

Decision-Maker Survey of Knowledge, Attitudes & Beliefs: Methods(1)

The purpose of this survey was to understand decision-makers' knowledge, attitudes and beliefs about policies and programs that address cancer incidence. Questions broadly assessed level of support for a range of policy interventions addressing health 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
- access to healthy foods, alcohol, tobacco products, and physical activity opportunities

The survey was sent to 1758 decision-makers representing municipal and provincial government, school districts and boards, workplaces and media in Alberta and Manitoba (control province). Surveys were mailed November 5, 2009. Responses were received, by mail or on-line, until January 15, 2010. The survey response rate was 13.4% (236 responses). Of those who completed the survey 77.5% were from Alberta and 22.5% represented Manitoba. *Table 1* provides a detailed breakdown of respondents.

Table 1: Number of Respondents by Sector and Province

Sector	Alberta		Manitoba		Total	
	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	119	16 (13.4%)	44	1 (2.3%)	163	17 (10.4%)
Municipal & Provincial Government	355	84 (23.7%)	195	23 (11.8%)	550	107 (19.5%)
School Districts and Boards	129	40 (31.0%)	74	14 (18.9%)	203	54 (26.7%)
Workplaces	633	43 (6.8%)	209	15 (7.2%)	842	58 (6.9%)
TOTAL	1236	183 (14.8%)	522	53 (10.2%)	1758	236 (13.4%)

Currently, we are completing descriptive analyses of findings. As these and future findings are published, results will be linked here.

1. Alberta Policy Coalition for Cancer Prevention (APCCP). Decision-Maker Survey of Knowledge Attitudes & Beliefs. [Survey]. Unpublished 2010.