



Canadian Alcohol Policy Evaluation (CAPE) Community of Practice

CAPE CoP Year 1 Evaluation

Results compiled March 1, 2023

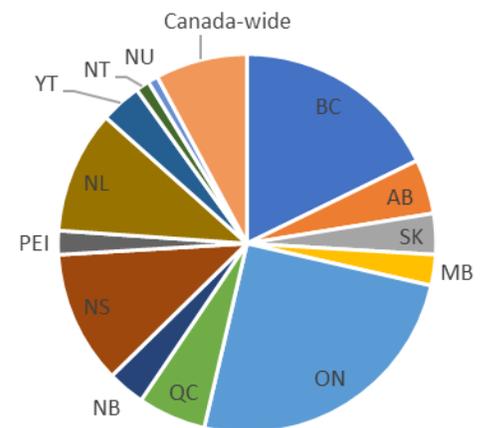
An evaluation of the Canadian Alcohol Policy Evaluation Community of Practice (CAPE CoP) was undertaken during February 2023, approximately 12 months into its operation. The evaluation comprised a review of the membership database, statistics from the CAPE website and event attendance, and a survey to members. The survey tool was consistent with that used for the midpoint evaluation conducted during July-August 2022.

Membership

Since its launch in January 2022, membership of the CAPE CoP has grown to more than **350** 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 (52%), government alcohol regulator (10%), research organization (10%) and cancer-related or other NGO (7%).

Since the midpoint evaluation of August 2022, the number of members has **more than doubled** and member affiliations have further **diversified**. The majority of new members were referred to the CAPE CoP by a colleague or someone in their professional network.



Participation

Twelve learning opportunities took place between January 2022 and February 2023, including webinars, roundtable discussions and networking events. Four events included simultaneous French interpretation. Webinars attracted the highest attendance, with a peak of 140 attendees. 40% 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 60 members and nine 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 700 downloads of event summaries, presentation slides and guidance documents, 600 views of webinar recordings and 5,200 visits to the CAPE project webpage. Feedback from the midpoint evaluation led to enhanced knowledge products and optimized content of communications to members.

Twenty-two members participated in a series of four focus groups held in December 2022 that invited member input about knowledge mobilization activities for CAPE 3.0.



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Feedback

Twenty-four members completed the survey (~7% of the membership). Respondents were generally representative of the CAPE CoP membership in terms of both jurisdictions and affiliations.

Offerings rated as highly valuable by the majority of respondents included CAPE CoP webinars/events (91%) webinar/event summaries (75%), email notifications about new alcohol policy, research, events, or initiatives (80%). Other valuable offerings included the CAPE CoP website (78%), member listserv (75%). Satisfaction with the content and frequency of emails and webinars was very high (>80%) and 90% of respondents would recommend joining the CAPE CoP to others.

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

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

- gained new knowledge (100%)
- used knowledge products (81%)
- circulated or shared knowledge (81%)
- changed the way they conduct their work (65%)
- expanded their professional network (67%)
- experienced increased communication/collaboration within their organization (81%)

Member comments included:

“It’s wonderful to have a tribe who are equally passionate about reducing the costs and harms related to alcohol use.”

“It is always excellent, advancing my knowledge or thinking on relevant and important topics. I also appreciate the opportunity to engage with others in the CoP and to learn from the experts.”

“I think this is a fabulous network and collaborating opportunity for those working in Alcohol Policy. Also want to acknowledge how great it is to work with the CAPE team; they always respond to requests and are eager to help support province and initiatives in this area.”

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?

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



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