

2011 Decision Maker Survey of Knowledge, Attitudes & Beliefs: Summary of Results

OVERVIEW

The following is a summary of the findings from *Alberta Policy Coalition for Chronic Disease Prevention (APCCP)*¹ survey conducted in the Spring of 2011. (For more information on the APCCP visit www.abpolicycoalitionforprevention.ca.)

The purpose of this survey was to understand decision-makers' knowledge, attitudes and beliefs about policies and programs that address cancer (and chronic disease) incidence. Questions broadly assessed level of support for a range of policy interventions addressing healthy eating, active living, tobacco use and alcohol misuse, including:

- fiscal measures (taxes, subsidies);
- legislation (laws and enforcement of mandatory policies);
- restricting marketing and advertising of unhealthy products; and
- access to healthy foods, alcohol, tobacco products, and physical activity opportunities.

The survey was sent to 1339 decision-makers representing municipal and provincial government, school districts and boards, workplaces and media in Alberta and Manitoba (comparison province). Surveys were mailed in April 2011. Responses were received, by mail or on-line, until June 30, 2011. The survey response rate was 17.5% (234 responses). Of those who completed the survey 67.9% were from Alberta and 32.1% represented Manitoba. *Table 1* provides a detailed summary of respondents.

Table 1: Number of Respondents by Sector and Province

	Alb	erta	Man	itoba	То	tal
Sector	Number of Surveys Mailed	Number of Surveys Completed	Number of Surveys Mailed	Number of Surveys Completed	Number of Surveys Mailed	Number of Surveys Completed
Media	121	15 (12.4%)	53	3 (5.7%)	174	18 (10.3%)
Municipal & Provincial Government	350	81 (23.1%)	196	31 (15.8%)	546	112 (20.5%)
School Districts and Boards	128	26 (20.3%)	74	16 (21.6%)	202	42 (20.8%)
Workplaces	276	37 (13.4%)	141	25 (17.7%)	417	62 (14.9%)
TOTAL	875	159 (18.2%)	464	75 (16.2%)	1339	234 (17.5%)

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¹ Previously known as the Alberta Policy Coalition for Cancer Prevention. The name changed to the Alberta Policy Coalition for Chronic Disease Prevention on October 1, 2011.



SUMMARY OF RESULTS

Participants were asked to indicate their level of support for several policy interventions related to tobacco reduction (*Table 2*), reducing alcohol-related harm (*Table 3*), and healthy eating and active living (*Table 4*). The percentages noted for each question below includes both "strongly support" and "somewhat support" or "strongly agree" and "agree" responses.

Table 2. APCCP Survey Results for Tobacco Reduction

Tobacco Policy Issue	Related APCCP Survey Findings		
Healthcare cost recovery litigation	Do you support suing companies to recover health care costs (resulting from deceptive marketing		
 Implementation of litigation 	practices)?		
	Alberta Decision Makers: 77% support		
	Manitoba Decision Makers: 85% support		
	Do you support government reallocation of 100% of tobacco revenue directly to health care and prevention?		
	Alberta Decision Makers: 88% support		
	Manitoba Decision Makers: 96% support		
Ban on flavoured tobacco	Do you support banning flavoured cigarettes, little cigars, and blunt wraps?		
	Alberta Decision Makers: 78% support		
	Manitoba Decision Makers: 90% support		
Reducing exposure to second-hand tobacco smoke:	Do you support banning cigarette smoking in motor vehicles with minors?		
a. Smoke-free vehicles	Alberta Decision Makers: 89% support		
b. Outdoor parks & playgroundsc. Multi-unit dwellings	Manitoba Decision Makers: 93% support		
	Do you support banning smoking in all public outdoor spaces?		
	Alberta Decision Makers: 72% support		
	Manitoba Decision Makers: 79% support		
	Do you support banning cigarette smoking in foster homes?		
	Alberta Decision Makers: 89% support		
	Manitoba Decision Makers: 91% support		



Views on the level of current regulations fo	orthe types of places smoking is prohibited	
Alberta Decision Makers:	Manitoba Decision Makers:	
34% 'too little' regulation	31% 'too little' regulation	
7% 'too much' regulation	10% 'too much' regulation	
59% 'about right' level of regulation	59% 'about right' level of regulation	
Views on the level of current regulations fo	orthe enforcement of no-smoking regulations	
Alberta Decision Makers:	Manitoba Decision Makers:	
59% 'too little' regulation	57% 'too little' regulation	
4% 'too much' regulation	0% 'too much' regulation	
37% 'about right' level of regulation	43% 'about right' level of regulation	
Do you support increasing the cost of cigare	ettes by \$1.00 per pack of 25?	
Alberta Decision Makers: 77% support		
Manitoba Decision Makers: 85% support		
Views on the level of current regulations for current taxes on cigarettes		
Alberta Decision Makers:	Manitoba Decision Makers:	
55% 'too little' taxes	49% 'too little' taxes	
8% 'too much' taxes	8% 'too much' taxes	
37% 'about right	43% 'about right	
Do you support increasing tobacco retail sa	ales restrictions (e.g., mandatory ID check, no	
employees under age 18)?		
Alberta Decision Makers: 85% support		
Manitoba Decision Makers: 85% support		
Do you support having strong penalties for stores selling cigarettes to minors?		
bo you support naving strong penalties for	stores seming eigenestes to immers.	
Alberta Decision Makers: 93% support	Sterios seming eigenestes to immerci	
	Alberta Decision Makers: 34% 'too little' regulation 7% 'too much' regulation 59% 'about right' level of regulation Views on the level of current regulations for Alberta Decision Makers: 59% 'too little' regulation 4% 'too much' regulation 37% 'about right' level of regulation Do you support increasing the cost of cigar Alberta Decision Makers: 77% support Manitoba Decision Makers: 85% support Views on the level of current regulations for Alberta Decision Makers: 55% 'too little' taxes 8% 'too much' taxes 37% 'about right Do you support increasing tobacco retail sate employees under age 18)? Alberta Decision Makers: 85% support Manitoba Decision Makers: 85% support	



Tobacco retail sales restrictions (cont'd)	Views on the level of current regulations forthe number of places where cigarettes are sold		
	Alberta Decision Makers:	Manitoba Decision Makers:	
	20% 'too little' regulation	17% 'too little' regulation	
	33% 'too much' regulation	31% 'too much' regulation	
	47% 'about right' level of regulation	52% 'about right' level of regulation	
	Views on the level of current regulations for	the types of places where cigarettes are sold	
	Alberta Decision Makers:	Manitoba Decision Makers:	
	17% 'too little' regulation	21% 'too little' regulation	
	29% 'too much' regulation	27% 'too much' regulation	
	54% 'about right' level of regulation	52% 'about right' level of regulation	
	Views on the level of current regulations forthe enforcement of regulations prohibiting cigarette		
	sales to minors		
	Alberta Decision Makers:	Manitoba Decision Makers:	
	61% 'too little' regulation	70% 'too little' regulation	
	3% 'too much' regulation	2% 'too much' regulation	
	36% 'about right' level of regulation	28% 'about right' level of regulation	
Support other policy activities related to improving	Do you support providing programs for peop	ole who want to quit smoking?	
access to cessation aids and resources	Alberta Decision Makers: 96% support		
	Manitoba Decision Makers: 97% support		
	Do you support subsidizing 100% of smoking cessation costs, including nicotine replacement		
	therapy?		
	Alberta Decision Makers: 61%		
	Manitoba Decision Makers: 74%		



Support ongoing funding to tobacco control	Do you support government reallocation of 100% of tobacco revenue directly to health care and
	prevention?
	Alberta Decision Makers: 88% support
	Manitoba Decision Makers: 96% support



Table 3. APCCP Survey Results for Reducing Alcohol-Related Harm

Alcohol Policy Issue	Related APCCP Survey Findings
Advertising of alcohol	Do you support banning alcohol advertising on television and all other media outlets accessible to
	minors?
	Alberta Decision Makers: 66% support
	Manitoba Decision Makers: 73% support
Labelling of alcohol	Do you support mandatory health warning labels on alcoholic beverages?
	Alberta Decision Makers: 86% support
	Manitoba Decision Makers: 85% support
	Do you support mandatory health warning signs at places that serve or sell alcohol?
	Alberta Decision Makers: 71% support
	Manitoba Decision Makers: 70% support
	Do you support labelling of alcoholic beverages to display quantity relative to standard number of
	drinks?
	Alberta Decision Makers: 86% support
	Manitoba Decision Makers: 83% support
Regulation of alcohol products	Do you support regulating alcohol as a hazardous product?
	Alberta Decision Makers: 50% support
	Manitoba Decision Makers: 52% support
Taxation of alcohol products	Do you support taxing alcoholic beverages based on the ethyl alcohol content?
Frederica Control of the Control of	Alberta Decision Makers : 67% support
	Manitoba Decision Makers: 60% support



Taxation of alcohol products (cont'd)	Views on the level of current regulations forcurrent taxes on alcohol			
	Alberta Decision Makers:	Manitoba Decision Makers:		
	35% 'too little' regulation	26% 'too little' regulation		
	8% 'too much' regulation	15% 'too much' regulation		
	57% 'about right' level of regulation	59% 'about right' level of regulation		
	Do you support Government reallocating 100% of alcohol revenue directly to health care and prevention?			
	Alberta Decision Makers: 65% support			
	Manitoba Decision Makers: 80% support			
The sale of alcohol products	Do you support zoning to limit the number	of alcohol retail outlets per square kilometre?		
 In general 	Alberta Decision Makers: 49% support			
• To minors	Manitoba Decision Makers: 44% support			
	Views on the level of current regulations fornumber of places alcohol is sold			
	Alberta Decision Makers:	Manitoba Decision Makers:		
	18% 'too little' regulation	11% 'too little' regulation		
	26% 'too much' regulation	11% 'too much' regulation		
	56% 'about right' level of regulation	78% 'about right' level of regulation		
	Views on the level of current regulations fo	or types of places alcohol is sold		
	Alberta Decision Makers:	Manitoba Decision Makers:		
	13% 'too little' regulation	14% 'too little' regulation		
	19% 'too much' regulation	12% 'too much' regulation		
	68% 'about right' level of regulation	74% 'about right' level of regulation		
	Do you support Governments being require	ed to consult with health experts before making legislation		
	or policy changes in the way alcohol is sold?			
	Alberta Decision Makers: 78% support			
	Manitoba Decision Makers: 74% support			



The sale of alcohol products (cont'd)	Do you support increasing enforcement of a Alberta Decision Makers: 94% support Manitoba Decision Makers: 94% support Views on the level of current regulations for alcoholic beverages to minors Alberta Decision Makers: 62% 'too little' regulation 4% 'too much' regulation 34% 'about right' level of regulation	alcohol sales to minors? or enforcement of regulations prohibiting sale of Manitoba Decision Makers: 58% 'too little' regulation 5% 'too much' regulation 37% 'about right' level of regulation
Educating about alcohol-related harm	consuming too much alcohol? Alberta Decision Makers: 99% support Manitoba Decision Makers: 100% support	cate the general public about the health consequences of to educate the public about preventing the misuse of ng guidelines)
Treatment of alcohol dependence	dependence? Alberta Decision Makers: 88% support Manitoba Decision Makers: 93% support	ices and programs for individuals suffering from alcohol olicies to support treatment of people with an alcohol



General

When someone has a problem with alcohol it is their own fault.

Alberta Decision Makers: 67% agree Manitoba Decision Makers: 54% agree

When someone has a problem with alcohol it is due to circumstances beyond their control.

Alberta Decision Makers: 23% agree Manitoba Decision Makers: 26% agree

When someone has a problem with alcohol it is their responsibility to deal with it.

Alberta Decision Makers: 91% agree Manitoba Decision Makers: 91% agree

When someone has a problem with alcohol it is society's responsibility to deal with it.

Alberta Decision Makers: 43% agree Manitoba Decision Makers: 52% agree



Table 4. APCCP Results for Healthy Eating and Active Living

Healthy Eating and Active Living Priority	Related APCCP Survey Findings
Prohibition of advertising of unhealthy foods and	Do you support prohibiting advertising and promotion of unhealthy food and beverages to
beverages (those inconsistent with the Alberta	children under the age of 16?
Nutrition Guidelines for Children and Youth) in all	Alberta Decision Makers: 75% support
Alberta Schools	Manitoba Decision Makers: 76% support
	Do you support restricting sugar-sweetened drinks from vending machines in all public buildings?
Restrict unhealthy food and beverage advertising	Alberta Decision Makers: 58% support
aimed at children	Manitoba Decision Makers: 56% support
	Do you support restricting unhealthy foods from vending machines in all public buildings?
	Alberta Decision Makers: 58% support
	Manitoba Decision Makers: 55% support
Restricted access to unhealthy food within 500m of	Do you support restricting sugar-sweetened drinks from vending machines in schools?
schools	Alberta Decision Makers: 88% support
	Manitoba Decision Makers: 80% support
	Do you support restricting unhealthy foods from vending machines in schools?
	Alberta Decision Makers: 86% support
	Manitoba Decision Makers: 76% support
	Do you support zoning to restrict the supply of junk food near schools?
	Alberta Decision Makers: 54% support
	Manitoba Decision Makers: 57% support
	Do you support mandating priority space for healthful foods and beverages in schools?
	Alberta Decision Makers: 86% support
	Manitoba Decision Makers: 84% support



Restricted access to unhealthy food within 500 m of	Do you support mandating priority space for healthful foods and beverages in grocery stores?		
schools (cont'd)	Alberta Decision Makers: 63% support		
	Manitoba Decision Makers: 70% support		
Policies promoting active living environments at work	Do you support providing incentives for workplaces to develop physical activity policies for		
in all government, public and private sector	workers?		
workplaces	Alberta Decision Makers: 87% support		
	Manitoba Decision Makers: 90% support		
	Do you support providing incentives for workplaces to provide access to physical activity facilities		
	for workers?		
	Alberta Decision Makers: 88% support		
	Manitoba Decision Makers: 92% support		
	Do you support mandating priority space for healthful foods and beverages in cafeterias in workplaces?		
	Alberta Decision Makers: 68% support		
	Manitoba Decision Makers: 69% support		
	Do you support providing tax credits or monetary incentives for people who are involved in physical activity?		
	Alberta Decision Makers: 76% support		
	Manitoba Decision Makers: 88% support		
	Do you support subsidizing programs that encourage people to be physically active?		
	Alberta Decision Makers: 81% support		
	Manitoba Decision Makers: 87% support		



Policies on urban design and zoning that promote active living and healthy eating

Do you support implementing transportation policies designed to promote physical activity through safe routes, cycle facilities, adequate lighting etc.?

Alberta Decision Makers: 91% support Manitoba Decision Makers: 96% support

Do you support changing the design of our neighbourhoods and communities to encourage informal physical activity in daily life?

Alberta Decision Makers: 93% support Manitoba Decision Makers: 92% support

Do you support banning all traffic in high-use pedestrian areas during peak hours to support active (walking, cycling) or public transportation?

Alberta Decision Makers: 49% support Manitoba Decision Makers: 53% support

Do you support changing building and community design standards to discourage sedentary activity?

Alberta Decision Makers: 73% support Manitoba Decision Makers: 80% support

Do you support enhancing the quantity and quality of green spaces in all neighbourhoods?

Alberta Decision Makers: 95% support Manitoba Decision Makers: 97% support

Do you support zoning to increase the number of small grocery stores that people can walk to in every neighbourhood?

Alberta Decision Makers: 54% support Manitoba Decision Makers: 63% support



Policies on urban design and zoning that promote	Do you support zoning to limit fast food rest	aurants per square kilometre?	
active living and healthy eating (cont'd)	Alberta Decision Makers: 37% support		
	Manitoba Decision Makers: 36% support		
	Views on the level of current regulations for the number of places where unhealthy food and beverages are sold		
	Alberta Decision Makers:	Manitoba Decision Makers:	
	21% 'too little' regulation	13% 'too little' regulation	
	27% 'too much' regulation	31% 'too much' regulation	
	52% 'about right' level of regulation	56% 'about right' level of regulation	
	Views on the level of current regulations for types of places were unhealthy food and beverages		
	are sold		
	Alberta Decision Makers:	Manitoba Decision Makers:	
	20% 'too little' regulation	14% 'too little' regulation	
	26% 'too much' regulation	27% 'too much' regulation	
	54% 'about right' level of regulation	59% 'about right' level of regulation	
Implement Alberta Nutrition Guidelines for Children	Do you support restricting sugar-sweetened	drinks from vending machines in all public buildings?	
and Youth in recreation facilities	Alberta Decision Makers: 58% support		
	Manitoba Decision Makers: 56% support		
	Do you support restricting unhealthy foods	from vending machines in all public buildings?	
	Alberta Decision Makers: 58% support		
	Manitoba Decision Makers: 55% support		



Tax on energy-dense, nutrient-poor food and	Do you support taxing unhealthy food and	beverage purchases?		
beverage choices	Alberta Decision Makers: 63% support			
	Manitoba Decision Makers: 64% support			
	Do you support taxing soft drinks and energy drinks?			
	Alberta Decision Makers: 60% support			
	Manitoba Decision Makers: 67% support			
	Views on the level of current regulations for	Views on the level of current regulations for current taxes in unhealthy food and beverages		
	Alberta Decision Makers:	Manitoba Decision Makers:		
	52% 'too little' regulation	48% 'too little' regulation		
	5% 'too much' regulation	6% 'too much' regulation		
	43% 'about right' level of regulation	46% 'about right' level of regulation		
	Do you support tax credits for purchasing locally grown, healthy food?			
	Alberta Decision Makers: 73% support			
	Manitoba Decision Makers: 74% support			
	Do you support subsidizing the purchase of	healthy foods and beverages?		
	Alberta Decision Makers: 54% support	•		
	Manitoba Decision Makers: 65% support			
Support a Provincial policy for nutrition labelling in	Do you support mandatory calorie listings of	on restaurant menus?		
full service and fast food restaurants	Alberta Decision Makers: 74% support			
	Manitoba Decision Makers: 72% support			
Support and facilitate implementation of the Alberta	Do you support mandating policies for scho	ool nutrition programs?		
Nutrition Guidelines for Children and Youth in all	Alberta Decision Makers: 91% support			
schools in Alberta	Manitoba Decision Makers: 91% support			
schools in Alberta	Manitoba Decision Makers: 91% support			
schools in Alberta	Manitoba Decision Makers: 91% support			



Support and facilitate implementation of the Alberta	Views on the level of current regulations for enforcement of junk food bans in schools	
Nutrition Guidelines for Children and Youth in all	Alberta Decision Makers:	Manitoba Decision Makers:
schools in Alberta (cont'd)	61% 'too little' regulation	44% 'too little' regulation
	6% 'too much' regulation	9% 'too much' regulation
	33% 'about right' level of regulation	47% 'about right' level of regulation
Support and facilitate maintained commitment,	Do you support mandatory daily physical education or physical activity requirements in all	
including development of administrative policies that	schools?	
enable implementation of the Daily Physical Activity	Alberta Decision Makers: 96% support	
(DPA) Policy in school (grades 1-9)	Manitoba Decision Makers: 95% support	
Support and facilitate expansion of DPA to high	Do you support making improvements to the physical education curriculum guidelines in all	
schools (grades 10-12)	schools? Alberta Decision Makers: 98% support	
	Manitoba Decision Makers: 94% support	
General	Do you support providing programs to educate the general public about how to make healthy food choices?	
	Alberta Decision Makers: 99% support	
	Manitoba Decision Makers: 97% support Do you support banning the use of trans fat in all food products? Alberta Decision Makers: 85% support	
	Manitoba Decision Makers: 78% support	
	Do you support regulating portion sizes in f	food outlets?
	Alberta Decision Makers: 40% support	
	Manitoba Decision Makers: 46% support	



General (cont'd)

Do you support regulating portion sizes in pre-prepared foods and beverages?

Alberta Decision Makers: 42% support Manitoba Decision Makers: 49% support

Do you support holding producers of unhealthy food liable for health care costs associated with obesity?

Alberta Decision Makers: 46% support Manitoba Decision Makers: 40% support

Do you support proving programs to educate the general public about the importance of regular physical activity?

Alberta Decision Makers: 100% support Manitoba Decision Makers: 100% support

Do you support funding media campaigns to educate the public about increasing physical activity and reducing screen time?

Alberta Decision Makers: 91% support Manitoba Decision Makers: 92% support

Do you support providing screen time guidelines for all children under the age of 16 including toddlers?

Alberta Decision Makers: 82% support Manitoba Decision Makers: 85% support

Do you support removing sales taxes on all physical activity equipment?

Alberta Decision Makers: 78% support Manitoba Decision Makers: 84% support