

2012 SUMMER SCHOOL PRESENTERS

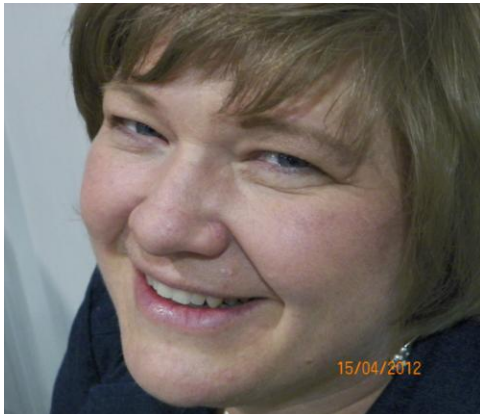
SUMMER SCHOOL CO-CHAIRS

Irving Rootman, Adjunct Professor, School of Public Health and Social Policy, UVIC



Irving Rootman is an Adjunct Professor in the School of Public Health and Social Policy at University of Victoria. He has worked in the field of Health Promotion for over 30 years and among other things relevant to the Summer School Chaired a World Health Organization Working group on Health Promotion Evaluation and edited a book based on the work on the group. With regard to Health Communication, he established a graduate course with Larry Hershfield at the University of Toronto on Health Communication and chaired a Canadian Expert Panel on Health Literacy. He currently chairs the B.C. Health Literacy Network.

Julie Kerr, Director Population Health, Northern Health Authority



Julie Kerr, Director Population Health, Northern Health Authority, holds a masters degree in Psychology and a certificate in Applied Behavioral Analysis. She has worked for Northern Health for over a decade in the areas of mental health and addictions, public health and population health. Prior to that, she worked in the social services and non-profit sectors with high risk families, children and youth. In her current role, Julie provides leadership to the Population Health Team, supporting and challenging Northern Health to increasingly move resources upstream, apply a population health approach to service planning, delivery and evaluation, and to work with communities to assist them in supporting citizens to enjoy good health and a high quality of life.

Lee Johnston, Research Assistant, Chronic Disease Systems Modeling Laboratory, SFU



Lee Johnston is a PhD student in the Faculty of Health Sciences at Simon Fraser University, where she studies systems-based approaches to complex public health issues. She holds a MA in communication theory and is interested in the ways in which language and culture shape public health practice and policy. She is currently working in the Chronic Disease Systems Modeling Laboratory at SFU, where she is overseeing an analysis of strategies to address obesity and chronic disease.

Michael Pennock, Senior Epidemiologist, Public & Population Health, PHSA



Mike Pennock is the Senior Epidemiologist in the Public and Population Health program at the Provincial Health Services Authority. During his career he has been involved in a variety of evaluation and quality assurance initiatives in health and social services. He is currently managing the PHSA surveillance activities that are required to support the provincial evaluation of the Healthy Families BC Program.

Jolene Lansdowne, Community Fund Developer, SMART Fund, Vancouver Coastal Health



Jolene Lansdowne works as a Community Fund Developer with the Vancouver Coastal Health SMART Fund, a grants program that funds community-based health promotion initiatives. Jolene supports the staff of the funded initiatives with their monitoring and evaluation activities, through both workshop and one-on-one setting. Prior to the SMART Fund, Jolene worked for health-based non-profits, both internationally and locally, in various roles including volunteer coordinator, researcher, and street outreach worker.

HEALTH COMMUNICATION – JULY 24 & 25

Dan Reist, Assistant Director (Knowledge Exchange) at Centre for Addictions Research of BC, UVIC



Dan Reist has provided leadership to the knowledge exchange team at the Centre for Addictions Research of BC, University of Victoria since it was created in 2004. He is committed to communicating current evidence in a way that supports dialogue and the evolution of effective policy and practice. Dan has helped develop BC's multi-systems approach to substance use and has represented BC in several national and international discussions. His interests include phenomenological and socio-linguistic approaches to understanding substance use, health promotion, mental health literacy, knowledge exchange, and alcohol and other drug policy.

Larry Hershfield, Founder and Manager of The Health Communication Unit (THCU) at the University of Toronto (1993-2011) and Principal at Larry Hershfield & Associates, Ltd



Larry Hershfield has been involved in developing health promotion and health communications programs since 1975, including directing a division at the Addiction Research Foundation of Ontario. Since 1991, he has focused on developing systems, services, materials and tools to build community capacity in these areas; the internationally-recognized THCU (The Health Communication Unit at the University of Toronto which operated from 1993-2011) was his major vehicle for doing so. THCU produced hundreds of tools, including the innovative Online Health Program Planner, and worked with thousands of health promoters each year. Larry has studied and taught health communication at the graduate level.

Brandon Grant, Men's Health Coordinator, Population Health, Northern Health Authority



Brandon Grant graduated from Saint Mary's University in Halifax, Nova Scotia with a Bachelor of Arts in Sociology and Anthropology in 2007. He has worked in Dawson Creek at the Nawican Friendship Centre, initially as the Youth Program Coordinator and eventually as the Executive Director. In 2008, he moved to Prince George to pursue a Master Degree in Social Work. In Prince George, Brandon worked with community organizations including the Community Partners Addressing Homelessness (CPAH) and was employed by the Northern Family Health Society as a Community Support Key Worker. In June, 2010, he moved to Saskatoon to pursue a second Master Degree in Public Administration, which he completed in June, 2011

Steve Raper, MBA, Director of Communications, Northern Health Authority



Steve Raper is a professional communications executive with 15 years experience. Working in the college and university sectors before moving to the health care field five years ago, Steve has a wealth of experience managing and leading issues, crisis, web, marketing, and internal communications for large, complex organizations. Steve believes in life-long learning. He has completed a Bachelor of Arts degree and a Masters degree in Business Administration, and has also been accepted to study Law part-time. He is a proponent of skill-based learning seminars and opportunities, and also enjoys networking with other communications professionals. In his spare time, Steve teaches college business courses. As a proud father of two 'tweens', he also coaches soccer, hockey, and chauffeurs his kids from singing to guitar lessons and beyond. Steve serves on the boards of Pacific Sport North, Prince George Youth Soccer, and the Canadian Blood Services Liaison Committee, provincially and nationally.

Dr. Richard Stanwick, Chief Medical Officer, Vancouver Island Health Authority



Dr. Richard Stanwick has been the Chief Medical Health Officer for the Vancouver Island Health Authority (Victoria) since 2004. Previous appointments include: Full Professor of Pediatrics and Community Health Sciences at the University of Manitoba; Acting Provincial Epidemiologist for the Province of Manitoba; Medical Officer of Health, City of Winnipeg; and Medical Health Officer for the Capital Health Region, Victoria. Dr. Stanwick has presented at local, national and international meetings on subjects pertaining to public health. He is a recognized authority in the area of childhood injury prevention and smoking control and is the recipient of numerous awards recognizing his contributions to public health.

Theresa Healy, Regional Manager for Healthy Community Development, Northern Health Authority



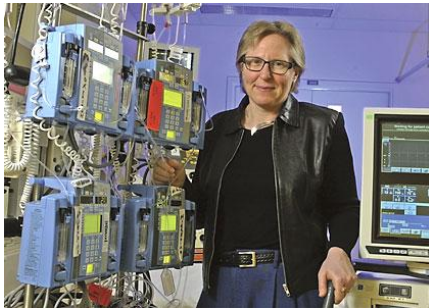
Theresa Healy is the Regional Manager for Healthy Community Development with Northern Health. Theresa holds an adjunct appointment at the University of Northern BC in the School of Environmental Planning with a cross appointment to the Gender Studies program. She is an ardent historian, holding a Ph.D. from Simon Fraser University, with a specialty in social policy and gender issues. She is a founding member of the Prince George Oral History Group. She is highly regarded for innovative and rigorous research methods, innovative reciprocal community capacity building and is considered one of the best participatory evaluation consultants in the province. She is frequently called in for the difficult community assignments. She is also highly skilled in Qualitative Research methods and workshops that make these methods accessible to a variety of audiences. Supporting story telling, narrative and the power of the voice are cornerstones to her work.

Jami Brown, Manager, Healthy Living, Healthier Communities, Fraser Health Authority



Jami Brown is the Manager for Healthy Living/Healthier Communities in Fraser Health. She joined Fraser Health in 2004 after working for many years in Public Health on healthy living initiatives. She leads a team of Community Health Specialists committed to working together with communities by joining efforts in health promotion to create supportive environments for behaviour change. She is passionate about providing opportunities for people to work together in creating action oriented partnerships that recognize good health is a shared responsibility that involves a collective vision, involving health, community leaders and citizens.

Ellen Balka, Professor, School of Communication, SFU



Ellen Balka is a professor in Simon Fraser University's School of Communication, where, for over a decade, she has run the Assessment of Technology in Context Design Lab. She is also a Senior Scientist at Vancouver Coastal Health's Centre for Clinical Epidemiology and Evaluation, and holds a Michael Smith Foundation for Health Research Senior Scholar's award. Her research over the last 15 years has been concerned with all aspects of health sector computerization, including the production, consumption and use of health information by patients, their families and decision makers. Ellen has worked with several health authorities, provincial and federal departments and clinicians throughout the spectrum of care, including pre-hospital care, primary care, ambulatory care and acute care.

Ian Pike, Director, BC Injury Research and Prevention Unit; Assistant Professor, Department of Pediatrics, UBC; Clinical Investigator, Child and Family Research Institute & Co-Executive Director, The Community Against Preventable Injuries



Ian Pike, PhD is the Director of the BC Injury Research and Prevention Unit, Assistant Professor in the Department of Pediatrics at UBC, Clinical Investigator at the Child and Family Research Institute (CFRI), and Co-executive Director and Spokesperson for The Community Against Preventable Injuries (an injury prevention social marketing organization). His current research, which is funded by the Canadian Institutes for Health Research (CIHR), includes national projects to develop and validate injury indicators for Canadian children and youth; injury prevention among First Nations and Inuit children and youth; child passenger safety; and, the efficacy of social marketing to reduce preventable injuries. Most recently his team was awarded a 5-year CIHR grant of \$2 million and named the CIHR Team in Child and Youth Injury Prevention in Canada.

Steve Park, VP Digital Strategy, FCV



Steve is responsible for leading digital strategy for a range of client strategy engagements that include online campaign planning and optimization, social media marketing, customer relationship management, content planning and consumer research for B2B and B2C projects.

Before FCV, Steve was Director of Digital Strategy at Blast Radius. Previous to joining Blast Radius, Steve was Director of Online Marketing at Electronic Arts. He has served as President of the British Columbia Association of Integrated Marketers and taught Customer Relationship Management & Data Mining at the University of British Columbia. Steve's account experience includes a wide range of projects for brands including Direct TV, Microsoft, Nike, Intrawest, Starbucks and TELUS. Steve holds a Bachelor of Science degree in Physics from York University.

EVALUATION – JULY 26 & 27

Chris Lovato, Director, Evaluation Studies Unit, Faculty of Medicine, UBC



Chris Lovato, PhD is a Professor in the School of Population and Public Health, and Director, Evaluation Studies Unit, Faculty of Medicine, University of British Columbia. Her primary areas of expertise are in health promotion/population health and program evaluation. Her research focuses on evaluating the impact of health programs and policies. She is currently conducting research related to evaluating the impact of medical school initiatives implemented in response to nationally-identified health resource shortages. She teaches program planning and evaluation at UBC's School of Population and Public Health. Chris has extensive experience in program evaluation and has provided consultation to numerous government and non-governmental agencies evaluating health-related programs.

Marina Niks, Senior Evaluator, Marina Niks Consulting



Marina has been developing, supporting and implementing community based research and evaluation projects with not for profit organizations and health authorities over the past 20 years. She has engaged in projects in Health Promotion, Adult Literacy, Early Childhood Education, and Multiculturalism. Marina brings to her practice a strong emphasis on practitioner and community involvement and cross sector collaboration. She is a research and evaluation consultant based in Vancouver, currently working on a Common Outcome pilot project with SMART (VCH) and with the Health Literacy portfolio with BC Mental Health and Addictions Services (PHSA).

Peter Bruckmann, Social Planner – Grants, City of Vancouver



Peter Bruckmann is a social planner with the City of Vancouver with a focus on granting for community and social services organizations. Prior to working for the City of Vancouver, Peter was a Community Fund Developer with Vancouver Coastal Health's SMART Fund. Peter's work as a funders has always been based on the principles of community development and capacity building. He has worked collaboratively with community organizations and other funders to develop tools and approaches to define and assess the impact of work in the social profit sector in the Lower Mainland. Peter holds a BA in Economics and a Master's degree in Social Work.

Wayne Mitic, Adjunct Professor, School of Child and Youth Care, UVIC



Over the past 30 years Wayne has worked both within government as a health policy program planner and evaluator and in the university as a teacher and researcher. He retired from full time employment as the Director of Chronic Disease Prevention Evaluation at the BC Ministry of Health in 2008 and is currently an adjunct associate professor in the Psychology Department and the School of Child and Youth Care at the University of Victoria. Wayne is a technical consultant in health program planning and evaluation with EMRO/WHO and recently assisted the Government of Singapore in the development of their national health literacy plan.

Marika Sandrelli, Leader, Addiction Knowledge Exchange, Fraser Health, BC Mental Health & Addictions Services



Marika's 32 years of working in community education and development projects started in 1980 when she embarked on a project overseas to Brazil. Since then, she has worked in Mexico, Zimbabwe, Sudan, Romania and the Ukraine. In Canada, Marika was part of the first harm reduction outreach service in Toronto, led mobile HIV/AIDS prevention and support services in the Interior of BC, and worked with survival sex workers in the DTES of Vancouver. Humbled and 'schooled' by working alongside the most socially excluded citizens, Marika came to work in Fraser Health (FH) in Mental Health and Substance Use Services in both clinical coordination and service development. Currently, Marika serves as the FH Addiction Knowledge Exchange Leader and joins a provincial team working to strengthen British Columbia's addiction treatment system utilizing innovative KE mechanisms and developmental evaluation approaches. Marika has studied with global leaders in development evaluation, including outcome mapping founder, Terry Smutylo and regularly advises the International Program in Development Evaluation. Having studied and now working alongside Developmental Evaluation (DE) founder, Michael Quinn Patton, Marika brings current and realistic insights and practice examples from this approach to monitoring and evaluation. In addition to these great mentors and transformative work experiences, Marika's inspiration comes from clowning professionally and enjoying farm living with her partner and border collies northeast of Maple Ridge.

Jane Collins, Program Manager, BC Mental Health & Addictions Services, PHSA



Jane Collins is the Program Manager, Knowledge Exchange with BC Mental Health & Addiction Services, an Agency of the Provincial Health Services Authority. Jane has 17-years of experience leading and supporting research, evaluation and knowledge exchange initiatives in addiction and mental health. Jane was the primary author of BC's Drug Treatment Funding Program Systems proposal and has been providing program management for B.C.'s Drug Treatment Funding Program Systems Initiative since July 2010. Jane is the co-chair of the B.C. Youth Concurrent Disorders Network, and a member of the BC Substance Use Network, and the BC Child and Youth Mental Health Care Advisory Network. Prior to arriving in BC, Jane was the Clinical Project Leader for the Addiction's Division, Centre for Addiction & Mental Health in Ontario.

Heather Allen, Practice Lead, CIHS Promotion & Prevention, Interior Health Authority



Heather Allen has been working in the public health field for the past 16 years, starting as a front line PHN and moving progressively through to a senior leadership position within Interior Health. Currently, she is the Promotion & Prevention practice lead within Community Integration and is responsible for immunization and healthy schools. Heather is responsible for the strategic planning for these 2 portfolios and has been involved with Healthier Schools, Healthier Students project since its inception. Heather found her passion in public health. This will be the last presentation that she will be participating in as she is retiring August 9, 2012.

Valerie Pitman, School Engagement Educator for Promotion & Prevention, Interior Health Authority



Valerie lives in Trail and has worked as a Public Health Nurse in the West Kootenays for 24 years. She received a Bachelor of Nursing and a Bachelor of Science in Psychology from the University of Calgary. Her career has included work as a generalist Public Health Nurse, a Travel Health Immunization Consultant, the Health Coordinator for the Trail Lead Program, and a Team Leader for Public Health Nursing. She is currently the School Engagement Educator for Promotion and Prevention with Interior Health. Valerie has been married for 30 years to her husband Len and they have a 22 year old daughter Jessica and 19 year old twin sons Mitch and Tommy. She spends her free time experimenting with creating simple healthy meals, keeping active, and planning events to keep her family connected.

Erica Bell-Lowther, Evaluation Consultant, Principal at Positive Outcomes Consulting Services



Dr. Erica Bell-Lowther provides consulting services through her company, Positive Outcomes Consulting Services. She combines a background in community and organizational development and group facilitation with research, evaluation and planning skills. Erica has worked with Health Canada to develop evaluation frameworks for programs using the population health approach and has conducted evaluations for Interior Health's primary health care pilot projects, including the evaluation of 10 Integrated Health Networks. She is currently the lead consultant for a 3 year project with the Yukon Government to develop and implement an evaluation of alcohol and drug services and is working with the South Okanagan Division of Family Practice to evaluate practice improvements in shared care between family physicians and specialists. Erica is committed to helping clients use evaluation to support quality improvement and decision making.

Photos and bios are not currently available for presenters:

- Sherri Tillotson, Northern Health Authority
- Jennifer Grover, Senior Communications Consultant, Fraser Health Authority