



The 4th annual *Alcohol: No Ordinary Commodity* Forum

Alcohol and Chronic Disease

Presentation Descriptions and Speaker Biographies

Alcohol as a Risk Factor for Chronic Disease: Recent Research, provincial-level policies and local action

This presentation will summarize how drinking levels and drinking patterns contribute to increased risk of a number of chronic diseases while highlighting the findings from recent reports prepared for the Ontario Public Health Association, Health Canada, and the Ontario Chronic Disease Prevention Alliance. The presentation will outline opportunities for integrating alcohol into chronic disease prevention at both the national and provincial levels, and outline which specific provincial level policies would be especially potent in reducing the alcohol-related risks of chronic disease. Finally, the local setting will be considered, and points noted how prevention strategies are needed that focus specifically on alcohol and also integrated approaches, considering several risk factors for chronic disease.

Presented by:

Norman Giesbrecht, Ph.D., is a senior scientist with the Centre for Addiction and Mental Health in Toronto. He has participated in several World Health Organization-affiliated international projects, served as chair of the Alcohol, Tobacco, and Other Drugs Section of the American Public Health Association, and is currently a member of the Ontario Chronic Disease Prevention Alliance, the Toronto Cancer Prevention Coalition, and the Provincial Cancer Prevention and Screening Council. Norman's research interests include trends in access to alcohol and drinking-related problems, drinking-related trauma and chronic disease, and community-based prevention initiatives.



Highlights of the Ontario Chronic Disease Prevention Alliance Report and Cancer 20/20 report

An overview of the *Chronic Disease Prevention System Plan* developed by the Ontario Chronic Disease Prevention Alliance will be presented. The plan, with a focus on collaboration and integration will outline recommendations to leverage opportunities and utilize resources effectively in chronic disease prevention in Ontario. In addition, the Report on *Cancer 2020: A Call for Renewed Action on Prevention and Screening* will be presented with targets and recommendations for action on alcohol and cancer.

Presented by:

Deb Keen BScN, MPA, is currently the Director of the Prevention Unit at Cancer Care Ontario and is responsible for the development and implementation of cancer prevention programs and policies to meet the Cancer 2020 targets. She is also responsible for Regional Cancer Prevention and Screening Networks that implement cancer prevention activities across Ontario. Deb has 18 years of experience in health promotion and public health and is presently leading the development of a Chronic Disease Prevention System with the Ontario Chronic Disease Prevention Alliance.

Recommendations from the Centre for Addiction and Mental Health's Alcohol and Cancer report

Media coverage on the protective effects that alcohol can have on cardiovascular disease rarely mentions that alcohol consumption also increases the risk of cancer and other chronic diseases. Changes need to be made so that the public is more aware that alcohol is associated with both risks and benefits. This presentation focuses on alcohol-related cancers, showing alcohol as a risk factor for cancer of the mouth, larynx, oesophagus and liver as well as breast cancer and cancers of the colon and rectum.

Presented by:

Janet McAllister is the co-chair of the Centre for Addiction and Mental Health's Alcohol Policy and Research Group. She has worked in the area of alcohol policy for the past 12 years primarily at the local and provincial level. Her alcohol policy work within CAMH involves writing best advice papers, letters to the government to promote regulations that will protect the public from the harmful effects of alcohol, input on changes to the LLA, and developing the alcohol policy framework for CAMH.



Provincial Programming and Chronic Disease – Implications for Preventing Alcohol Related Problems

Presented by:

As Director of the Chronic Disease Prevention and Health Promotion Branch for the Ministry of Health Promotion, **Pegeen Walsh** oversees a wide range of health promotion initiatives related to tobacco control, healthy eating, heart health, stroke, alcohol abuse prevention, health promotion resource centres, and problem gambling. Her team also serves as the focal point for public health units' activities under the provincial Mandatory Programs related to child health, reproductive health, chronic disease and injury prevention, and substance abuse.

Pegeen brings 25 years of experience developing and managing social and health policies and programs at the national and regional levels of the federal government as well as with the provincial and voluntary sectors. Pegeen began her position with the Ministry of Health Promotion in December 2005 and looks forward to working with a wide range of stakeholders to advance the Ministry's mission.

Low-Risk Drinking Guidelines: Awareness, Adaptation and Adoption of the LRDG to Reduce Chronic Disease

This session will focus on the Low-Risk Drinking Guidelines (LRDG) with the intention of answering some key questions:

- What is low-risk drinking?
- What's the history and scientific evidence behind Ontario's Low-Risk Drinking Guidelines?
- What is the relationship between alcohol as a risk factor for chronic disease and the role that the LRDG can play in reducing chronic disease?
- With such a diverse population, how can public health get LRDG messages out in relevant and linguistically appropriate ways that respect cultural norms?
- What are some examples of effectively combining the LRDG with other health promotion and policy initiatives to reduce chronic disease?
- Where can I learn more about the LRDG and available resources?

Presented by:

As a Senior Health Promotion Consultant at the Centre for Addiction and Mental Health (CAMH), **Marianne Kobus-Matthews** works with external partners & CAMH colleagues to ensure the strategic directions to enhance health promotion are carried out. Marianne provides training to a range of professionals, and assists in the development of resources to support communities in their prevention, health promotion and harm reduction efforts.



FOCUS Media Campaign on Alcohol Risk and Chronic Disease

FOCUS Resource Centre (FRC) on behalf of FOCUS communities, received Ontario Stroke Strategy funding for the development and roll-out of a FOCUS-wide media campaign on Alcohol Risk and Chronic Disease with specific reference to stroke and cancer. The first phase included the development of the campaign materials and was completed during fiscal 05/06. This included brochures and posters in 6 languages, a Campaign Action Pack and an Evaluation Toolkit. A dedicated website was launched at www.frcentre.net/asc.htm. This presentation will focus primarily on Phase 2, the roll-out and evaluation of the campaign during June 2006.

Presented by:

Pam Benson is Manager of the FOCUS Resource Centre which is funded by the Ministry of Health Promotion to provide single portal access to training, information, consultation and networking to 22 FOCUS Community Programs throughout Ontario. Pam has an undergraduate degree in Sociology as well as undergraduate and postgraduate degrees in Social Work. In addition, she is a qualified LAN administrator in the IT field.

Check it out / À voir

In 2005-06, Parent Action on Drugs was the lead agency for a project team of diverse partners on the project *Check it out/ À voir*, aimed to understand young women's issues and needs regarding lifestyle factors which affect breast health and how to mesh these needs into language, messaging and behavioural goals that would be acceptable to them. This presentation provides an overview of the first phase of the project – an assessment of young women's knowledge of and interest in the impact of alcohol, nutrition and physical activity on breast health through focus groups held with high school and college/university women in both English and French and a online surveys in both languages. The presentation concludes by looking at the recommendations for a second phase to develop an education and communications campaign to increase young women's awareness in order to reduce their risks for breast cancer and promote breast health.

Presented by:

Diane Buhler is the Executive Director of Parent Action on Drugs, which has provided her many opportunities to explore various issues concerning the use of alcohol and other drugs among youth, integrating research, best/better practices and health promotion strategies into practical programming for youth and parents and those who work with them. Diane has twenty years experience in the substance abuse prevention field and holds an M.A. in Sociology from the University of Toronto.