

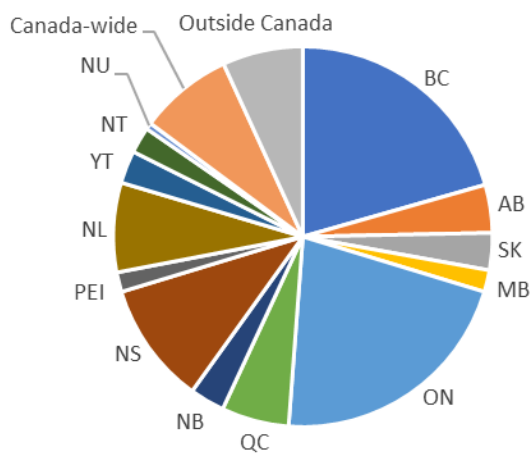
CAPE Community of Practice 27-month Evaluation Report

Results compiled April 17, 2024

This report presents results of the CAPE Community of Practice (CAPE CoP) evaluation for January 2022 – March 2024. The evaluation comprised a review of the membership database, statistics from the CAPE website (e.g. downloads, views), event attendance, responses to poll questions, event feedback surveys and six-monthly member surveys.

Membership growth and diversity

Membership of the CAPE CoP continues to grow. There are now **528** members (as of March 31, 2024), representing all 13 provinces and territories plus Canada-wide and international jurisdictions (see Figure 1).



Jurisdictional composition has remained steady over time, with notable increases in members in Atlantic Provinces and Quebec, as well as Canada-wide and jurisdictions outside Canada.

The diversity of the CAPE CoP in terms of affiliations has increased over time. While public health/health services remains the largest contingent (60%), there has been notable increases in members affiliated with government alcohol regulation, retail and distribution (17%), community coalitions, advocacy groups, and peer organizations (12%), cancer-related or other NGOs (7%), public safety and road safety (4%), people with lived and living experience (PWLLE) (4%), and municipal/local government (2%).

Figure 1: Members by jurisdiction

Most members heard about the CAPE CoP from a colleague or someone in their professional network. Spikes in membership requests coincided with promotion of CAPE CoP learning events and CAPE presentations at other events. The CAPE team's engagement activities for the data validation process of the CAPE research project in Fall/Winter 2022 also led to new members. Creation of a directory of [peer-involved groups in Canada](#), by province/territory, involved engagement that also led to new members. In addition, the CAPE CoP coordination team occasionally sent direct invitations to individuals and groups (e.g. connections through other work/meetings, individuals or organizations quoted in media articles, authors of publications on alcohol policy topics etc). Fifty-five members left the CAPE CoP (i.e. unsubscribed), with the primary reason stated as change of job/role.

Participation in events and activities

There were 22 learning opportunities between January 2022 and March 2024, including webinars, roundtable discussions and networking events (see Appendix A). Webinars attracted the highest attendance, with a peak of 140 attendees. Forty-three percent of members attended more than one webinar/event, 21% of members attended five or more webinars/events. Six webinars offered simultaneous French interpretation; one event was in French with simultaneous English interpretation. The majority of webinars were recorded and materials (e.g. presentation slides, summary) made available on the project website www.alcoholpolicy.cisur.ca

Two working groups have formed. An alcohol warning labels (AWL) group began in June 2022 following the series of webinars on this topic. The group meets monthly and focuses on knowledge-sharing, strategies and actions towards policy change in relation to labelling. There are currently 99 members and 18 meetings have been held. An alcohol strategies group began in January 2024, currently has 73 members and meets every two months.

Some members have engaged in letter-writing campaigns in support of alcohol policy initiatives, some have also collaborated to develop an e-advocacy online tool to support such letter-writing campaigns.

Engagement with knowledge products and resources

The knowledge products resulting from webinars/events and resources on the CAPE CoP project website have had substantial uptake, including more than 6,000 downloads of CAPE documents, 2,000 views of webinar recordings and 20,000 visits to the CAPE project webpage. One of the most downloaded resources is a regularly updated compilation of [alcohol policy resources and media links](#); created from content shared with members via the Listserv.

Feedback from members led to enhanced knowledge products and optimized content of communications. For example, an Atlantic Canada version of the CAPE policy domain results summary, enhanced event summaries and a 'must-reads' section within regular communications that highlights pertinent publications and/or media. There has been greater engagement via the Listserv and higher uptake of French language resources.

In early 2022, members provided input for CAPE 3.0 via a survey about the types of knowledge products that would be most useful for dissemination of CAPE results, how to effectively communicate CAPE scores, which policy domains to include, and which communication strategies would be important. Focus groups involving 22 members took place in December 2022 to inform the content, framing, design and format of CAPE 3.0 knowledge mobilization activities and products. Focus groups were conducted, rather than an online survey, in order to gather richer information, show mock-ups/visuals and as an opportunity to strengthen connections. Members from diverse affiliations participated in focus groups to maximize applicability of knowledge mobilization activities and products to a variety of audiences, including both English- and French-speaking. Following the release of CAPE results in May 2023, members requested tailored jurisdictional presentations for their teams/networks. Since June 2023, 17 presentations have been delivered. In addition, six tailored summary reports of provincial/territorial data including detailed scores for specific alcohol policy domains were provided upon request. [Requests for presentations](#) and tailored reports continue to be received.

Feedback and Impact

Feedback has been gathered via responses to poll questions during events, event feedback surveys, six-monthly member surveys and direct communication from members.

Beginning in July 2022, event attendees were invited to complete a feedback survey. In total, 102 responses were received for the 16 events that took place during that period. Events were rated as 'excellent' or 'very good' by 93% of respondents. Respondents shared their highlight or key takeaway, provided suggestions for improvement and topic ideas for future webinars/events. This input directly informed content, themes and format of subsequent events, which were often conceptualized and delivered as a collaboration between CoP members and the coordinating team.

Four member surveys have been conducted to date. Survey questions have remained consistent over time with some additional questions in instances where input was sought for a particular aspect or offering. The response rate has varied between 3-20%. Respondents were representative of the CAPE CoP membership in terms of both jurisdictions and affiliations across all four surveys. Twenty members completed the most recent (March 2024) survey.



Satisfaction with the CoP offerings has been consistently high across the four member surveys. Respondents rated 'highly valuable' the CAPE CoP webinars/events (93%), email notifications about new alcohol policy, research, events, or initiatives (86%), presentation slides (70%), webinar recordings (65%), CAPE CoP website (68%), roundtable discussions (64%), and member listserv (50%). Satisfaction with content and frequency of events and communications was high (>80%) and 95% of respondents would recommend the CAPE CoP to others.

Members described the most valuable aspects of the CAPE CoP as knowledge exchange, collaboration and connections across provinces, a shared/common purpose/sense of community, and access to high quality, up-to-date resources, research evidence and expertise in a 'hub' or 'one-stop-shop'.

The impact of CAPE CoP has been significant. Respondents reported that they:

- gained new knowledge (100%)
- used knowledge products (93%)
- circulated or shared knowledge (88%)
- changed the way they conduct their work (73%)
- expanded their professional network (80%)
- experienced increased communication/collaboration within their organization (78%)
- experienced their team/organization discussing or making changes to alcohol policies (79%)

Conclusion

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

Questions or comments?

Email: capecopcoord@uvic.ca

Not yet a member? To join, please fill out this short membership form: <https://www.surveymonkey.ca/r/87YW9PY>



Appendix A
CAPE CoP Events (January 2022 – March 2024)

	Event type	Description	Attendance	Recording available		Materials available	
				English	French	English	French
1	Webinar	Launch of CAPE 3.0 & CoP	89	Yes	No	Yes	Yes
2	Webinar	Alcohol warning labels (AWLs): Informing Canadian consumers	65	Yes	No	Yes	Yes
3	Roundtable	AWLs: Exploring the legal issues	34	No	No	No	No
4	Roundtable	AWLs: Advocacy Approaches - Australian Perspective	28	No	No	No	No
5	Roundtable	AWLs: Advocacy Approaches - Canadian Perspective	41	No	No	No	No
6	Webinar	Overt & covert alcohol industry activities: Navigating the Canadian landscape	59	No	No	Yes	Yes
7	Networking	Summer Salon Speed-Networking	25	No	No	No	No
8	Networking	Summer Salon Speed-Networking	12	No	No	No	No
9	Webinar	Alcohol strategies and action plans in Canada: Experiences, opportunities and challenges	77	Yes	Yes	Yes	Yes
10	Webinar	The basics of alcohol pricing and taxation mechanisms: Minimum unit pricing, excise tax, sales tax and markups	85	Yes	Yes	Yes	Yes
11	Webinar	Updated alcohol drinking guidance in Canada: key messages and next steps	140	No	No	No	No
12	Roundtable	Network Meeting: Canadian Guidance on Alcohol & Health	57	No	No	No	No
13	Webinar	Canadian Substance Use Costs and Harms (CSUCH) project: Latest findings	75	Yes	No	Yes	Upon request
14	Webinar	CAPE 3.0 results pre-release	76	No	No	No	No
15	Webinar	CAPE 3.0 results release	107	Yes	Yes	Yes	Yes
16	Networking	Summer Salon Speed-Networking	26	No	No	No	No
17	Networking	Summer Salon Speed-Networking	20	No	No	No	No
18	Webinar	Promising practices to address alcohol harms in Quebec	51	Yes	Yes	Yes	Yes
19	Webinar	Canada's Guidance on Alcohol and Health: Knowledge mobilization activities	95	Yes	Yes	Yes	Yes
20	Webinar	Reducing alcohol harm in Ontario municipalities: Policy options and overcoming challenges	131	Yes	No	Yes	Upon request
21	Webinar	Social determinants of substance use and harm: existing trends and policy options	130	Yes	Yes	Yes	Upon request
22	Webinar	Women and Alcohol, the Past 10 Years	121	No	No	No	No

Access recordings and materials from CAPE CoP events here: www.alcoholpolicy.cisur.ca