

# Coalitions Linking Action and Science for Prevention (CLASP)

## Phase I Report - Executive Summary

May 23, 2009

Report name

## **ACKNOWLEDGEMENTS**

The Canadian Partnership Against Cancer would like to acknowledge CLASP Phase 1 Planning Committee for their contribution to the CLASP Phase 1 Workshops:

- **The Canadian Cancer Society**
- **The Centre for Behavioural Research and Program Evaluation**
- **Concept Systems Inc.**
- **The Heart and Stroke Foundation of Canada**
- **InSource**

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# CLASP - Phase I Report

## Foreword

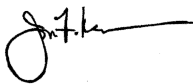
During February and March 2009 the Canadian Partnership Against Cancer (CPAC) and its Phase 1 partners - the Canadian Cancer Society and the Heart and Stroke Foundation of Canada - hosted three consultation workshops across Canada engaging academic researchers, public health and clinical practitioners, and health policy leaders in an effort to identify innovative partnership opportunities to integrate research, practice, and policy. These consultation workshops were successful in helping to inform a new CPAC funding agreement initiative entitled Coalitions Linking Action and Science for Prevention (CLASP).

This report provides a detailed description of the CLASP Phase 1 consultation process as well as an outcome summary from each of the workshops, and an overview of the highest priority opportunities for collaborative action as identified by workshop participants. It is our hope that the report and its appendices will be useful for the development of proposals to be submitted in mid-July 2009 in response to CLASP's Request for Proposals.

I would like to specifically acknowledge the efforts of the planning committee who contributed greatly to the successful completion of the Phase 1 CLASP workshops, including:

- Centre for Behavioural Research and Program Evaluation for their support in the development and implementation of the social behavioural workshop
- Concept Systems Inc. who designed and implemented the pre-workshop concept mapping exercises on comprehensive cancer prevention
- InSource who led the organization and facilitation of the consultation workshops; and
- The Canadian Cancer Society and the Heart and Stroke Foundation of Canada for their valuable input and strong support as partners in CLASP Phase 1.

In addition, thank you to all who participated in the first round of consultation workshops. Your active engagement and valuable feedback has set the stage for the next phase of the CLASP Letter Of Intent and funding agreement application process.



Jon Kerner, PhD  
Chair, Primary Prevention Action Group  
Canadian Partnership Against Cancer

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### Executive Summary

The Canadian Partnership Against Cancer (CPAC) has committed to fostering cross-provincial/territorial and multi-jurisdictional partnerships across Canada focused on improving comprehensive prevention efforts to reduce cancer and other chronic diseases.

In support of this objective, CPAC launched the Coalitions Linking Action and Science for Prevention (CLASP) initiative to better link the knowledge acquired through science and research with the lessons learned from practice and policy. CLASP's goal is to enhance the impact of existing cancer and other chronic disease prevention initiatives across Canada by identifying and assessing preventive health issues, opportunities and priorities across chronic disease areas, and facilitating the integration of primary and secondary cancer prevention efforts into more comprehensive prevention programs at municipal/regional, provincial, and national levels of policy and practice.

CPAC has organized the CLASP initiative into three phases. Phase I involved consultation workshops with stakeholders to identify priority areas for enhancing cancer and chronic disease prevention efforts, and to identify potential partnership opportunities for achieving that goal.

During Phase II, CPAC will issue its Request for Proposals (RFP). CLASP's funding agreement program is designed to broaden the reach and deepen the impact of existing collaborative chronic disease prevention efforts, with a focus on expanding partnerships that link chronic disease prevention initiatives across provinces/territories and that address multiple risk factors/chronic diseases. During this phase, CPAC will conduct up to five planning meetings across Canada for potential CLASP applicants.

In Phase III, CPAC anticipates funding up to 14 CLASP coalitions over a three-year period (2009-2012) from an annual funding budget of \$5 million. CPAC will also support semi-annual knowledge exchange meetings for funded CLASPs and partner organizations to learn from each other and cultivate further collaborations and knowledge exchange.

### Concept Mapping

CLASP's Phase I consultations were structured through a concept mapping process - a method that combines qualitative group processes (e.g. brainstorming, categorizing ideas, rating ideas) with statistical analysis. This method enables a group to identify and describe its ideas and then represents them visually through maps that guide further discussion and help to frame conclusions and action planning.

CLASP's concept mapping process began with an online brainstorming activity in which 501 stakeholders were asked to respond to the following prompt: *"Specific actions we can take together in Canada that will increase the prevention of cancer and other major chronic diseases should include..."*. This process resulted in almost 500 ideas being generated which were reduced to a final list of 114 specific and different ideas.

Based on the brainstorming data, concept maps were developed for each of CLASP's three focus areas: social/behavioural, clinical and environmental. For each focus area, these maps highlighted relationships among the 114 ideas and facilitated their organization into issue/category clusters, shown in the table below.

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Social/Behavioural	Clinical	Environmental
Information Systems	Surveillance and Monitoring	Environmental/Occupational Exposure Surveillance
Evidence Based Primary Care and Population Health	Practice-Based Research and Best Practices	Practice, Evidence and Evaluation
Knowledge Exchange Partnerships	Knowledge Exchange to Inform Practice	
Learning and Innovations	Intersectoral Relationships	Community and Practitioner Engagement
Common Ground	Cross Jurisdictional Approaches	Coordinated Intersectoral Approaches
Multisectoral Approaches and Healthy Public Policy	Infrastructure and Policy	
	Consumer Protection and Policy	Toxic Exposure Reduction Policy
Built Environment and Food Systems		Nutrition and Physical Activity Policy
Policy Instruments		
Inequity, Access and Exposure	Disparities and Underserved Populations	Equitable Access to Primary Care
Inequity, Access and Exposure (2)		Healthy Living Strategies
Mobilization	Culture and Systems Change	Systems Integration
		Health Promotion

Table 1. Issue/categories identified for CLASP's social/behavioural, clinical and environmental focus areas.

### Consultative Workshops

CLASP's Phase I consultation process culminated in separate workshops for invited stakeholders from the project's three focus areas as follows:

- Social/Behavioural - Toronto, February 25/26
- Clinical - Calgary, March 10/11
- Environmental - Montreal, March 25/26.

Participant discussion at the workshops was guided by the conceptual frameworks resulting from the concept mapping process. Workshop participants were assigned to breakout groups, each focused on a specific issue/category. As a final activity, each breakout group was asked to collectively identify the three highest priority collaborative action opportunities within their issue/category area for improving primary prevention efforts to reduce cancer and other chronic diseases. A requirement was that these opportunities involve at least two provinces/territories and address two or more risk factors/chronic diseases.

Recognizing that the value of these breakout group discussions might not be fully captured through the formal group reporting process, with the permission of participants CPAC recorded key breakout group discussions. A content analysis of these discussions was conducted, resulting in a listing of core facilitators and challenges for potential CLASP projects within each of CLASP's three prevention domains: clinical, environmental and social/behavioural.

Also included as an appendix to the report is a listing of existing initiatives with which CLASP applicants may wish to partner.