C2E2SPOTLIGHT



CENTRE for Clinical Epidemiology and Evaluation

December 7, 2026

Identifying Opportunities to Support The Evaluation of Upstream Health Promotion Initiatives in BC

Health promotion interventions are more likely to be effective when they address the social conditions in which people are born, live, and age. Increasingly more public health initiatives in BC are intervening at this "upstream" level, targeting public policies, systems, and structures that perpetuate health inequities including food insecurity, housing, and early childhood development. However, evaluating these initiatives remains challenging because their impacts are often long-term, complex, and influenced by multiple intersecting systems.

We conducted a jurisdictional scan to identify current upstream evaluation efforts in BC. We interviewed two groups of health promotion professionals working in the regional health authorities and provincial health organizations: those conducting evaluations and those using evaluation findings to inform decisions. The findings highlighted a growing interest from both groups in building upstream evaluation capacity but also identified common barriers, including limited methodological guidance, data limitations, inconsistent use of evaluation frameworks, and a need for stronger cross-sector collaboration and knowledge sharing. Participants identified priorities for strengthening upstream evaluation capacity across the province, including developing shared resources to support upstream evaluation practice and evidence-informed decision-making.

Learning Objectives

- To explore current BC public health initiatives intervening 'upstream'
- To identify tangible strategies for strengthening BC upstream evaluation capacity

Presenters

Dr. Kimberly Thomson
Children's Health Policy Centre, Faculty of Health Sciences, Simon Fraser University

Shubh Athwal, MSc Student
Children's Health Policy Centre, Faculty of Health Sciences, Simon Fraser University

C2E2 Spotlight is held monthly on Mondays from 12:00 pm to 1:00 pm. To attend in-person or virtually please contact pamela.lee@ubc.ca.