



Canadian Alcohol Policy Evaluation (CAPE) Community of Practice

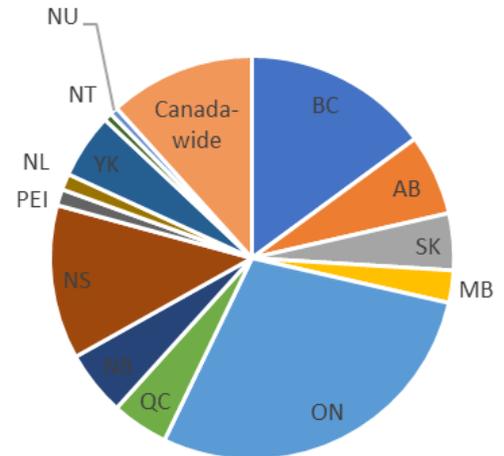
CAPE CoP Midpoint Evaluation

Results compiled August 17, 2022

An evaluation of the Canadian Alcohol Policy Evaluation Community of Practice (CAPE CoP) was undertaken during July-August 2022, approximately six months into its operation. The evaluation comprised a review of the membership database, statistics from the CAPE website and event attendance, a survey to members and interviews with members.

Membership

Since its launch in January 2022, membership of the CAPE CoP has grown to more than **150** 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. Members could identify multiple affiliations; the most common were public health/health services (56%), government alcohol regulator (17%), research organization (17%) and individual interested in alcohol policy (9%).



Participation

Seven learning opportunities took place during the first six months of the CoP including webinars, roundtable discussions and networking events. Webinars attracted the highest attendance of between 60-90 people.

100% of polled attendees across all CAPE CoP events indicated that they had gained new knowledge during the sessions and that they intended to use this knowledge in their professional roles.

The knowledge products resulting from the webinar events and resources on the CAPE CoP project website had substantial uptake. For example, slides from the June 8 event were downloaded over 60 times, the recording of the alcohol warning labels webinar viewed over 105 times and there were more than 2,000 visits to CAPE project webpage.

An AWL working group/community of interest formed following CAPE CoP webinar events on the topic of alcohol warning labels. This group consists of more than 25 members and focuses on strategies and actions towards policy change in relation to labelling. Three meetings have been held to date.

Feedback

30 members completed the survey (~20% of the membership). Respondents were representative of the CAPE CoP membership in terms of both jurisdictions and affiliations. Four members engaged in a subsequent interview to provide additional feedback.



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Offerings such as webinars, emails and resources on the CAPE website were rated as highly valuable (>80%). Satisfaction with the content and frequency of emails and webinars was very high and 90% of respondents would recommend joining the CAPE CoP to others. Respondents expressed interest in using the French simultaneous interpretation feature, which was offered for the first time at the June 2022 event.

Respondents described the most valuable aspects of the CAPE CoP as networking/connections, a shared/common purpose, and access to up-to-date resources, evidence/research and expertise.

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

- gained new knowledge (100%)
- used knowledge products (93%)
- circulated or shared knowledge (82%)
- changed the way they conduct their work (75%)
- expanded their professional network (85%)
- experienced increased communication/collaboration within their organization (67%)

Member comments included:

“The CAPE CoP is possibly the most helpful resource I have encountered in my four years working in public health.”

“I use everything! You are a key hub for working in this area and so so appreciated.”

“CAPE CoP is a brilliant and much-needed idea. There are so few resources, relative to Big Alcohol, to fight the good fight, so it makes sense to work together.”

“It is great to talk with people across Canada who I have never met but share a purpose - preventing and reducing alcohol related harms through healthy public policy.”

Conclusion

Evidence that the CAPE CoP is addressing a need for knowledge exchange, collaboration and learning opportunities in alcohol policy includes:

- explicit feedback from members
- growing and diversifying membership, referrals
- increasing engagement between members via listserv and networking opportunities
- emergence of champions of alcohol policy
- formation of AWL working group/community of interest

Questions or comments?

Feel free to contact us at: capecopcoord@uvic.ca or
visit the CAPE CoP website <www.alcoholpolicy.cisur.ca>



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