

# Chronic Disease Prevention Survey (2009-2023)

## *Executive Summary*

The Chronic Disease Prevention (CDP) survey (previously referred to as the Knowledge, Attitudes, and Beliefs survey) is a grant-funded pan-Canadian research survey conducted by the Policy, Location, and Access in Community Environments (PLACE) Research Lab at the School of Public Health, University of Alberta from 2009 through 2023. Funding for this 14-year research program over nine survey administrations has been obtained through the *Alberta Cancer Board* (2009-2011), the *Canadian Partnership Against Cancer* (2014-2016), *Alberta Innovates* (2017-2021), and the *Canadian Institutes of Health Research* (2016-2017; 2018-2023).

The CDP survey polls two main respondent populations: policy influencers and the general public. Policy influencers are political actors with the potential to shape the direction and content of an emerging chronic disease prevention mandate for society. Policy influencers invited to participate in the survey include provincial and territorial members of legislative assemblies and senior bureaucrats; municipal mayors, county reeves, and chief administrative officers; school board chairs and superintendents; senior executives in large workplaces; and health reporters and editors for print and online media journalism. Members of the general public consist of an equal number of male and female adults over 18 years of age randomly sampled and stratified by their location in major centres versus rural communities within a province or territory.

Comparing policy influencer and general public responses can reveal where representatives and constituents are consistent or diverge in their knowledge, attitudes, and beliefs on policies that are directly or indirectly related to chronic disease prevention.

The CDP survey has been conducted throughout Canada in:

- Alberta six times to policy influencers (2009, 2011, 2014, 2016, 2017, 2019) and five times to the general public (2010, 2014, 2016, 2017, 2019)
- Manitoba four times to policy influencers (2009, 2011, 2017, 2019) and twice to the general public (2017, 2019)
- Northwest Territories three times to policy influencers (2014, 2015<sup>i</sup>, 2016) and twice to the general public (2014, 2016)
- Québec twice each to policy influencers and the general public (2014, 2016).

The CDP survey is administered in two formats, long form and short form, by a contracted survey firm. To date, the long form has consisted of several sections polling respondents' views on the cause of chronic diseases; opinions on chronic disease prevention; perspectives on health promotion; organizational roles and responsibilities for policies and programs; contact with advocacy coalitions and lobbyists; preferences surrounding individual versus societal responsibility for interventions; and levels of support for evidence-based healthy public policies.

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<sup>i</sup> In 2015 the Northwest Territories Department of Health and Social Services administered a poll based on the CDP survey to Chief Administrative Officers across all 33 settlements in the territory, with a 52% response rate.

The short form survey is a subset of the long form survey. It focuses on views about causation, prevention opinions, individual versus collective preferences, and support for healthy public policies. Policy influencers complete the long form survey via an online web portal. The general public completes the short form survey via computer assisted telephone interviewing (CATI). The long form survey has polled support for healthy public policies to improve diets, increase physical activity, reduce exposure to tobacco, and reduce consumption of alcohol every year, with the surveys in 2019 and 2021 further including questions on improving mental health and addressing substance use. The short form polls a subset of risk behaviours, which varies by survey year (**Table 1**).

**Table 1:** *Chronic Disease Prevention Survey administration years, jurisdictions, populations, sample sizes, and healthy public policy content areas polled for the general public survey.*

Survey Year	Jurisdiction				Target Population		Healthy Public Policy Content Areas <sup>†</sup>
	Alberta n <sub>PI</sub> /n <sub>GP</sub>	Manitoba n <sub>PI</sub> /n <sub>GP</sub>	Québec n <sub>PI</sub> /n <sub>GP</sub>	NWT n <sub>PI</sub> /n <sub>GP</sub>	Policy Influencer	General Public	
2009	n <sub>PI</sub> =183	n <sub>PI</sub> =53			√		AR, HE, PA, TC
2010	n <sub>GP</sub> =1203					√	AR, HE, PA, TC
2011	n <sub>PI</sub> =157	n <sub>PI</sub> =75			√		AR, HE, PA, TC
2014	n <sub>PI</sub> =108 n <sub>GP</sub> =1200		n <sub>PI</sub> =100 n <sub>GP</sub> =1200	n <sub>PI</sub> =23 n <sub>GP</sub> =800	√	√	HE, PA
2015				n <sub>PI</sub> =15	√		HE, PA
2016	n <sub>PI</sub> =174 n <sub>GP</sub> =1200		n <sub>PI</sub> =128 n <sub>GP</sub> =1200	n <sub>PI</sub> =40 n <sub>GP</sub> =801	√	√	AR, HE, PA, TC
2017	n <sub>PI</sub> =157 n <sub>GP</sub> =1500	n <sub>PI</sub> =47 n <sub>GP</sub> =1500			√	√	HE, PA <sup>‡</sup>
2019	n <sub>PI</sub> =291 n <sub>GP</sub> =1792	n <sub>PI</sub> =129 n <sub>GP</sub> =1909			√	√	AR, HE, MH, PA, TC, SM
2021 <sup>Ω</sup>	n <sub>PI</sub> =221 n <sub>GP</sub> =1703	n <sub>PI</sub> =94 n <sub>GP</sub> =1648			√	√	AR, HE, MH, PA, TC, SM

<sup>†</sup>AR = Alcohol Reduction; HE = Healthy Eating; PA = Physical Activity; TC = Tobacco Control; MH = Mental Health; SM = Substance Misuse  
<sup>‡</sup>PA items were only surveyed in the long-form survey administered to policy influencers, and not to the general public

**Custom data summaries are available, by request, through the PLACE Research Lab at the following link <https://bit.ly/2HOWAM8>.**

Information from the CDP survey has been used by members of the Alberta Policy Coalition for Chronic Disease Prevention (APCCP) and other partners across Canada to advocate for healthy public policies. These policies have included offering school food programs, banning flavoured tobacco products, regulating the presence of alcohol advertising on public transit, zoning to prevent public exposure to cannabis, and taxing the sale of sugary beverages.

Media outlets like the Canadian Broadcast Corporation; Global News; Metro News; and Talk Radio AM 630 (Edmonton), AM770 (Calgary), and AM640 (Toronto), among others, have publicized survey findings. Organizations targeted for past advocacy efforts include, for example, Alberta’s Minister of Health, Alberta Health, the Alberta Urban Municipalities Association, and Québec’s Ministry of Public Security. Information from the survey has also been used to support several peer-reviewed academic publications (**Box 1**).

**Box 1:** *Chronic Disease Prevention Survey peer-reviewed publications (selected).*

Curtin KD, Thomson M, Nykiforuk CIJ. (2021). Who or what is to blame? Examining sociodemographic relationships to beliefs about causes, control, and responsibility for cancer and chronic disease prevention in Alberta, Canada. *BMC Public Health*, 21(1):1-12. Epub 2021 June 2. DOI: <https://doi.org/10.1186/s12889-021-11065-4>

Kongats K, McGetrick JA, Raine KD, Nykiforuk CI. (2020). Using the intervention ladder to examine policy influencer and general public support for potential tobacco control policies in Alberta and Quebec. *Health Promotion & Chronic Disease Prevention in Canada: Research, Policy & Practice*, 40(2), 47-57.

Kongats K, McGetrick JA, Thomson M, Raine KD, Nykiforuk CI. (2020). Policy influencer and general public support for proposed alcohol healthy public policy options in Alberta and Quebec, Canada. *Journal of Studies on Alcohol and Drugs*, 81(1), 47-57.

Kongats K, McGetrick J, Raine K, Voyer C, Nykiforuk C. (2019). Assessing general public and policy influencer support for healthy public policies to promote healthy eating at the population level in two Canadian provinces. *Public Health Nutrition*, 22(8), 1492-1502.

McGetrick JA, Kongats K, Raine KD, Voyer C, Nykiforuk CIJ. (2019). Healthy public policy options to promote physical activity for chronic disease prevention: Understanding Canadian policy influencer and general public preferences. *Journal of Physical Activity and Health*, 16(7), 565–574.

Nykiforuk CIJ, McGetrick JA, Raine KD, Wild TC. (2019). Advocacy coalition impacts on healthy public policy-oriented learning in Alberta, Canada (2009–2016): A difference-in-differences analysis. *Social Science & Medicine*, 220, 31-40.

McGetrick JA, Raine K, Wild TC, Nykiforuk C. (2018). Advancing strategies for agenda setting by health policy coalitions: A network analysis of the Canadian Chronic Disease Prevention Survey. *Health Communication*. 34(11), 1303-1312.

Nykiforuk CI, Wild TC, Raine KD. (2014). Cancer beliefs and prevention policies: Comparing Canadian decision-maker and general population views. *Cancer Causes and Control*, 25(12), 1683-1696.

Raine KD, Nykiforuk CI, Vu-Nguyen K, Nieuwendyk L, VanSpronsen E, Reed S, Wild TC. (2014). Understanding key influencers’ knowledge, attitudes and beliefs about healthy public policy change for obesity prevention. *Obesity*, 22(11), 2426-2433.

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