



Canadian Centre  
on **Substance Use**  
and **Addiction**

Evidence. Engagement. Impact.

Centre canadien sur  
**les dépendances et**  
**l'usage de substances**

Données. Engagement. Résultats.



[www.ccsa.ca](http://www.ccsa.ca) • [www.ccdus.ca](http://www.ccdus.ca)

# Reporting on Addictions Trends

SALIS/AMHL 2018

Chad Dubeau

May 2018



# Wasted Information is a Tragedy!



# Agenda

- About CCSA
- Addiction News Daily
- Using AND data to identify trends
- Emerging Trends Report
- Outcomes
- Next steps and suggestions

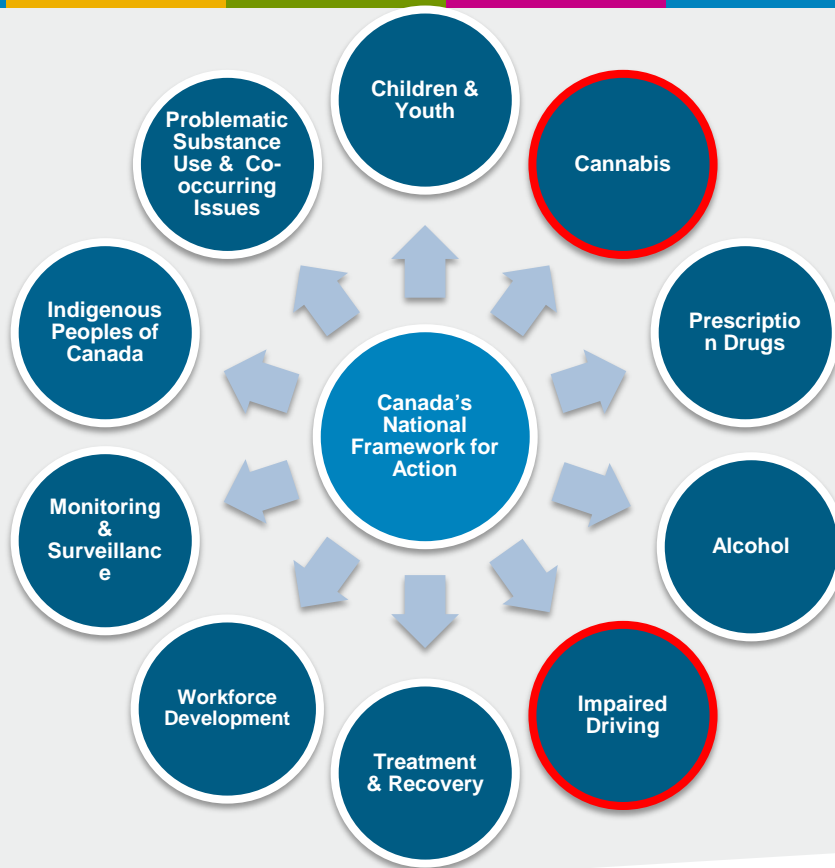


# About CCSA

- **Vision:** A healthier Canadian society where evidence transforms approaches to substance use.
- **Mission:** To address issues of substance use in Canada by providing national leadership and harnessing the power of evidence to generate coordinated action.
- **Value Proposition:** CCSA was created by Parliament to provide national leadership to address substance use in Canada. A trusted counsel, we provide national guidance to decision makers by harnessing the power of research, curating knowledge and bringing together diverse perspectives.



# CCSA's National Priorities and Areas of Action



National Framework for Action (2005): Collective action for collective impact

In **2016**: Consultations to inform the **refresh** of the National Framework for Action



# What is Addiction News Daily?



# What is Addiction News Daily?

- CCSA's news service
- Topics concerning alcohol, drugs and their related harms
- Prevention, treatment, recovery, and substance use policy
- Mostly Canadian
- 3141 subscribers
- Free!



# Addiction News Daily (Website)

TOPICS

OPIOIDS

COLLABORATION

PUBLICATIONS

ABOUT CCSA

News & Events

News

CCSA in the News

Addiction News Daily

Upcoming Events

Issues of Substance Conference

National Addictions Awareness Week

News Services Subscription

## Addiction News Daily

Tweet Share Print

*Addiction News Daily* is CCSA's news service; a compilation of stories pulled from various sources and focusing on topics concerning alcohol, drugs and their related harms (including alcohol and drug prevention, treatment, recovery and addiction, and substance abuse policy and political dialogue). The stories are chosen for their potential interest to Canadians and are of national significance. The opinions expressed in *Addiction News Daily* stories are not necessarily those of CCSA. (Note: The RSS feature is no longer supported.)

[View more information about Addiction News Daily](#)

### Addiction News Daily

A collection of news from around the world about substance use and addiction.

[Subscribe now >>](#)

### Wednesday, March 28, 2018

[P.E.I. to allow four cannabis plants per home, consumption in designated areas](#)

National Post

Wednesday, March 28, 2018

[Alberta strengthens impaired driving laws](#)

Alberta Government

Tuesday, March 27, 2018

[Supervised consumption site to open at Royal Alex](#)

Alberta Government

Tuesday, March 27, 2018

[Cannabis concerns at work](#)

The Globe and Mail

Tuesday, March 27, 2018

Tuesday, March 27, 2018

Monday, March 26, 2018

Friday, March 23, 2018

Thursday, March 22, 2018





# Addiction News Daily (Email)



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## Addiction News Daily Dépendances au quotidien



CCSA provides links to stories in Addiction News Daily for informational purposes only. Items included in Addiction News Daily do not reflect the opinion of or imply endorsement or authorization by the [Canadian Centre on Substance Use and Addiction](#). Any questions or concerns regarding a particular story should be directed to the publisher or news source.

Les articles retenus par le CCDUS pour Dépendances au quotidien ne sont proposés qu'à titre d'information. L'ajout d'un article dans Dépendances au quotidien ne représente pas l'opinion du [Centre canadien sur les dépendances et l'usage de substances](#) et ne sous-entend en aucun cas son approbation ou autorisation. Toute question ou préoccupation relative à un article particulier devrait être adressée à l'éditeur ou à la source.

### [P.E.I. to allow four cannabis plants per home, consumption in designated areas](#)

National Post  
March 28, 2018

### [Alberta strengthens impaired driving laws](#)

Alberta Government  
March 27, 2018

### [Supervised consumption site to open at Royal Alex](#)

Alberta Government  
March 27, 2018

### [Cannabis concerns at work](#)

The Globe and Mail  
March 27, 2018

### [How Senator Tony Dean saved Trudeau's pot law](#)

Maclean's  
March 23, 2018



# 2000+ Articles a Year!



# The Challenge



# The Challenge

- Can AND be used to track trends?
- Available information: archived list of headlines
- To do: set up a tracking sheet that lists all topics covered in AND then sort the articles (now ongoing)



# Tracking Sheet

Trends for 2017-2018 (June 2017-May 2018)

## Addiction services:

Accreditation:

Acupuncture:

Aftercare and supportive recovery rooms: 1 (ON) Total: 1

Alcohol sale quantity limits: 1 (NU) Total: 1

Allowing methadone in treatment facilities:

Awareness of available services:

Barrier free clinics:

Barriers for parents seeking help for their children: 1 (ON) Total: 1

Call for accreditation of treatment services:

Call for more aftercare, transition homes: 1 (NL) Total: 1

Call for more services for men:

Call for more services for South Asian community: 1 (AB) Total: 1

Call for more services for youth: 2 (MB) 2 (ON) 1 (SK) Total: 5



# Emerging Trends Report



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## **Addiction Trends**

### **Emerging Trends Report**

Chad Dubeau

July 2017



# Report's Focus

- General trends (most popular of the 24 main topics)
- Specific trends (most popular of the 800 sub-topics)
- Geographical distribution
- Trends by population groups (youth, First Nations, women, and older adults)
- Conclusion (emerging topics)
- Appendix (detailed tracking form)



# Examples of Key Findings

- Cannabis is making headlines (legalization)
- Harm reduction is big news (mostly in reaction to the opioid crisis, overdose prevention/ reversal/ Naloxone)
- Fentanyl crisis was the only sub-topic that was covered by every province and territory
- Bulk of the stories are from Ontario and British Columbia (48%)





# How Has this Report Helped CCSA?

- Verify if our current priorities align with reported trends in the media (Senior Leadership Team)
- Inform strategic directions and business planning (Senior Leadership Team)
- Used to understand how public and media perceive emerging issues like cannabis legalization (Knowledge Brokers)
- Used as source for potential topics for next Substance Use In Canada report (Scientific Advisory Committee)
- Used to identify topics for CCENDU bulletins like NPS (Canadian Community Epidemiology Network on Drug Use)



# How Has this Report Helped Me?

- Good reminder to staff that I can assist with monitoring work (not just lit. searches)
- Increased cross-divisional collaboration
- Developed report writing skills
- Keeps me current on key issues



# What's Next?

- Next report
- More feedback
- Frequency



# Final Thoughts

- Information is power and Information Professionals have access to a lot of unique data (generated by us!). Why not use that information to benefit your users and organization?



# Discussion time!

- Have you been involved in monitoring trends? How?
- What kind of information do you track on a regular basis? (Citations?)
- Do you use it for anything more than task reporting? (If so, how? If not, could it be used to create another product?)
- Is there anything we can create using reference or document delivery stats?



# Contact Information

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# Questions?