

SERIES 3 – CORE SESSIONS

**ONTARIO HEALTH PROMOTION
SUMMER SCHOOL
JULY 8-10, 2009**

*eHealth Promotion:
Connecting Communities and Resources in the 21st Century*

**CENTRE FOR HEALTH PROMOTION
University of Toronto**

**WORKSHOP SUMMARIES
&
PRESENTERS' BIOGRAPHIES**

FIRST PEOPLES' CEREMONIES – HPSS OPENING and CLOSING

Jan Kahehti:io Longboat, Elder, Traditional Teacher,
Herbalist, Keeper of Indigenous Knowledge
Walter J. Cooke, Elder/Counsellor, Ojibway-Cree of the Bear Clan

Wednesday, July 8, 9:00 a.m. (Opening)
and Friday, July 10, 2:30 p.m. (Closing)

The Opening and Closing Ceremonies are done in a traditional Anishnawbek manner.

It is Ceremony. We generally have four sacred medicines that are burned: tobacco, cedar, sage and sweet grass.

This particular ceremony is as old as time. All original Nations have their own ways to do this. It is not acceptable to consider one 'way' better than another. Instead, all ceremonies are highly regarded and respected for their sacred nature.

Anishnawbek Way brings a holistic approach that integrates spiritual, physical, mental and emotional aspects of ourselves and the world around us. Through the process of opening and closing, we literally explore what surrounds us and what is inside us. We want to ensure that we are gathering everything we need to carry out the tasks ahead.

It is to help bring the body, mind and spirit of each of us together. Ceremony also reminds of us how we are to behave in a balanced manner for the benefit of ourselves and generations that will follow.

We welcome everyone to join in ceremony as we open the Health Promotion Summer School.

ELDERS' BIOGRAPHIES: Jan Kahehti:io is the mother of three daughters, one son and ten grandchildren. She is the keeper of Earth Healing Herb Gardens and Retreat Centre at Six Nations.

During her life she has experienced the many losses of our values, culture, language and traditional healing arts and medicines. For most of her life, Jan has worked in education and the healing arts to bring back what she has experienced in loss.

She has focused on the `power of the Good Mind` to bring about well-being in her life and now teaches in her community and in learning institutions around the country.

Jan Kahehti:io believes our ancestors have left us a great legacy of knowledge in how to have `good well-being`. Our responsibility is to go back and pick up the pieces that we have left along our journey of 500 years.

Jan Kahehti:io presently services First Nation communities in Indigenous practices of Healing and Well-being.

Walter Cooke (Star Watcher) presently resides in Winona, Ontario and was originally born in Berens River, Manitoba. He works as an Elder/Counselor for De dwa da dehs nye>s Aboriginal

Health Centre in Hamilton, Ontario. Walter has been doing traditional healing work for approximately 20 years. His teachings come from listening to elders and in large, from his own way of life and that of his parents. He is from the Ojibway – Cree nation and is from the Bear Clan. Walter facilitates a Healing Journey Program at the Aboriginal Health Centre. He obtained his counseling certificate through Mohawk College.

Walter has also been involved with the ‘Outdoor Adventure Camp’, a community health initiative offered by the Aboriginal Health Centre’s Health Promotion and Education Services. At camp, he provides cultural teaching/story telling to youth and parents and begins each day with a Sunrise Ceremony. He has also been involved with many Aboriginal Agencies/Organizations in Hamilton in addressing their own healing journeys.

OPENING PLENARY SESSION	
« <i>Health Promotion in the Age of the Internet</i> »	Wednesday, July 8, 2009, 9:30 – 10:30 a.m.
Cameron Norman, Assistant Professor	Dalla Lana School of Public Health, University of Toronto

SUMMARY: Networked technologies like the Internet have transformed the way people communicate, learn, and interact in ways that cross many of the boundaries that health promotion has worked between. From desktop computers to mobile handsets, these tools and technologies enable health promotion to engage disparate groups in profoundly new ways and on a scale and low cost that was once unthinkable. Examples of how information technologies engage people on health issues and the challenges that these strategies present will be framed in a discussion of health promotion in the age of the Internet.

PRESENTER’S BIOGRAPHY: **Cameron Norman** is an Assistant Professor at the Dalla Lana School of Public Health at the University of Toronto and the Director of Evaluation for the Peter A. Silverman Global eHealth Program. Dr. Norman’s research focuses on public engagement and community development for health using information technology. One of the core areas of his research program focuses on literacy assessment and training of consumers in using the Internet for health. He is also actively researching the use of communities of practice to promote collaborative learning and knowledge translation.

SERIES 3 – GENERAL STREAM

NB: An integrated set of workshops and lectures will be offered within each series. Participants are advised NOT to consider attending workshops within different series.

SERIES 3: CORE SESSION 1	
« <i>The Globally Connected Generation: Unleashing the Power of Youth Participation</i> »	Wednesday, July 8 11:00 a.m. - 12:30 noon
Katherine Walraven, Education Program Manager	TakingITGlobal

SUMMARY: TakingITGlobal (TIG) is a global online social network of youth for positive change. TIG members inspire each other to make a difference, learn about issues that matter, and find out how to constructively channel their energy and ideas.

With a growing membership of close to 250,000 individuals in over 200 countries, TIG's award-winning website has reached 10 million youth since its launch in 2000. The site offers information about more than 50 global issues and every country in the world. It encourages self-expression through an online art gallery, discussion boards, blogs, and a magazine written by TIG members. It facilitates activism by allowing youth to organize projects and groups, create and sign petitions, make commitments, download action guides, get involved in public policy processes, and more.

This presentation shares TIG's inspirational story, overviews the TIG website, and illustrates how youth all around the world are using internet technology to get inspired, informed, and involved in building a more inclusive, peaceful and sustainable world. Particular focus is placed on what TIG and its partner organizations do to promote healthy lifestyles, especially with respect to HIV/AIDS. Katherine will talk about the Global Youth Coalition on HIV/AIDS (GYCA), the Does HIV Look like Me? (DHLLM) online community, the 2006 and 2008 International Aids Conferences, and the TIG Xpress HIV/AIDS thematic classroom, illustrating how the power of internet technology can be harnessed for health.

PRESENTER'S BIOGRAPHY: Education Program Manager at TakingITGlobal (TIG), **Katherine** is passionate about the role of education in achieving social justice and sustainable development. She earned her M.A. in International Affairs from the Norman Paterson School of International Affairs from Carleton University and her B.A. in International Studies from the University of Northern British Columbia. Her experience on the education front includes work as a global educator for CHF (formerly the Canadian Hunger Foundation), an international development workshop facilitator for Oxfam Canada, a teaching assistant, and an ESL teacher in Japan.

Katherine's writing has been published by Princeton University's *Journal of Public and International Affairs*, the Association for Progressive Communications, and *MultiMedia & Internet@Schools* magazine.

SERIES 3: CORE SESSION 2	
<i>« Skills for Learning and Living Health Promotion Online: eHealth Literacy »</i>	Thursday, July 9 9:00 - 10:30 a.m.
Cameron Norman, Assistant Professor	Dalla Lana School of Public Health, University of Toronto

SUMMARY: Information and communications technologies provide health promotion with novel ways to engage the public, provide resources and services, and do so in a manner that is timely and flexible in ways we've never had before. Although use of the Internet for health (or eHealth) has become commonplace, the volume of information, array of tools and technologies, and diverse skill set needed to fully access these resources presents some fundamental challenges for health promotion policy and practice. This presentation will take a critical look at what essential skills are necessary to fully engage technology for health and wellbeing and whether we or the communities we serve are up to the challenge of eHealth promotion.

PRESENTER'S BIOGRAPHY: **Cameron Norman** is an Assistant Professor at the Dalla Lana School of Public Health at the University of Toronto and the Director of Evaluation for the Peter A. Silverman Global eHealth Program. Dr. Norman's research focuses on public engagement and community development for health using information technology. One of the core areas of his research program focuses on literacy assessment and training of consumers in using the Internet for health. He is also actively researching the use of communities of practice to promote collaborative learning and knowledge translation.

SERIES 3: CORE SESSION 3	
<i>« The Downside of eHealth Technologies » (Panel)</i>	Thursday, July 9 11:00 a.m. - 12:30 p.m.
Panel Chair: Suzanne Jackson, Director and Chair of HPSS	Centre for Health Promotion, University of Toronto
Jennifer Reynolds, Project Manager, Project Manager, Public Health Gambling Project, Dalla Lana School of Public Health/Youth Voices/Public Health Gambling Project	University of Toronto
Magda Havas, Associate Professor of Environmental and Resource Studies	Trent University
Ken Allison, Principal, KR Allison Research Consulting	

SUMMARY: Although electronic technologies can be exciting and make a contribution to health promotion as explored in the other sessions, there are some negative health consequences we need to be aware of. What does research say that exposure to these electro-magnetic fields does to our health? What about the effects on physical activity when we spend too much time in front of the TV or video screen? What about easier access to on-line gambling? These three issues will be explored by our panelists who will talk about the latest research in these topics. Participants will have an opportunity to discuss what can be done to minimize harm due to the use of electronic technologies.

Screen Time and Adolescent Health (Ken Allison): Contemporary youth culture is highly reliant on the use of technological devices and access to a number of interactive networking/communication vehicles. In this presentation, we will discuss the issue of screen time in relation to adolescent health. Some of the important issues include: 1) Is all screen time harmful to adolescents? 2) What are some of the explanations for the harmful effects of screen time?, 3) What should the limits be on total screen time per day?, 4) Are there examples of screen activities that are beneficial to health?

In order to examine these issues, we will draw on our own previous research on the relationship between sedentary activity and physical inactivity (Koezuka, Koo, Allison, et al., 2006) as well as other reports from the scientific literature. Our research found that various sedentary activities (TV watching, computer use, and others) were differentially associated with physical inactivity. These findings will be discussed within the context of other scientific literature and in relation to other issues related to the health effects of electronic technology.

Wireless technology-the tobacco of the 21st Century (Magda Havas): Smoking and exposure to second hand smoke is dangers. It took decades for the epidemiological studies to be taken seriously and for cigarette packages to carry a warning. Now we have smoke-free environments and selling tobacco to minors is illegal. Wireless technology is the tobacco of the 21st Century. Epidemiological studies are showing adverse health effects for those who use mobile phones and for those who live near antennas. Laboratory studies show DNA damage and countries around the world are warning children not to use cell phones except for emergencies. These same countries are asking the industry not to advertise to young people. Exposure to radio frequency radiation from a variety of sources will be presented along with ways to reduce your exposure and to prevent ill health. Common symptoms and related illness such as diabetes, multiple sclerosis, chronic fatigue, fibromyalgia, asthma, associated with exposure to electromagnetic pollution will be discussed. Reducing our exposure to tobacco smoke has been a success story, although too long in the making. How long will it take us to reduce our exposure to radio frequency radiation?

Internet gambling: Towards and Understanding of this Latest Trend (Jennifer Reynolds): One of the most important emerging trends in the gambling arena is the dramatic rise of Internet gambling. Research indicates that there are more than 1,400 gambling Internet sites available on the worldwide web. With its 24-hour availability some estimates suggest that since 1997 the market has tripled in size, reporting U.S. \$2.3 billion a year being spent. Concerns related to the impact of gambling expansion have rarely addressed these new phenomena. It is poorly understood in terms of the scope of participation, legal guidelines, and research agendas. This presentation will review the available knowledge regarding participation, problems and legal and policy issues. It is currently/largely unregulated, both nationally and internationally.

PRESENTERS' BIOGRAPHIES:

Suzanne Jackson: Jackson is the Director of the Centre for Health Promotion at the University of Toronto. The Centre for Health Promotion is a WHO Collaborating Centre in Health Promotion that delivers high quality training and education, evaluation and research and represents a multi-disciplinary partnership between the University and several non-academic organizations. She is also Co-Director of the Masters level Global Health Concentration and teaches MHSc in health promotion students in Public Health Sciences at the University of Toronto.

In addition to her academic teaching role, Dr. Jackson has taught health promotion planning and

evaluation, among other courses, developed as continuing education opportunities for practitioners. These courses have been given to people from Croatia, Serbia, Bosnia, Chile, the Yukon, and the Caribbean. She has been the Chair of the Health Promotion Summer School every year since 2003.

She has eleven years accumulated experience working in the public sector for the Ontario Ministry of Health and the Toronto Department of Public Health and about 14 years of experience in conducting research as a partnership between academic and community-based organizations. She specializes in evaluation and is part of international, national and local projects.

Dr. Jackson has conducted research in community capacity indicators, empowerment indicators, and community systems. She specializes in participatory planning and evaluation, participatory data analysis, economic evaluation in health promotion, mental health promotion, and working in rapidly changing multiple level environments. In her international work, she is part of a group set up by the Pan-American Health Organization to develop an evaluation strategy for the healthy municipality movement in the Americas, and she has been part of a project to create youth friendly health services in the Balkans. She has been President of the Ontario Public Health Association, and vice-president of the Canadian Public Health Association. She has been invited to speak on health promotion topics in various parts of Canada, USA, Bangkok, Taiwan, Jakarta, Australia, Mexico, Colombia, Chile, Germany and Brazil.

Jennifer Reynolds: is a health promoter who has spent the past 6 years as a project manager, researcher, and consultant, specializing in gambling prevention, education, public policy and research for the Public Health Gambling Project, in the Dalla Lana School of Public Health, the University of Toronto. Her work with Dr. David Korn has produced a number of key research projects in the areas of youth gambling prevention using the Internet; commercial gambling advertising and its potential impacts on youth; and hospitals use of gambling as a form of fund development. In addition, she is a Doctoral Student in the Health & Behavioural Sciences program, in the department, at the University of Toronto under the supervision of Dr. Harvey Skinner and Dr. David Korn. Her area of specialization uses a systems perspective to examine hospitals' use of gambling as a form of fund generation and the possible ethical and policy implications of its usage in the health care sector.

Magda Havas, PhD., Associate Professor of Environmental & Resource Studies at Trent University, Ontario, Canada, teaches and does research on the biological effects of environmental contaminants, including radiofrequency radiation, electromagnetic fields, dirty electricity and ground current. She has served as expert witness on matters dealing with electrical pollution in both Canada and the United States, and has been advisor to non-profits working on wireless risks in the U.S., Canada, the UK and the Netherlands. She works with diabetics as well as with individuals with multiple sclerosis, tinnitus, chronic fatigue, fibromyalgia and those who are electrically hypersensitive. She also conducts research on sick building syndrome as it relates to dirty electricity in schools. Dr. Havas recently published a 50-page scientific analysis on the potential adverse health and environmental impacts of a proposed citywide Wi-Fi initiative in San Francisco. Most recently, Dr. Havas coauthored, with Camilla Rees, the important new e-book, *Public Health SOS: The Shadow Side of the Wireless Revolution*. This e-book reviews the ill effects of the major wireless technologies and presents numerous ways to protect yourself.

Ken Allison, Ph.D. is Principal of KR Allison Research Consulting, providing research and evaluation expertise in the areas of health and social policy. He also holds an appointment as Associate Professor in the Dalla Lana School of Public Health, University of Toronto, with cross-appointments to the Faculty of Physical Education and Health and the Institute for Human Development, Life Course and Aging. Dr. Allison has, for several years, been highly involved in teaching and

supervising graduate students in Health and Behavioural Science, and Health Promotion at the University of Toronto. He has previously served as a Research Scientist with the Addiction Research Foundation, Health Promotion Specialist in the Teaching Health Unit program at North York Public Health Department, Co-Director of the North York Community Health Promotion Research Unit, Career Scientist in the Department of Public Health Sciences, and Director of the Physical Activity Research Program, University of Toronto. Dr. Allison's current consulting practice contributes to the goals of a number of organizations through a commitment to evidence-based policies and programs.

SERIES 3: CORE SESSION 4	
« <i>Online Surveys: Making Them Work</i> »	Friday, July 10 9:00 - 10:30 a.m.
Katherine McConnell, Metadata Analyst, Projects, Discovery Commons	Faculty of Medicine, University of Toronto

This workshop will introduce the healthcare professional to the potential and pitfalls of using online surveys to collect feedback from clients. The topics discussed will be

- Choosing an appropriate online survey application
- Formulating unambiguous, statistically valid questions
- The confidentiality and legislative issues surrounding the collection of online data
- Tips for making a survey user friendly (and likely to be completed)
- The manner in which data is saved and manipulated in these applications and why this should influence your survey design.

PRESENTER'S BIOGRAPHY: **Katherine McConnell** is an information professional currently working in the Faculty of Medicine at the University of Toronto. Her specialty is designing and implementing data management systems to optimize the potential of knowledge resources. Her current project is building a curriculum mapping database that allows the Faculty to better tract its academic program. Katherine is also involved in creating online surveys and helps manage an online repository of research publications.

Katherine began her career in information management at a large public library in Ontario where she provided reference and project management services and coordinated the interlibrary loan department. From there she progressed to Government Information and Data services in the University of Toronto Library System. With degrees in both Biochemistry and Information Science, and certificates in Computer Networking and Records Management, Katherine is uniquely qualified to assist in data management projects in the healthcare field.

SERIES 3: CORE SESSION 5	
« <i>Wrap-up and Next Steps</i> »	Friday, July 10 11:00 a.m. - 12:30 p.m.
Suzanne Jackson, Director	Centre for Health Promotion
Cameron Norman, Assistant Professor	Dalla Lana School of Public Health, University of Toronto

SUMMARY: Cameron Norman and Suzanne Jackson will provide an overview of the four previous sessions and focus on the role of health promoters and community resilience for each stage. Comments from the Small Group sessions will also be woven into this final session.

Participants will be given the opportunity to discuss the key messages they will be taking home with them.

PRESENTERS' BIOGRAPHIES:

Cameron Norman is an Assistant Professor at the Dalla Lana School of Public Health at the University of Toronto and the Director of Evaluation for the Peter A. Silverman Global eHealth Program. Dr. Norman's research focuses on public engagement and community development for health using information technology. One of the core areas of his research program focuses on literacy assessment and training of consumers in using the Internet for health. He is also actively researching the use of communities of practice to promote collaborative learning and knowledge translation.

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CLOSING PLENARY SESSION	
<i>« Reality Check: Stories about the Human Factors in Using Technology »</i>	Friday, July 10 1:30 – 2:30 p.m.
Peter Selby, Clinical Director, Addictions Program, Centre for Addiction and Mental Health and Associate Professor in the Departments of Family and Community Medicine, Psychiatry and Public Health Sciences, University of Toronto	

SUMMARY: This Plenary session will help participants understand the human factors involved in use of technology to reach different population groups.

PRESENTER'S BIOGRAPHY: Dr. Peter Selby is the Clinical Director, Addictions Program and Head of the Nicotine Dependence Clinic at the Centre for Addiction and Mental Health (CAMH). He is an Associate Professor in the Departments of Family and Community Medicine, Psychiatry and Public Health Sciences at the University of Toronto . Dr. Selby received his medical degree at Bombay University , India and completed his residency in Family and Community Medicine at the University of Toronto.

Dr. Selby is a Principal Investigator (PI) with the Ontario Tobacco Research Unit (OTRU). His interests in transdisciplinary research in tobacco control range from preclinical studies to understanding the mediating mechanisms of pharmacotherapy to clinical trials to public health interventions. As the PI of a Canadian Institutes Health Research (CIHR) training grant, he has funded over ten researchers to study tobacco use in special populations.

He is committed to knowledge translation therefore creating the Training Enhancement in Applied Cessation Counselling and Health (TEACH) Learning Centre, a certificate program in Intensive Smoking Cessation Counselling, the Network for the Prevention of Gestational and Neonatal Exposure to Tobacco Smoke (PREGNETS) and directing a graduate degree course in Health Behaviour change at the University of Toronto. He has cofounded Web-Assisted Tobacco Interventions (WATI), an international community of practice to explore the rise of technology for smoking cessation.