendations



- Campaign provided evidence that there is interest in understanding risk and openness to consideration of alcohol intake
- Providing self-assessment tools can encourage engagement with touchy health topics
- Use of advocates (e.g. influencers) can support delivering message in different ways and help overcome skepticism

Questions?



Canadian Cancer
Society

Société
canadienne
du cancer

Alcohol and cancer

December 2024

Brandon Purcell
Advocacy Manager, Prevention and Early Detection





Canadian
Cancer
Society

Société
canadienne
du cancer

What we know



2 out of 10
Canadian adults drink alcohol daily

Drinking alcohol is defined as more than 1 drink a day.



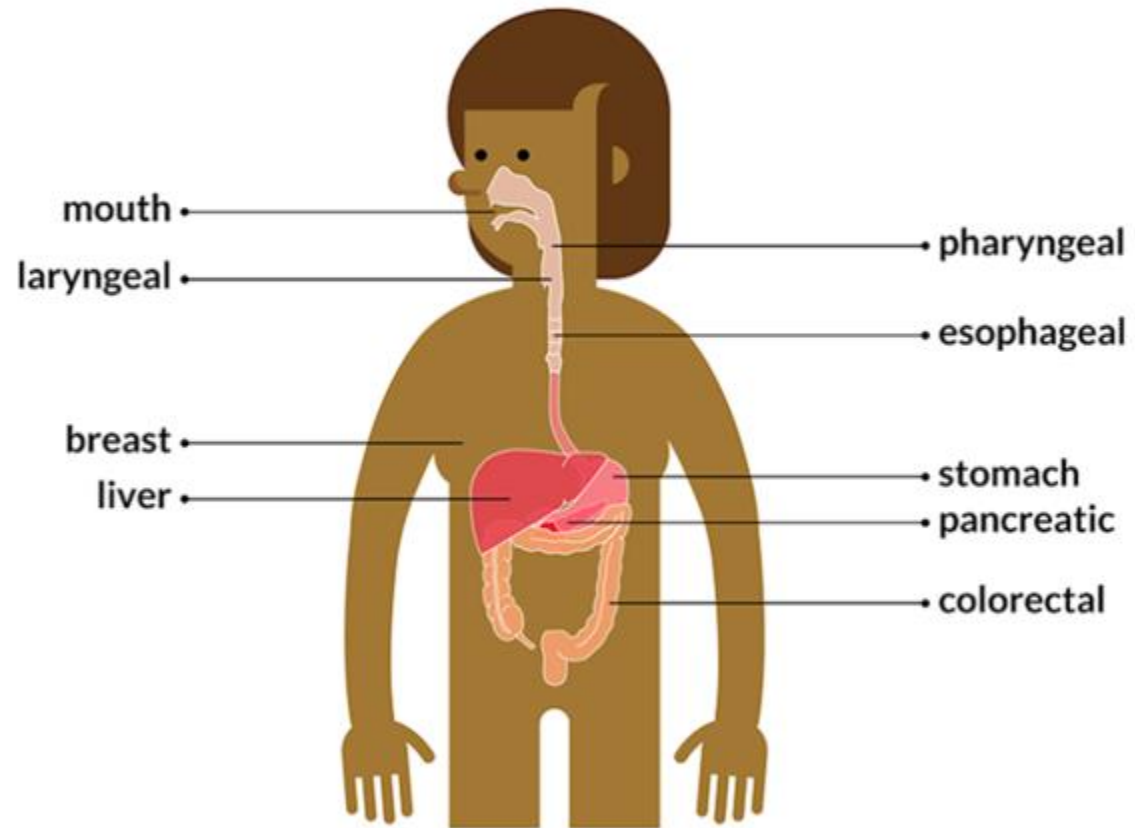
prevent.cancer.ca

© 2015/2016



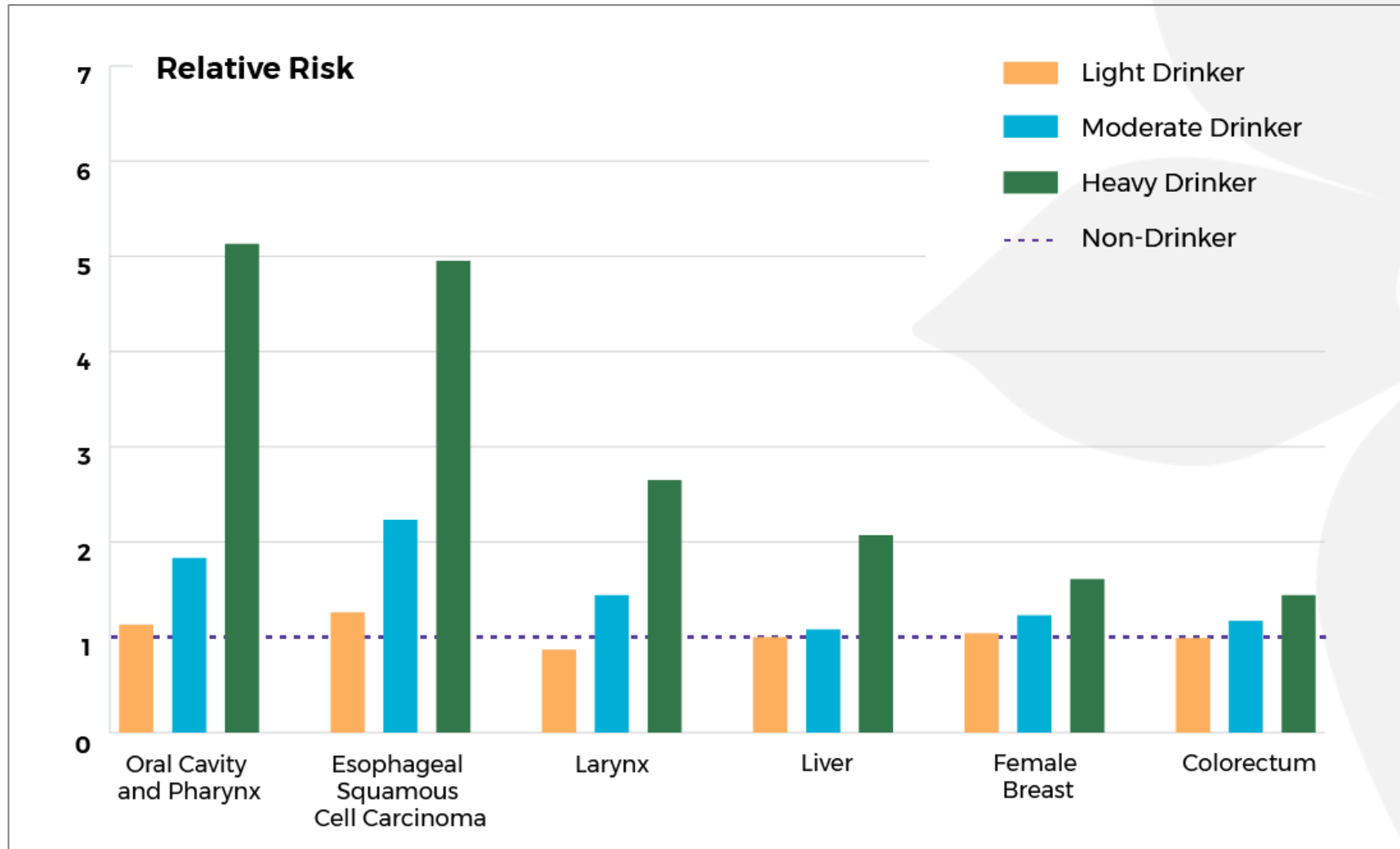
What we know

Drinking alcohol raises your risk of developing these cancers



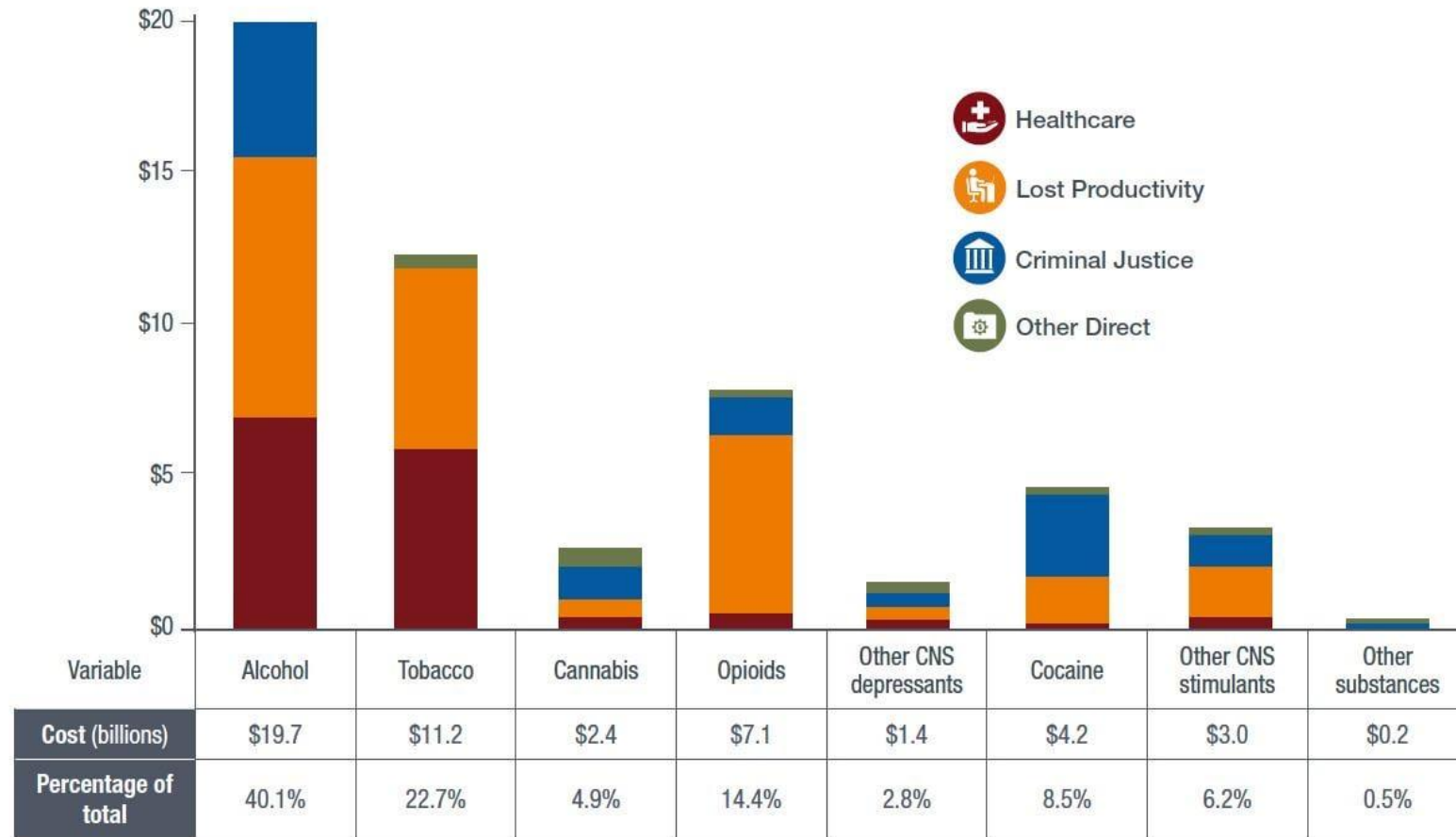


What we know



Canadian Substance Use Costs and Harms

Figure 1. Costs (in billions) and percentage of total costs attributable to substance use in Canada by substance and cost type, 2020

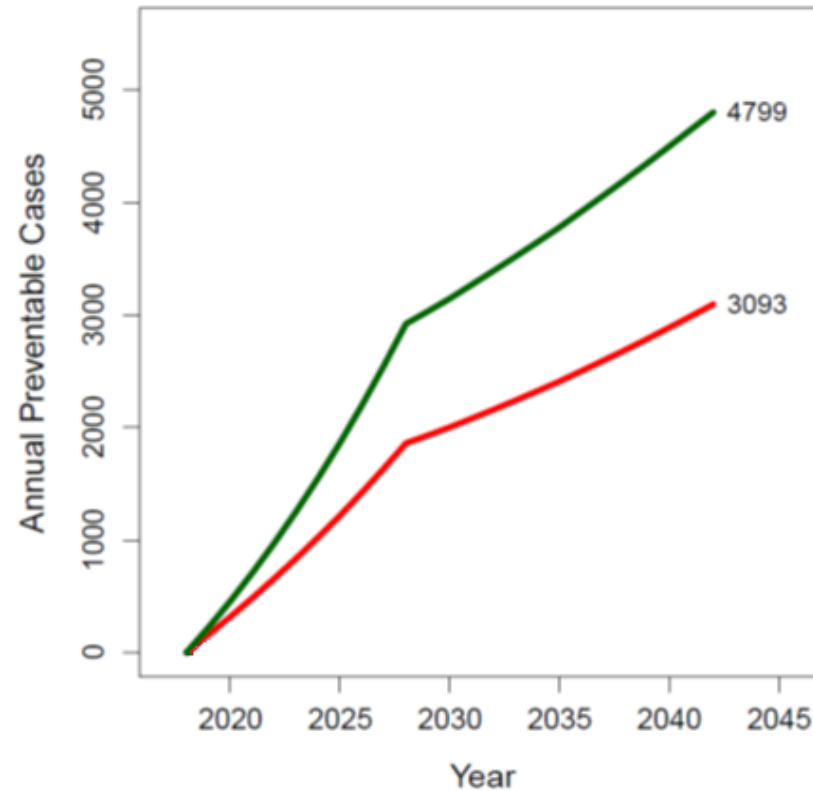


Note: These estimates do not include costs associated with in-patient hospitalizations, day surgeries, emergency department visits or paramedic services in Quebec, nor costs associated with lost productivity due to premature deaths in Yukon.

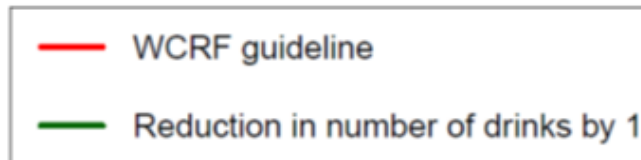
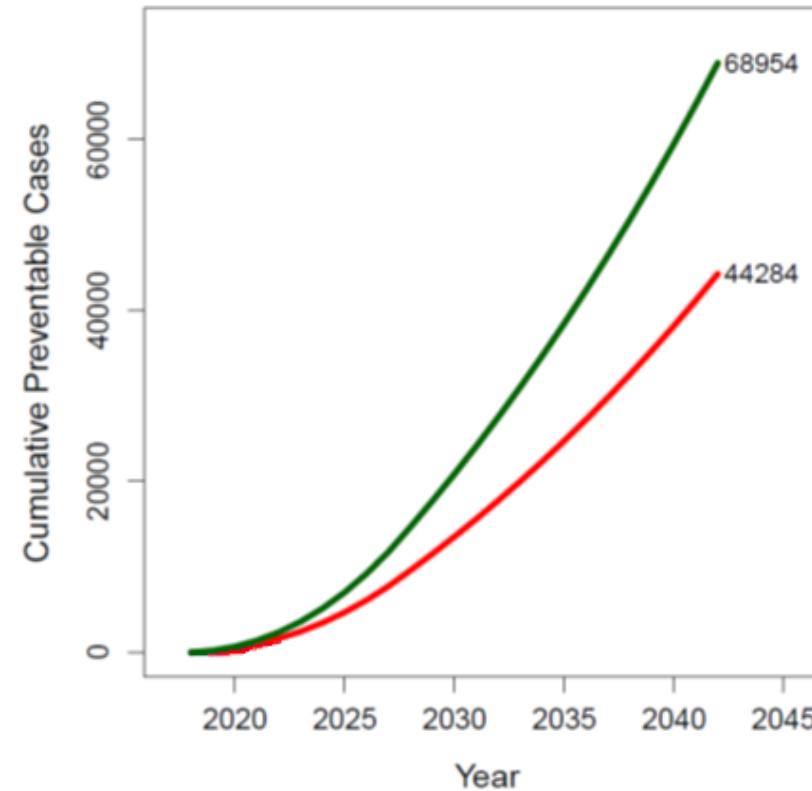


What we know

Projected annual preventable cancer cases attributable to alcohol consumption by applying two intervention scenarios;

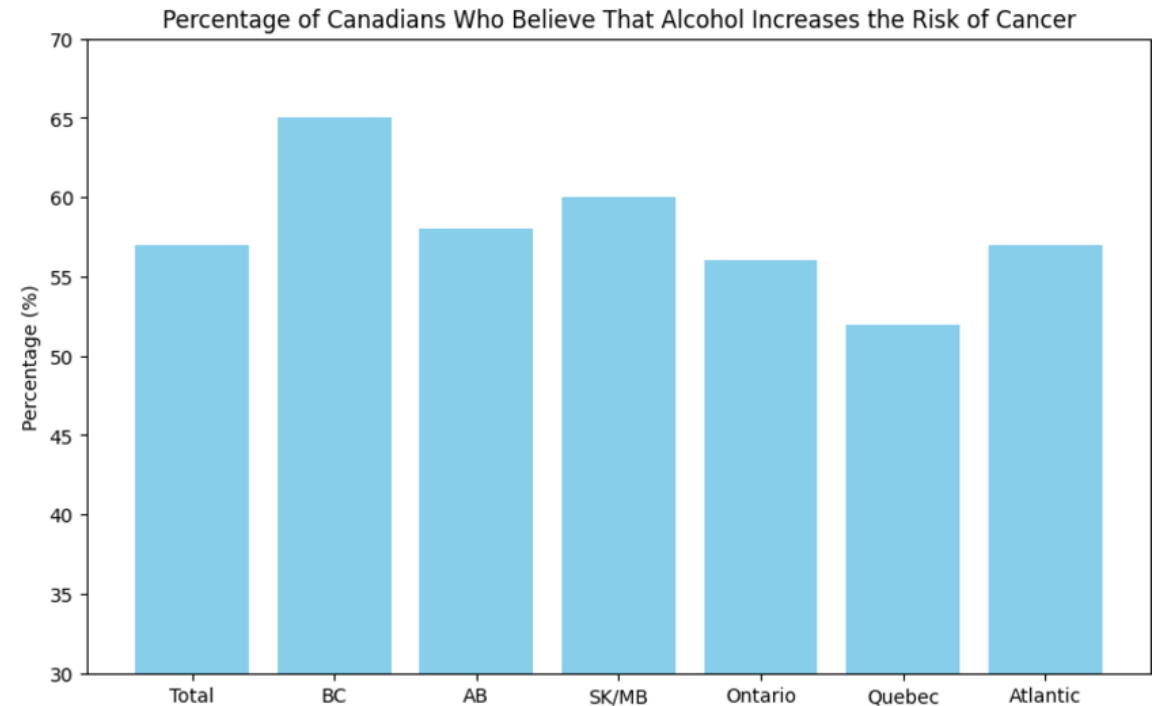


Projected cumulative preventable cancer cases attributable to alcohol consumption by applying two intervention scenarios.



What Canadians know

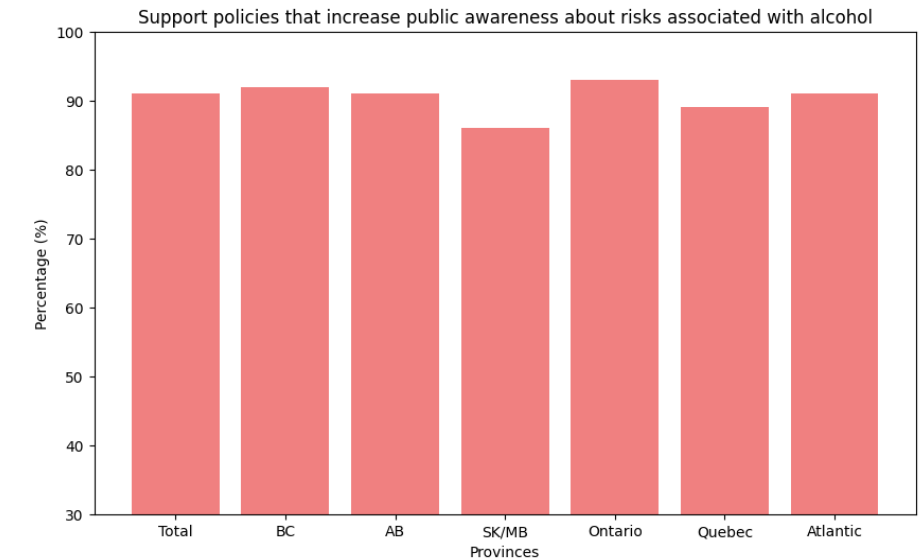
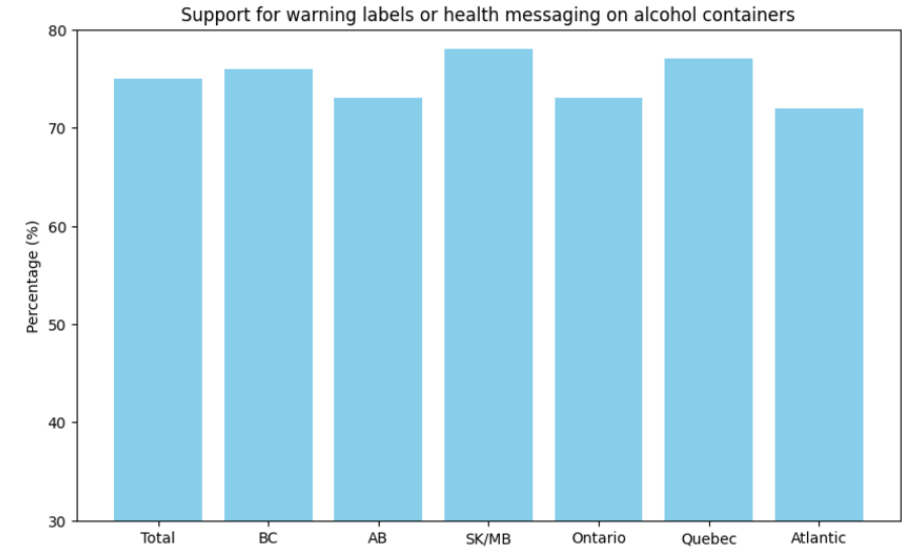
Over **40%** of Canadians are not aware that alcohol consumption increases the risk of cancer.



What Canadians want to see

Large majorities support public policy options such as adding warning labels.

There is near universal support for policies to increase public awareness on harms.



The Canadian Cancer Society is committed to advocating for stronger policies that reduce the alcohol consumption of Canadians and increase their awareness about the risk of cancer related to alcohol consumption.

1. Alcohol warning labels
2. “Escalator tax”
3. Advertising restrictions
4. Endorse Canada’s Guidance on Alcohol and Health



Canadian
Cancer
Society

Alcohol warning labels |

CHIEF MEDICAL OFFICER
OF HEALTH ADVISES
MISE EN GARDE DU MÉDECIN
HYGIÉNISTE EN CHEF

**Alcohol can
cause cancer**
including breast and
colon cancers

**L'alcool peut
causer le cancer**
y compris le cancer du
sein et du côlon

INFO: WWW.YLC.YK.CA/LABELS
HELP/AIDE: 1-855-667-5777

How many
standard
drinks?  Combien
de verres
standards?

750 ml 12% ALC = 5

750 ml 15% ALC = 7

INFO: YLC.YK.CA/LABELS
HELP/AIDE: 1-866-456-3838

Research: alcohol warning labels



Source: Hobin E, Thielman J, Forbes SM, Poon T, Bélanger-Gravel A, Demers-Potvin É, Haynes A, Li Y, Niquette M, Paradis C, Provencher V, Smith BT, Wells S, Atkinson A, Vanderlee L. Can a health warning label diminish the persuasive effects of health-oriented nutrition advertising on ready-to-drink alcohol product packaging? A randomized experiment. *Addiction*. 2024 Mar 25. doi: 10.1111/add.16475. Epub ahead of print. PMID: 38528612.

- GST/ HST holiday - the recent announcement of a two-month lifting of the GST/HST from alcohol.
- “Escalator tax” - the annual inflation adjusted tax increase on alcohol.

Fundraiser

The logo features the words "GO DRY" in a bold, yellow, sans-serif font. The "GO" is slightly larger and more prominent than "DRY". A small trademark symbol (TM) is located at the top right of the word "DRY". The text is centered within a solid blue rectangular background.

The Go Dry Challenge

Go alcohol-free to kick-start the new year and raise funds for Canadians living with cancer.

Know Alcohol

The banner has a dark red background with a blurred image of a bar or kitchen counter. Several bottles of alcohol are visible. The text is white and centered. At the bottom right, there is a yellow button with the text "CALCULATE NOW" in black.

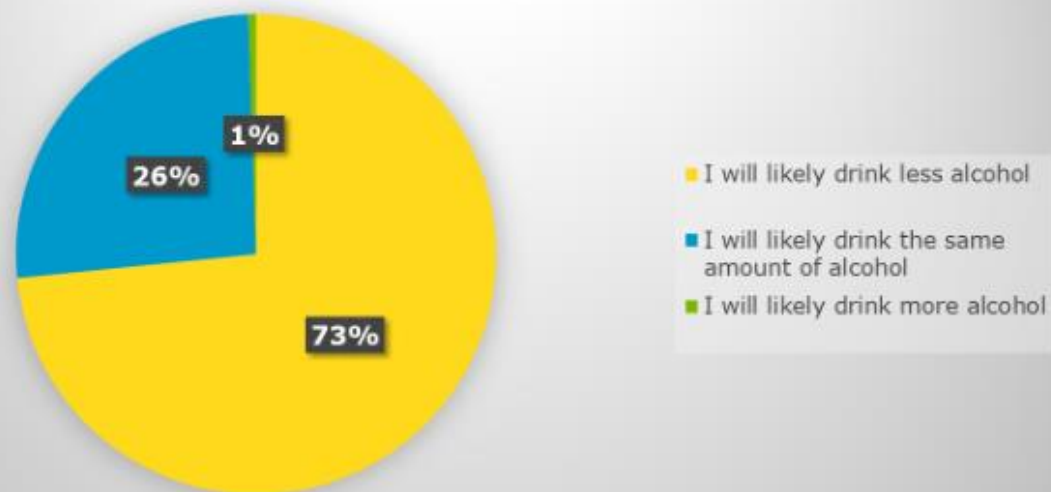
What are my health risks, costs and calories from drinking alcohol?

What could I gain or save from drinking less?

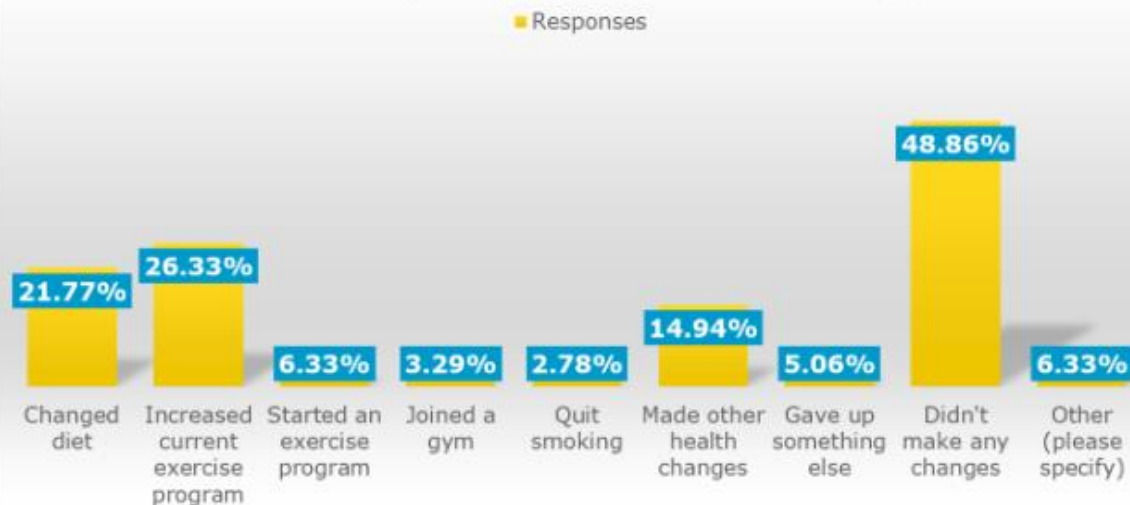
CALCULATE NOW

Go dry results |

Having completed Dry Feb, do you foresee a change in the amount of alcohol you drink?



Because you were participating in Dry Feb, did you do any of the following in February?(Select all that apply.)



It's just the beginning



Take action

- Sign our next letter to Minister Freeland
- Visit cancer.ca
- Challenge yourself -- join [Go Dry](#) this January!
- E-mail Brandon.Purcell@cancer.ca



Canadian Cancer
Society

Société
canadienne
du cancer

Thank you.

info@cancer.ca (cancer information and support)
connect@cancer.ca (general inquiries)

1-888-939-3333
1-800-268-8874 (donate)

Merci.

info@cancer.ca (information sur le cancer et soutien)
connect@cancer.ca (demandes générales)

1 888 939-3333
1 800 268-8874 (faire un don)

CANCER.CA



Questions?



Thank you for attending!

Complete our 3min feedback survey:

English: <https://www.surveymonkey.ca/r/CV657SK>

French: <https://www.surveymonkey.ca/r/CV657SK?lang=fr>

CAPE COMMUNITY OF PRACTICE

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Health Canada | Santé Canada
Substance Use and Addictions Program | Programme sur l'usage et les dépendances aux substances



Social Sciences and Humanities Research Council (SSHRC) Connection Grant



Public Health Agency of Canada | Agence de la santé publique du Canada



In-kind funding and support from co-investigator institutions, knowledge users, and government stakeholders