

PPAG Outcomes in the context of CPACC Goals and Objectives

Major Theme/Area of Focus	Project	Specific Components	Outcomes/Results to be achieved
KNOWLEDGE TRANSFER AND EXCHANGE			
Communities of Practice	An Overview	• The creation of COP will ◦ create network(s) through which information from the PPAG/CPACC – data, best practices, tools, case studies etc can be disseminated to those most actively involved in, or responsible for, various elements of primary prevention ◦ afford opportunities for collaboration; leveraging of existing infrastructure to support needs identified by participants/stakeholders; facilitate the development of, or enhance the scope of, projects with applications on a national scale e.g. Ontario UV Network • Members of COP develop ◦ a common body of knowledge, a common set of practices and a common set of values	•
	Establishment of National (integrative) COP	• National (integrative) COP ◦ Research and consultation re appropriate model in 07/08 ◦ Launch planned for 08/09 at CDPAC-led national conference	•
	Establishment of COP for Skin Cancer Prevention	• COP NSCPC ◦ Founding meeting occurs at May 08 National Skin Cancer Prevention Consultation ◦ Presentation of model(s) researched by	

	Establishment of COP for Cancer Prevention Professionals	CDPAC as part of integrative project ○ Following Consultation, amendments to model to reflect needs of NSCPC (and/or potential adjustments to integrative model to harmonize as appropriate) • COP Cancer Prevention Prof (CAPP) ○ Initial meeting of group in March 08 ○ 08/09 present proposed COP model to CAPP and determine how to harmonize as well as how to address unique elements • In 08/09 PPAG will engage a contractor to move the COP forward; emphasis will be placed on coordination while facilitating development of unique features and activities identified by individual COP (establish small work group to support)	
	Supporting members of COP	• Providing COP with the information and tools they need to promote prevention initiatives/healthy living is a key objective; work in 08/09 includes ○ a scan of current cancer prevention legislation followed by analysis and development of report and/or production of case studies for use by members of the COP; ○ mechanisms for providing policy advice will also be explored e.g. success stories, case studies ○ identification and profiling of strategies to implement healthy public policy re sun safety ○ development of report on the cost of skin	•

		cancer	
	Development of Primary Prevention Community Capacity and Partnerships (integrative) and with an emphasis on occupational and environmental exposures	- The objective of these projects is to establish a granting process to invest in building community capacity for knowledge exchange in cancer prevention. - Maintaining COP will require interaction and partnership building within and among the membership along with provision of the supports (tools, resources, information) identified by them; this may involve: - funding to operate a demonstration project and subsequent development of case study for broad dissemination - funds to facilitate collaboration on specific initiatives, - funding to implement, analyze, test promising practices by stakeholder group(s), - funding to develop resources, tools to meet needs identified by members/stakeholders - funding to support development of evaluation frameworks as well as formal project evaluations to promote evidence-based decision making	Development of national network of expertise in prevention strategies concerning occupational and environmental risk factors. Knowledge transfer and exchange across communities of practice National and Regional Policy recommendations pursuant to collaboration on successful demonstration projects focussing on areas identified as best practice initiatives, such as toxic use reduction strategies, municipal and provincial. Development of resources for industry, labour and the community to enhance risk reduction strategies, such as substitution analysis, and KTE.
Communications/ Public Education	An Overview	- PPAG identified Communications/Education as one of its Key Results Areas: <i>Identify, create (if necessary) and promote key messages that encourage prevention through healthy living, such information to be delivered through partners and strategic allies, in order to connect with stakeholders and the public at a local, provincial, national and international level</i> - CPACC identified Communications as one of four Core Frameworks in order to <i>ensure public access to information and enhance CPACC's</i>	

		<i>relevance through engagement with Canadians and stakeholders</i>	
	Public Awareness Building	• Review of messages currently being used by major cancer control agencies; analysis to clarify commonalities, differences; and consensus building around a set of common key messages to the public • Public Opinion survey re Canadians knowledge, attitudes and behaviours related to primary prevention of cancer • Design of public messaging and appropriate delivery mechanisms in concert with CPACC-led development of a corporate communications strategy • Finalization of key messages for skin cancer prevention following input received from stakeholders at national consultation in May 08 • PPAG-led contract to communications/marketing professionals to “translate” the messages for vulnerable target audiences e.g. skin cancer prevention for teens re sun safety and artificial tanning (linkages to CPACC-led communications strategy)	•
	Knowledge Translation Plan for Primary Care Providers	• Detailed knowledge translation plan for primary health care practitioners developed in 07/08 will be finalized and approved • Specific implementation strategies will be identified, prioritized and implementation will commence	•
	Status Report on Cancer Prevention	• High level indicators addressed in 07/08 (smoking rates, vegetable and fruit consumption, physical activity, obesity, alcohol consumption & breast feeding) • 08/09 work will focus on consultation with key stakeholders e.g. provincial governments and assess potential to report on additional indicators	•

		and the development of a framework	
RISK FACTORS FOR CANCER	An Overview	• CPACC: Cancer shares common risk factors with many chronic diseases including tobacco use, obesity, unhealthy diet, etc; some prevention areas e.g. obesity have less well developed population strategies • PPAG Strategic Plan "...Behaviours such as smoking, poor diet, inactivity, and obesity have the greatest bearing – not only on cancer – but on a number of other 'chronic' diseases. Other risk factors are cancer-specific, including sun/UV exposure and occupational and environmental exposure to carcinogens. The recent development of a vaccine to prevent HPV (and by extension cervical cancer) opens up further opportunities for prevention."	•
Risk Factors for Skin Cancer	Develop Key Skin Cancer Messages	• Finalization of common set of key skin cancer prevention messages • Messages are directly linked to risk factors e.g. exposure of unprotected skin during periods of high UV values see Communications/Public Education in Knowledge Transfer and Exchange Work Plan	•
	Sun Safety Risk Factor Analysis and Translation	• Further analysis of NSS2 data • Further analysis of Vitamin D (includes potential linkages to other Vitamin D related work – Vitamin D & breast cancer and Nutrition project)	•
Common Risk Factors for Chronic Diseases including cancer	Planning for Integrated Chronic Disease Management	• Working with CDPAC in the development of a chronic disease prevention "cube" to support the management of initiatives across the country • Key purpose is to take two current prevention sources: an inventory of 500 interventions across the country collected by CPHI and the criteria established by the best practices portal and	•

		create an inventory demonstrating which interventions meet the best practices criteria • Includes mapping all of the prevention programs and funding sources across the country (identifying duplication) • Addresses risk factors common to a number of disease conditions – diabetes, heart disease, some cancers – obesity, inactivity, tobacco use, unhealthy eating	
	National Nutrition Mobilization	• Moving forward on a nutrition focus is a priority for PPAG/CPACC; teleconference planned to flesh out approach, 08/09 work plan, etc • Obesity is the targeted risk factor • In 08/09 PPAG plans to engage a contractor to provide innovative options for promoting healthy eating including a survey of existing practices e.g. school nutrition policies as well as successful strategies for engaging the many players: parents, children/teens, fast food industry and gaining “buy in”/behaviour change	
	National Infectious Agents Mobilization	• Establishment of expert group including reps from Health Canada and PHAC to undertake planning and development work in this area • First step: bring together appropriate individuals to consider and develop pan-Canadian recommendations to integrate existing prevention strategies of screening and early detection for cervical cancer with those new strategies from primary prevention utilizing HPV vaccines (April 08 tentative)	•
	National Infectious Agents Symposia	• Focus on knowledge transfer and development of reporting mechanisms for multiple target audiences e.g. policy makers, primary care physicians focusing on prevention and the public • First step: establish a small working group to seek common areas where appropriate and	•

		independent strategies for others in research, practice and potentially policy within the broad subjects of Hepatitis B, Helicobacter Pylori, HPV and other related infectious agents that have been directly linked to causation • It is anticipated this one-day meeting will better inform proposed broader based symposia later I, 08/09	
Attributable Risk		• Phase 1 identifying the strengths and weaknesses of various attributable risk models; • Report to be developed in 08/09	•
CANCER-SPECIFIC ENVIRONMENTAL EXPOSURE	An Overview	• CPACC area of focus: <i>Unique to cancer are carcinogens in environment that are not modifiable by lifestyle choices; the exposures to many of these are not understood in Canada</i> • Recognizing the growing public interest, PPAG/NCEOE oversaw the development of a report entitled "<i>Prevention of Occupational and Environmental Cancers in Canada: a Best practices Review</i>". Based on this review a number of recommendations were made; these have helped shape PPAG priorities and informed its Strategic Plan	• Overall outcome and objective is to increase awareness and action in primary prevention amongst all stakeholders and to demonstrate that CPAC through its PPAG and NCEOE is providing support for creative national initiatives in this area of increasing public concern This report exceeded its objectives. That is, it has already been cited by a number of stakeholders as an important impetus to their own actions in this area.
	CAREX Unit	• ongoing	• Development of a national database and resource to track and document exposures to identified priority carcinogens in both occupational and community environments. The production of educational materials based on data analysis and the exchange of this information through COP
	Collection of	• On-line educational module for health care	• Increased awareness amongst primary

	Occupational Histories	professionals; ongoing in 08/09 • Occupational cancer-related disease registry review	care practitioners. Improved communication with compensation boards and tumour registries regarding occupational exposures. • Proposed registry review will establish a framework for a more detailed proposal concerning the development of a national asbestos disease registry, as recommended by WHO
	Right to Know Labelling	• 07/08 Best practices review of Canadian and international regulatory and voluntary right-to-know labelling programs • 08/09 NGO workshop and consultation	• Development of best practices based recommendation for labelling strategies in Canada. Review of legislative and voluntary options and their potential impacts on public attitudes and ability to adopt risk reduction behaviours at the consumer level
	Occupational and Environmental Exposure National Symposia	• Biannual symposia are planned to report on key findings re E & O exposures • Support planned for two national symposia: one addressing pesticides with CCS and (the other addressing asbestos with CAPE)	• KTE Update of best practice, activity and knowledge concerning pesticide use and primary prevention of exposure. Development of policy recommendations for government -- Discussion of Asbestos registry review and working meeting of international experts in the development use and possible structure of a Canadian national registry (2009?)