

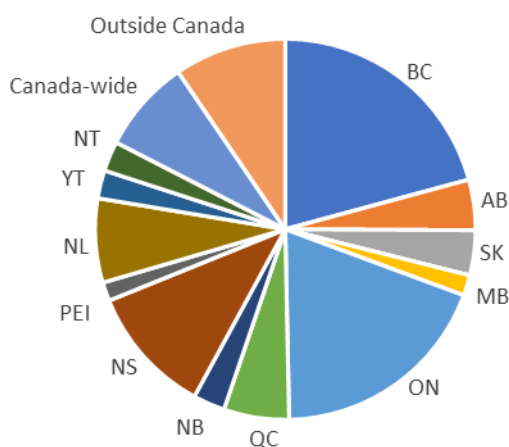
CAPE Community of Practice Evaluation Report

Results compiled April 8, 2026

This report presents results of the CAPE Community of Practice (CAPE CoP) evaluation for January 2022 – March 2026. The evaluation comprised a review of the membership database, statistics from the CAPE website (e.g. downloads, views), event attendance, event feedback surveys and member surveys.

Membership growth and diversity

Membership of the CAPE CoP continues to grow. There are **678** current active members (as of March 31, 2026), from 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 (61%), there has been notable increases in members affiliated with government alcohol regulation, retail and distribution (17%), community coalitions, advocacy groups, and peer organizations (17%), cancer-related and other NGOs (7%), people with lived/living experience (PWLLE) (10%), and municipal/local government (3%).

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, the creation of a directory of [peer-involved groups in Canada](#) in 2023, and the special webinar series on municipal alcohol policy in 2025-26 also led to new members. In addition, the CAPE CoP coordination team sent opportunistic 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). 209 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 47 learning opportunities between January 2022 and March 2026, including webinars, roundtable discussions and networking events (see Appendices A & B). Webinars attracted the highest attendance, with a peak of 179 attendees. 16% of members have attended 10+ webinars/events. 20 webinars offered simultaneous 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 every 4-6weeks and focuses on knowledge-sharing, strategies and actions

towards policy change in relation to labelling. There are currently 212 members and 35 meetings have been held. An alcohol strategies group began in January 2024, currently has 222 members and meets every two months.

Some members have engaged in letter-writing campaigns in relation to alcohol policy initiatives (e.g. container labelling, excise tax increases, provincial alcohol retail expansion), some have also collaborated to develop an e-advocacy online tool to support such letter-writing campaigns.

In 2024, several members collaborated on a manuscript about the CAPE CoP for the Innovations in Policy and Practice section of the Canadian Journal of Public Health. [Building a community of practice to address alcohol harms in Canada: Experience from the Canadian Alcohol Policy Evaluation project](#) was published in December 2024. A [blog article](#) based on this paper was published in March 2025.

In 2025-26, a special webinar series (see Appendix B) was offered open to the public. More than 400 new connections were made, of which 26 chose to join the CAPE CoP.

Engagement with CAPE 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 8,700 downloads of CAPE documents, 5,300 views of webinar recordings and 30,600 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, a CAPE [comparison scores](#) resource, enhanced event summaries and a 'must-reads' section within regular email communications highlighting publications and news articles. There has been increased Listserv engagement and higher uptake of French translated 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, 27 presentations have been delivered. In addition, seven 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, member surveys and direct communication from members.

Beginning in July 2022, attendees were invited to complete a feedback survey following events. In total, 333 responses were received for the 47 events that took place between July 2022 and March 2026. Events were rated as 'excellent' or 'very good' by 92% of respondents. Respondents shared their highlight or key takeaway, provided suggestions for improvement and topic ideas for future webinars/events. This anonymous input was shared with presenters and



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.

Six 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. Respondents were representative of the CAPE CoP membership in terms of both jurisdictions and affiliations across all five surveys. The response rate has declined over time. Fourteen members completed the most recent (March 2026) survey.

Satisfaction with the CoP offerings has been consistently high across the six member surveys. Respondents rated 'very valuable' the CAPE CoP webinars/events (93%), email notifications about new alcohol policy, research, events, or initiatives (87%), presentation slides (71%), webinar recordings (71%), CAPE CoP website (64%), and roundtable discussions (57%). Satisfaction with content and frequency of events and communications was high (>86%) and 97% 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 (92%)
- circulated or shared knowledge (89%)
- changed the way they conduct their work (74%)
- expanded their professional network (81%)
- experienced increased communication/collaboration within their organization (81%)
- experienced their team/organization discussing or making changes to alcohol policies (77%)

Several members provided specific examples of policy changes that have occurred or are in discussion as a result of participation in the CAPE CoP and/or CAPE knowledge products.

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 and beyond Canada.

Questions or comments?

Email: capecopcoord@uvic.ca

Not yet a member? To join, please complete the membership form: <https://www.surveymonkey.ca/r/87YW9PY>



Appendix A
CAPE CoP Events (January 2022 – March 2026)

	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	On 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	On request
21	Webinar	Social determinants of substance use and harm: existing trends and policy options	130	Yes	Yes	Yes	On request
22	Webinar	Women and Alcohol, the Past 10 Years	121	No	No	No	No
23	Roundtable	Alcohol in parks	68	No	No	Yes	Yes
24	Webinar	FASD prevention and public health policy	75	Yes	Yes	Yes	On request
25	Webinar	Legal aspects of duty to warn, the example of FASD	59	Yes	Yes	Yes	On request

	Event type	Description	Attendance	Recording available		Materials available	
				English	French	English	French
26	Webinar	Managed alcohol programs 101	68	Yes	Yes	Yes	On request
27	Networking	Summer Salon Speed-Networking	35	No	No	No	No
28	Roundtable	FASD prevention and public policy: Roundtable	44	No	No	Yes	Yes
29	Webinar	Alcohol-related issues in Quebec's municipal environment: findings of consultation	32	Yes	Yes	Yes	Yes
30	Webinar	Know Alcohol web app launch and Canada's Guidance on Alcohol and Health knowledge mobilization activities update	87	Yes	Yes	Yes	On request
31	Webinar	Alcohol and cancer: strategies, impacts and challenges of public health campaigns and advocacy efforts	85	Yes	Yes	Yes	On request
32	Webinar	Minimum unit pricing (MUP) policies: evidence and impacts in the UK and Ireland	78	Yes	No	Yes	On request
33	Webinar	Alcohol industry activities: how to identify commercial framing and take action for public health	58	Yes	No	Yes	Yes
34	Webinar	Changing public perceptions of alcohol harms and alcohol policies: novel framing approaches	91	Yes	No	Yes	On request
35	Webinar	Can alcohol policy prevent cancer? Modelling the impacts of alcohol policies on cancer mortality and incidence: research findings	78	Yes	No	Yes	On request
36	Webinar	Cannabis Substitution in Managed Alcohol Programs (MAPs)	56	No	No	Yes	On request
37	Networking	Summer Salon Speed-Networking	23	No	No	No	No
38	Webinar	Demystifying lobbying in Canada	60	No	No	Yes	On request
39	Webinar	Your Drink Your Call campaign and Know Alcohol update	85	Yes	No	Yes	On request
40	Webinar	Let's Act! Bill S-234: A national FASD framework	128	Yes	Yes	Yes	On request

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



Appendix B

Municipal alcohol policy webinar series (Sep 2025 - March 2026)

	Event type	Description	Attendance	Recording available		Materials available	
				English	French	English	French
1	Webinar	Introduction to Municipal Alcohol Policy	179	Yes	Yes	Yes	Yes
2	Webinar	A Legal Framework for Developing a Municipal Alcohol Policy	137	Yes	Yes	Yes	Yes
3	Webinar	Municipal measures to reduce impaired driving	88	Yes	Yes	Yes	Yes
4	Webinar	Alcohol-related issues in Quebec's municipal environment: findings of consultation	42	Yes	Yes	Yes	Yes
5	Webinar	Municipal alcohol policies and beyond: examples and experiences in British Columbia	86	Yes	Yes	Yes	Yes
6	Webinar	Municipal Alcohol Policy: Bridging Theory, Practice, and Community Impact — A Saskatchewan Example	77	Yes	Yes	Yes	On request
7	Webinar	Grassroots Approach to Alcohol Policy – A Nova Scotia Sharing	62	Yes	Yes	Yes	On request

Access recordings and materials from the municipal alcohol policy webinar series here:

<https://onlineacademiccommunity.uvic.ca/municipalalcohol/>

