



at the Centre for Health Promotion  
University of Toronto

## *THCU's 12 Step Communication Model*

# **PACE**

## **A Campaign Preventing and Addressing FASD from the Hamilton-Wentworth Drug and Alcohol Awareness Committee**

*August 31, 2006*



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August 31, 2006



## Background

Fetal Alcohol Spectrum Disorder (FASD) is a term used to describe the range of defects and disabilities caused by prenatal exposure to alcohol. In 2001, the Hamilton-Wentworth Drug and Alcohol Awareness Committee (DAAC) received funding to form PACE, a project designed to enhance Hamilton's capacity to reduce the number of children born with FASD and to support children with FASD. Substantial evidence indicates that youth and adults with FASD are at an increased risk of delinquency and/or criminal activity. The goal was to reduce the rate of youth delinquency and crime by implementing a community-based strategy for the prevention of FASD in Hamilton, Ontario.



## Project Management

### Time Management

Groundwork for the project began in the fall of 2000 with a literature review and research into best practices regarding prevention and intervention for individuals affected by FASD. Interviews with community agencies were also conducted. Both informed the funding application.

Implementation began soon after funding was received from the National Crime Prevention Centre (NCPC) in spring 2001. As outlined in the funding agreement, the completion date for the project was one year after the start date. Future activities were deemed contingent on funding.

## Money and Other Resources

The total budget available for the project was \$45,000. It was spent as follows:

- \$3,490.00—three educational forums
- \$24,924.85—social marketing campaign
- \$800.00—teacher training
- \$600.00—correctional services training
- \$10,794.22—resource for professionals
- \$1,346.03—training for health professionals
- \$2,615.00—professional development

Final spending was approximately \$500 less than anticipated.

Staff time was spent as follows:

- The application and groundwork took about 210 hours (approximately 30 work days) split between 2 health promotion specialists.
- It took approximately half a day per week for about 3 to 4 months (i.e., about 8 work days) after submission of the proposal to do an environmental scan, invite committee members, and take care of associated details.
- It also took about 2,000 hours (i.e., approximately 285 work days) of committee members' time to complete the project (including meetings, follow-up from meetings, etc.) or approximately 100 hours per member during the course of the year.

The total was approximately 323 work days.

## Stakeholder Participation

PACE membership included over 20 community agencies, reflecting the diverse community groups in Hamilton.

Women of childbearing age were involved in project development through focus groups done to test message concepts.

## Decision-Making Process

A transparent decision-making process was used and decisions were made by group consensus at the larger committee level. There were six subcommittees, each of which was in charge of one of the project components. DAAC approved budgetary items as a matter of course when expenses were in line with initial budget predictions. In cases where a budget change of more than 10% was required, the DAAC was involved in the decision-making process and had responsibility for debating and approving or rejecting the change.

Because of the large number of committee members, decision making was a lengthy and sometimes difficult process. The project coordinator managed the decision-making negotiation and feedback process for all aspects of the project.

## **Data Gathering and Interpretation**

A literature review and research into best practices regarding prevention and intervention for individuals affected by FASD, as well as interviews with community organizations, informed the funding application.

Data was also collected from women of childbearing age at multiple points during the campaign development process. Please see steps 3 (audience analysis and segmentation) and 12 (evaluation) for further details.



## **Revisit Health Promotion Strategy**

The overall goal of this project was to reduce the incidence of youth delinquency and crime in the City of Hamilton by addressing FASD as a root cause.



## **Audience Analysis and Segmentation**

The primary target audience for this project was women of childbearing age. Other target groups included professionals working with women of childbearing age, professionals working with youth affected by FASD, street youth, and the general public.

Audience analysis data was collected on women of childbearing age using a survey based on the health belief model and three focus groups.



## **Communication Inventory**

DAAC and the education committee had access to the communications department within the City of Hamilton. The communications department had expertise and resources in media relations and media releases. The campaign development process was new to most PACE committee members.



# Set Communication Objectives

## Individual

- To increase community-member (general public) knowledge about FASD and its relationship to youth delinquency
- To increase knowledge about FASD in street youth
- To increase knowledge about FASD in women of childbearing age and the general public
- To decrease the number of women drinking alcohol during pregnancy and to increase the number of women thinking about not drinking alcohol during pregnancy
- To increase teacher knowledge about FASD
- To improve skills of teachers in identifying and working with children affected with FASD
- To increase the knowledge of correction service personnel about FASD
- To improve correctional service personnel skills in identifying and working with youth affected with FASD in correctional settings
- To increase knowledge of youth and young adults about the implications of drinking during pregnancy
- To increase the knowledge of health care and social service professionals about FASD

## Organizational

- To provide health care professionals and others that work with women with the necessary knowledge and skills to implement effective screening systems for women of childbearing age in their practices

## Societal

- To increase advocacy activities in support of a by-law that stipulates warning signs and prevention messages be placed in establishments that serve and sell alcoholic beverages

## 6 STEP

# Select Channels and Vehicles

For more details on Steps 5, 6, and 7, please see Table 1: Campaign Timeline (p 6) and Table 3: Campaign Overview (p 9).

Interpersonal communication through face-to-face presentations and workshops was used as the main channel to promote the campaign message. Printed campaign materials included posters and other workshop materials such as screening tools, which were used in conjunction with speakers' presentations.

The radio ads were not used because PACE, with input from Malvern Communications, felt that, considering the budget, the radio ads would not provide as much bang for the buck as the print ads would.

## 7 STEP

# Combine and Sequence

The campaign workshops and presentations began in May 2001. Advocacy efforts extended from January 2002 to June 2002.



Credit: Malvern Communications, [www.malverncommunications.ca](http://www.malverncommunications.ca)

## Table 1: Campaign Timeline

**Primary Audience: General Public**

**Goal: To reduce the rate of youth delinquency and crime by implementing a community-based strategy for the prevention of FASD in Hamilton, Ontario**

Step 5: Campaign Objectives		Step 6: Select...		Step 7: Combine and Sequence																		
Audience	Objectives	Channels	Vehicles	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		
<b>Individual Level</b> General Public	<ul style="list-style-type: none"> <li>To increase general public knowledge about FASD and its relationship to youth delinquency</li> <li>To increase knowledge about FASD in street youth</li> <li>To increase knowledge about FASD in women of childbearing age and the general public</li> <li>To decrease the number of women drinking alcohol during pregnancy, and to increase the number of women thinking about not drinking alcohol during pregnancy</li> <li>To increase teacher knowledge about FASD</li> <li>To improve skills of teachers in identifying and working with children affected with FASD</li> <li>To increase the knowledge of correction service personnel about FASD</li> <li>To improve correctional service personnel skills in identifying and working with youth affected with FASD in correctional settings</li> <li>To increase knowledge of youth and young adults about the implications of drinking during pregnancy</li> <li>To increase the knowledge of health care and social service professionals about FASD</li> </ul>	<p>Interpersonal</p> <p>Interpersonal</p> <p>Print</p> <p>Interpersonal</p> <p>Interpersonal</p> <p>Interpersonal</p> <p>Interpersonal</p> <p>Interpersonal</p> <p>Interpersonal</p> <p>Interpersonal</p> <p>Interpersonal</p> <p>Interpersonal</p> <p>Interpersonal</p>	<p>community forums</p> <p>presentation</p> <p>posters inside buses, pharmacies, physician offices, restaurants, bars</p> <p>workshops</p> <p>workshop materials and speakers presentation</p> <p>workshops</p> <p>workshop materials and speakers presentation</p> <p>interactive displays</p> <p>teaching tool game</p> <p>workshops</p> <p>screening tool</p> <p>workshops</p> <p>screening tool</p> <p>stakeholder consultation</p>																			
<b>Organizational Level</b> Health care professionals	<ul style="list-style-type: none"> <li>To provide health care professionals and others that work with women with the necessary knowledge and skills to implement effective screening systems for women of childbearing age in their practices</li> </ul>																					
<b>Societal Level</b> Society	<ul style="list-style-type: none"> <li>To increase advocacy activities in support of a by-law that stipulates warning signs and prevention messages be placed in establishments that serve and sell alcoholic beverages</li> </ul>																					

## 8 STEP

# Develop Messages

The PACE committee did not want to invoke fear or use inappropriate humour for their campaign message. They also felt the message should convey new information and be positive. Bearing these things in mind, the following message elements were identified.

**Table 2: Message Elements**

<b>What</b>	Drinking during pregnancy
<b>So what</b>	No amount of alcohol is safe during pregnancy. It can cause permanent damage to your baby.
<b>Now what</b>	An alcohol-free pregnancy is necessary to ensure a healthy baby. Choose to be alcohol free to have the healthiest baby possible. Seek out help and call for more information.

## 9 STEP

# Develop Identity

PACE contracted with a graphic artist. A health promotion specialist (Hamilton Public Health staff member) met with the graphic artist on several occasions to come up with a logo. The graphic artist was provided with information on the project, the project proposal, and samples of posters from other campaigns. The graphic artist was also briefed about community-based issues in relation to alcohol use and pregnancy and about the need for the message to be positive and welcoming. Four logos were presented to the task-force prior to the campaign being named PACE. A vote took place to select the current logo and acronym, which stands for

- Prevention
- Awareness
- Choices
- Education

## 10 STEP

# Production

Malvern Communications was hired to produce posters, bus ads, and radio ads. Malvern came up with four mockup posters and three radio PSAs based on the results of the initial focus groups and their own creative ideas. The mockups were focus tested by Malvern and a health promotion specialist (Hamilton Public Health staff person) after Malvern had created them.

The Health Connections phone number was provided on the print material for the ad campaign. Health Connections is staffed by public health nurses and provides information to families with children on a variety of health issues (topics include breastfeeding, nutrition, and child development).

There were 1,500 posters, 200 bus posters, and three radio PSAs produced and 1,000 screening tools (a 42-page resource guide) printed. Also, 500 pamphlets were printed describing the PACE project, FASD, and relevant local services.



## Implementation

The radio ads were not used because PACE, with input from Malvern Communications, felt that, considering the budget, the radio ads would not provide as much bang for the buck as the print ads would.

Please see Table 3: Campaign Overview (p 9) for additional details.

**Table 3: Campaign Overview**

<b>Step Five Set Communication Objectives</b>	<b>Step Six Select Channels and Vehicles</b>	<b>Step Seven Implementation Details</b>
<b>Individual</b>		
To increase community-member (general public) knowledge about FASD and its relationship to youth delinquency	<b>Face-to-face</b> / community forums	May 2001: FAS/FAE Professional Education Workshop  November 2001 (Drug & Alcohol Awareness Week): The Hamilton Fetal Alcohol Spectrum Disorder Education Symposium
To increase knowledge about FASD in street youth	<b>Face-to-face</b> / presentation	September 2002: A Life Affected by Alcohol
To increase knowledge about FASD in women of childbearing age and the general public	<b>Print</b> / posters inside buses , pharmacies, physician offices, restaurants, bars	Launched July 2002
To decrease the number of women drinking alcohol during pregnancy and to increase the number of women thinking about not drinking alcohol during pregnancy		
To increase teacher knowledge about FASD	<b>Face-to-face</b> / training workshops	May 15 & June 6, 2002: The Most Difficult Children to Teach: Identifying, Understanding and Managing Alcohol Affected Children
To improve skills of teachers in identifying and working with children affected with FASD	Workshop materials and speakers presentation	
To increase the knowledge of correction service personnel about FASD	<b>Face-to-face</b> / training workshops	Two workshops September 2002: The Most Difficult Delinquent Youth: Identifying, Understanding and Managing Alcohol Affected Children
To improve correctional service personnel skills in identifying and working with youth affected with FASD in correctional settings	Workshop materials and speakers presentation	
To increase knowledge of youth and young adults about the implications of drinking during pregnancy	<b>Face-to-face</b> / teaching-tool game  <b>Face-to-face</b> / interactive display	Public health nurses used the Drug Alert Game in grade 9 classes August 2001 – June 2002  Interactive displays during February 2002 at Mohawk College (Alcohol Awareness Week) and McMaster University (Soul Food Fair)

<b>Step Five Set Communication Objectives</b>	<b>Step Six Select Channels and Vehicles</b>	<b>Step Seven Implementation Details</b>
To increase the knowledge of health care and social service professionals about FASD	<b>Face to face</b> / workshops  <b>Print</b> / screening tool	Workshops for pre-natal nurses, physicians, public health nurses, addiction counselors, and social workers conducted September 2002: Alcohol Use During Pregnancy: Assessing, Intervening and Supporting Your Female Client  Screening tools distributed September 2002: Alcohol Screening and Brief Intervention with Women: A Professional's Handbook for the Prevention of Fetal Alcohol Spectrum Disorder
<b>Organizational</b>		
To provide health care professionals and others that work with women with the necessary knowledge and skills to implement effective screening systems for women of childbearing age in their practices	<b>Face to face</b> / workshops  <b>Print</b> / screening tool	Workshops for pre-natal nurses, physicians, public health nurses, addiction counselors, and social workers conducted September 2002: Alcohol Use During Pregnancy: Assessing, Intervening and Supporting Your Female Client  Screening tools distributed September 2002: Alcohol Screening and Brief Intervention with Women: A Professional's Handbook for the Prevention of Fetal Alcohol Spectrum Disorder
<b>Societal</b>		
To increase advocacy activities in support of a by-law that stipulates warning signs and prevention messages be placed in establishments that serve and sell alcoholic beverages	Stakeholder Consultation  Some consultation was done as well as an initial report. The committee determined that more work needed to be done before a final report was submitted to council	January 2002 to June 2002



# Evaluation

## Formative Evaluation

The PACE project strategy was based primarily on a community needs assessment conducted with a focus group in 2000, a literature review, and key informant interviews.

Three focus tests were done to test the messages of the campaign. Malvern Communications and a health promotion specialist (Hamilton Public Health staff person) focus tested the posters and radio PSAs.

Print ads were focus tested with women of childbearing age. Only one out of the three focus groups wanted significant changes to the text and graphics. The media group felt that the message would be too watered down if these changes were completely incorporated.

The Screening Guide was reviewed by 10 health and social service professionals.

Data was collected during consultations with stakeholders to determine the necessary process, level of interest, and obstacles regarding by-law development. Findings resulted in a decision not to proceed with by-law development as it was evident that more research was needed and the process was more complex than originally anticipated.

## Process Evaluation

The number of materials requested and nature of other inquiries was tracked.

Self-evaluations and PACE-member feedback was incorporated into committee meetings on an ongoing basis. Results indicated that the project was more involved than originally anticipated for the proposed timeline. The overload resulted in burnout among some committee members and, ultimately, less group participation overall.

## Outcome Evaluation

After each event or workshop, participants completed evaluation forms to assess their knowledge levels about FASD. Selected participants were contacted three months later to determine changes in practice.

The Drug Alert Game had an existing evaluation tool that tracked knowledge gained.

An evaluation form was included in the health professional Screening Guide for fax back. Feedback was very positive. Professionals (mostly physicians) use the resource frequently.

A phone survey was conducted, both before and one month after dissemination of the posters and bus ads, to assess awareness of the messages as well as knowledge about FASD. The survey was previously used in a national phone survey conducted by Health Canada. The survey tool was reviewed (by Health Canada) for content validity, pre-tested, and then revised. A total of 56 female participants were recruited through various methods (flyers in shelters, food banks, child-care centres, clinics, face-to-face recruitment from pre- and post-natal groups and physicians' offices) to complete the pre- and post-campaign surveys.

- Pre-campaign, 36 (64%) respondents felt that a small amount of alcohol was safe during pregnancy. Of these 36, 16 changed their response to disagree with the statement after the campaign.
- Pre-campaign, 19 (34%) respondents felt that a small amount of alcohol intake while pregnant would never lead to serious harm. At post-test, 18 of these respondents changed their response. This was a statistically significant difference.
- Post-campaign, 10 (20%) respondents recalled seeing the PACE social marketing campaign. When the campaign was described in detail, 24 (49%) thought they had probably or definitely seen the campaign. Of the 24 who saw it, 92% felt it caught their attention and 100% agreed that they would not mind seeing this advertisement again.

An additional 55 women participated in the post-campaign survey only. Respondents in the post-test only group provided similar feedback to the pre/post group at post-test regarding the social marketing campaign. Of those that probably or definitely saw the campaign, most agreed that the campaign materials caught their attention, provided a clear message that was relevant though not always new, and were not offensive.

In the comparison of the pre/post test and post-test only groups, there was no statistically significant difference in the proportion of respondents who recalled seeing the campaign. This indicates that the pre-campaign phone calls to the respondents did not make them more likely to be aware of the campaign.

Evaluation of the PACE social marketing campaign confirms that there is still uncertainty among women of reproductive age regarding a safe level of alcohol consumption during pregnancy.

The post-evaluation of the PACE campaign contributed to elements of the second phase of the PACE campaign.

# For More Information

For more information about the details in this case study, please contact

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