

Toolbox Sessions

**WORKSHOP SUMMARIES
&
PRESENTERS' BIOGRAPHIES**

**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**

THERE ARE TWO TOOLBOX SERIES (A AND B)

***NB: PARTICIPANTS ARE ASKED TO REGISTER
FOR ONE (1) TOOLBOX (ONLY) IN EACH SERIES -
SERIES A (WEDNESDAY, JULY 8, 2009, 3:30 - 5:00 p.m.)
AND SERIES B (THURSDAY, JULY 9, 2009, 3:30 - 5:00 p.m.)
(All are welcome to attend First Peoples' curriculum Toolboxes)***

SERIES A: WEDNESDAY, JULY 8, 2009, 3:30 - 5:00 p.m.

TOOLBOX SERIES A – FIRST PEOPLES' STREAM

« Hip Hop Dance using Modern Technology »

Josh De Perry, Professional Break Dancer, Thunder Bay

SUMMARY: I will talk about the start of Hip Hop Dance. I will describe how I make my music, what motivated me and why I started. I will talk about the people that encouraged me and that I looked up to, for example: Crazy Legs, Rock City Crew Hip Hopper that made famous original ideas. I will also give a demonstration and explain the four elements of hip hop, that are break dancing D.Jing, rapping and graffiti.

PRESENTER'S BIOGRAPHY: Josh grew up around Lake Superior, over 50 different communities including the United States. He started to dance at age 12, and has been dancing for eight years. He started as beat boy on corner with cardboard.

All dances are self-taught, and he has had no formal schooling – he has learned by listening to music and beats. Josh has offered presentations for Anishnawbe-Mushkiki working with children the ages 7-13.

He visited 15 high schools in Chicago, doing motivational speaking for students in Latin America community about traditional dance and hip hop.

TOOLBOX SERIES A – GENERAL STREAM

« Prevention Theory and Practice in Relation to Problem Gambling »

Rob Simpson, CEO

Ontario Problem Gambling Research Centre

SUMMARY: Problem gambling allows for the study of dependence without the confound of a substance. This presentation will introduce a new Problem Gambling Framework that incorporates key elements for the constructs of 'direct risk factors' and 'problem gambling', and relates each to 'indirect risk factors' such as environmental conditions and individual characteristics or vulnerabilities. This will be followed by the introduction of a prevention model and the potential contribution of educational and policy approaches to the prevention of problem gambling. Then, a case study will be used to illustrate the application of the prevention model, showing how theories of animation design and behaviour change were integrated into an innovative educational video to prevent slots players from exceeding their financial limits. The related research project will be discussed, along with the findings. The presentation will close with a discussion of refinements to the animation and a description of second generation of research where the layout of the slots venue is manipulated. Participants will gain a solid understanding of core 'governing images' for gambling and problem gambling, and how prevention principles can be applied to reducing the harm associated with slot machines.

PRESENTER'S BIOGRAPHY: Robert Simpson has served as President and Chief Executive Officer of the Ontario Problem Gambling Research Centre since 2000. Between 1988 and 2000, he served as CEO and Director of the Homewood Behavioural Health Corporation, a private sector provider of employee assistance and specialty behavioural health services. Previous positions include: Executive Director of the

Wellington-Dufferin District Health Council, Provincial Health Promotion Consultant for the Addiction Research Foundation, and Program Officer with Health Canada. He has served as Clinical Assistant Professor (part time) at the Faculty of Health Sciences, McMaster University and, on a part-time basis, provides legal opinion and analysis of serving practices in alcohol-related liability cases.

TOOLBOX SERIES A – GENERAL STREAM	
<i>« Online Health Program Planner »</i>	
Nancy Dubois	Consultant, NCCMT (National Collaborating Centre on Methods & Tools)

SUMMARY: Participants will receive an overview of THCU's most recent and most comprehensive online tool to date. The planner allows you to complete a plan online using as many or few worksheets as you wish to complete, and then export your decisions into a Microsoft Word document.

Goals

1. To increase awareness, comfort and interest in using an Online Health Program Planner, through an Orientation and Self-guided Tasks/Activities
2. To increase awareness of and interest in using complementary resources, such as the searches for Interventions on the Canadian Best Practices Portal, and searches for Methods and Tools from the Registry on the NCCMT Website

Outline

1. Introductions, session goals
2. Overview of the Online Health Program Planner, using a completed program plan as a case study
3. Exploration of Website worksheets, learning centre, help functions alone (or in pairs if participants prefer), opportunity to try activities used in original Usability Testing or tasks of their own
4. Identification and prioritization of issues related to how the application works and the program planning information/content provided
5. Exploration (participant and presenter input) of the top issues raised above

PRESENTER’S BIOGRAPHY: Nancy Dubois has been a consultant with THCU since 1998. As such, she works with groups across the province in all of the THCU mandated support areas of planning, evaluation, policy development, sustainability, health communication and comprehensive workplace health. In addition to this part-time work with THCU, Nancy has been the lead consultant with the **Canadian Best Practices System in Chronic Disease Prevention and Health Promotion** with the Public Health Agency of Canada for 4 years and has been actively involved in the Ontario Heart Health Program in a variety of capacities since its inception, including the Director of one of the first five demonstration pilot projects for six years in the early 1990’s and two stints managing the provincial **Heart Health Resource Centre**. Short-term contracts developing strategic plans, creating resources, conducting environmental scans and working on team development round out her work life.

From the volunteer aspect, Nancy co-chairs **Canada's Coalition for Active Living** as well as the **Pan-Canadian Healthy Living Strategy**. She is a Board member with the **Canadian Fitness and Lifestyle Research Institute** and the **Chronic Disease Prevention Alliance of Canada**, and a member of the **Heart and Stroke Foundation** of Ontario's Mission Committee. She is a member of the Advisory Committee to the **Manitoba Division of the Canadian Cancer Society's Knowledge Exchange Network** and has enjoyed working internationally in Italy, Chile and Finland.

Nancy hails from Scotland, in rural southwestern Ontario, amid the tobacco fields, where she and her husband of 26 years are adjusting to an empty nest.

TOOLBOX SERIES A – GENERAL STREAM	
« <i>Beyond Google – Sharpening Search and Share Skills Online</i> »	
Robyn Kalda, Health Promotion Information Specialist	Health Nexus
Alison Stirling, Health Promotion Knowledge Management Developer	

SUMMARY: Which Web search engines are the best for health promotion? What tool should be used for what purpose? How are they best used? How can I find answers to my questions more quickly?

This in-depth and hands-on workshop will help build skills in using the main tools and most effective strategies for searching the Web.

- Be knowledgeable about the types of health promotion subject-oriented tools
- Be skillful in using the special features at leading search engines
- Be able to find resources, such as grey literature, on the Invisible Web
- Be acquainted with specialty search engines and the best meta-searchers
- Be able to apply various strategies for starting a search and refining it
- Be familiar with tagging / bookmarking your finds for saving and sharing

Target Audience: Anyone with an interest in becoming more effective when searching for electronic health information will benefit from this workshop: health promotion practitioners, researchers/administrators, students, teachers, librarians, and members of the public.

PRESENTERS’ BIOGRAPHIES: **Alison Stirling** is currently the Health Promotion Knowledge Management Developer. Between 2005 and 2007, she was on assignment as the Health Promotion Information Specialist to the Health Promotion Affiliate, Canadian Health Network (CHN) at OPC (now known as Health Nexus). Alison provides specific support and expertise in the fields of health promotion and information management. She has both a Master's degree in Health Promotion (MHSc) and a Master's degree in Information Studies (MIST) from University of Toronto. She brings over 20 years experience in building health promotion capacity at both the local and provincial levels; and in research, writing and advocating for health promotion. Alison is an enthusiastic proponent of the uses of the Internet for health promotion, is the founder of the 10 year old Click4HP international health promotion listserv and the Ontario Health Promotion Email (OHPE) Bulletin, and is currently working on HP Web 2.0 tools for social networking on the Internet (blogs, wikis, tagging and more).

Robyn Kalda joins the Health Promotion Hub team as a Health Promotion Information Specialist. She will be part of the OHPE Bulletin team and will also be exploring ways to develop, store, retrieve, use and share health promotion information to maximize its usefulness and impact. She has been online since 1992, and has worked online with a number of groups at the local, provincial, and national levels.

TOOLBOX SERIES A – GENERAL STREAM	
« <i>Online Youth Outreach and Engagement</i> »	
Arjuna Thaskaran, Program Coordinator	Centre for Education & Training

SUMMARY: This interactive workshop will focus on meaningful methods of engagement and programming with youth, particularly newcomer youth through the use of technology. Strategies for creating programming that is relevant to the unique needs and concerns of youth will be discussed. Participants will be introduced to interactive tools to work with youth such as youTube, Facebook, blogging, video creation/editing, website development, and online mentoring. The workshop will make reference to the LINCING YOUTH program, an online settlement portal where newcomer youth ages 18-24 will have access to settlement resources as well as learn English through a virtual classroom facilitated by LINC (Language Instruction for Newcomers to Canada) instructors.

PRESENTER'S BIOGRAPHY: **Arjuna Thaskaran** is currently the program coordinator for the yLINC.ca (LINCING YOUTH) project, an online web portal designed specifically for newcomer youth 18-24. Arjuna has successfully coordinated peer education programs, focus groups, workshops, and conferences with youth in the greater Toronto region. In addition to her experience in the nonprofit sector, she has worked as a Youth Advisor with Halton Regional Public Health Department for a youth engagement program in tobacco denormalization. Arjuna has also worked as a Youth Employment Officer with the Federal government's Service Canada Centre for Youth initiative. Arjuna is currently a member of the General Steering Subcommittee for this year's Health Promotion Summer School 2009.

TOOLBOX SERIES A – GENERAL STREAM	
<i>«Videoconferencing for Patient Care and Client Engagement in Rural Ontario »</i>	
Alison McMullen, Director Preventive Oncology	Regional Cancer Care, Thunder Bay Regional Health Sciences Centre

SUMMARY: All 13 regional hospitals in Northwestern Ontario have free videoconferencing connectivity through the Ontario TeleHealth Network, and via the Keewatinook Okimakinak - KO- Network where approx 25 far northern communities are also linked. Via this Telehealth system, we have provided (for example) Cancer prevention and screening information sessions to community health representatives in small First Nations communities. In addition, our Oncologists do a large number of follow-up visits with their rural patients and our supportive care staff (Counsellors, Dietitians, etc.) also meet virtually with clients/patients to provide care. Patients can also link to specialists in larger urban centres without travelling long distances. There is also a portable unit that can go to the bedside and this has been used for many applications including visits to family members during the holiday season in far away communities for bed-ridden patients. This technology has been in use for over five years - the priority for connectivity is always patient care.

During this presentation, participants will learn about videoconferencing for clinical, educational and administrative applications related to cancer control.

BIOGRAPHY: **Alison McMullen** is the Director of Preventive Oncology for Regional Cancer Care at the Thunder Bay Regional Health Sciences Centre. Her portfolio includes oversight of regional cancer prevention, early detection, and education for cancer patients and community members. She is responsible for the regional implementation of the Ontario Breast Screening Program and ColonCancerCheck in Northwestern Ontario. Prior to her work in cancer control, Alison held various health promotion roles with a community health centre in Thunder Bay and a health unit in Timmins.

TOOLBOX SERIES A – GENERAL STREAM
<i>« Health Promotion and Management among Women in the Age of the Internet and Social Networks »</i>
Jackie Bender BSc MSc, PhD Candidate Dalla Lana School of Public Health, University of Toronto CIHR Doctoral Fellow in Health Care, Technology & Place CIHR Doctoral Fellow in Cell Signaling in Mucosal Inflammation & Pain Centre for Global eHealth Innovation, University Health Network Toronto General Hospital

SUMMARY: In the short time that the Internet has been available to the general public, its use for the finding and sharing of information about health has increased exponentially, particularly among women. In Canada, greater than two-thirds of the population has access to the Internet and nearly two-thirds of women use it to search for health information and seek support for health problems in online support networks. Health websites that offer one or more forms of computer-mediated communication such as mailing lists, message boards, chat rooms and more recently social network sites have been proliferating and growing in popularity. The recent focus on Web 2.0 collaborative software is likely to further increase the rate of this proliferation. This toolbox session will present research on the use of computer-mediated communication technologies to nurture health-related social networks among women with breast cancer and highlight opportunities for health promotion practitioners in this exciting new era of collaboration.

BIOGRAPHY: Jackie is a doctoral student in the Dalla Lana School of Public Health at the University of Toronto. She is conducting her doctoral studies under the supervision of Dr. Alex Jadad at the Centre for Global eHealth Innovation. She is supported by CIHR doctoral fellowships in Health Care, Technology and Place, and Cell Signaling in Mucosal Inflammation and Pain.

For her doctoral studies, Jackie is examining the role of online support networks as supportive care resources for breast cancer survivors. Jackie has a particular interest in the role of social networking technologies such as mailing lists, discussion forums, chat rooms, and social network sites in pain and symptom management.

Jackie completed a Bachelor of Science in Physiology and Neuroscience at McGill University in Montreal, and a Master of Science in Public Health Sciences at the University of Toronto. Her Master's research focused on the information needs of breast cancer patients in pain. This work led to the development of the Virtual Coach for Pain Management (<http://virtualclinic.ca/vcoach>), a clinical appointment preparation tool, which coaches patients to prepare questions to ask their health care team about their pain.

TOOLBOX SERIES A – GENERAL STREAM	
<i>« Public Health SOS: The Shadow Side of the Wireless Revolution »</i>	
Magda Havas, Associate Professor, Environmental and Resource Studies	Trent University
Dorothy Goldin Rosenberg, Environmental Health, Global Education and Film Consultant, Volunteer Education Coordinator, Women's Healthy Environments Network and Member of General Stream Subcommittee	

SUMMARY: This toolbox will define and explain the dangers of many of the devices that have become universal in this digital age and offer health promotion strategies to protect from such exposures. Participants will acquire knowledge and develop skills to become "multipliers" for prevention in their workplaces, communities, with their clients, colleagues, families and friends. They will learn how to measure and modify their environment. They will learn about the "Ten points" on cell phone use, filters to prevent EMF scatter in rooms, wise use of computers, problems and avoidance of proximity to power lines, medical conditions which have been visibly improved following the removal of electro magnetic fields and more. *More information is available at electromagnetichealth.org.*

PRESENTERS' BIOGRAPHIES: 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.

Dorothy Goldin Rosenberg, holds a Masters in Environmental Studies (York University) and a PhD (University of Toronto). An education and film consultant, she researches, writes and speaks on environmental health, equality, social, economic and environmental justice, peace and energy issues. She has worked with the National Film Board, school boards, non governmental organizations, health professional and policy groups on these issues. She was principle research consultant and associate producer of the documentary video, *Exposure: Environmental Links to Breast Cancer* and researcher/writer of the accompanying guidebook *Taking Action for a Healthy Future*. She has led

numerous training trainers workshops using these materials as educational tools. She has recently researched and produced Toxic Trespass, a documentary on children's health and the environment as a co production with the National Film Board of Canada and has co-written the accompanying educational resource guide, Taking Action on Children's Health and the Environment.

Volunteer Education Coordinator of the Women's Healthy Environments Network (WHEN), she teaches Environmental Health, Transformative Higher Education and Policy Change: Education for Social and Ecosystem Healing at OISE/UT. She was director of Les femmes s'en melent: Making a World of Difference: A Directory of Women in Canada Specializing in Global Issues (development, environment, peace and related social justice and economic issues); was the Development and Disarmament Coordinator of the Canadian Council for International Cooperation (1986-88); is affiliated with: WHEN, Prevent Cancer Now; the Toronto Cancer Prevention Coalition Environmental and Occupational working group; Energy -Vision Network; the Saunders-Matthey Cancer Prevention Coalition (formerly the Breast Cancer Prevention Coalition), Voice of Women for Peace, the Cancer Prevention Group of the Centre for Health Promotion, University of Toronto; the 9th International Women and Health Meeting, the Canadian Association of Physicians for the Environment, Physicians for Global Survival, National Network on Environments and Women's Health, Centre of Excellence (NNEWH), York University (1999-2004), Canadian Association for the Study of Adult Education. She is Co editor (with George Dei and Budd Hall) of Indigenous Knowledges: Multiple Readings of Our World, University of Toronto Press (2000).

Her awards include:

- Commemorative Medal for the 125th Anniversary of the Confederation of Canada, a Governor General of Canada Award;
- United Nations Environmental Program Award (UNEP) for Environmental Stewardship
- Canadian Auto Workers (CAW) Award for Cancer Prevention.
- Biophilia (Love of Life) Award of the Jazzpur Society of Windsor
- 2005 Woman of the Year Award, American Biographical Institute

She is mother of Pamela Rosenberg Vennin and Matthew Jay Rosenberg and grandmother of Rosie Annabelle, Sydney Helena and Magali Elianne Vennin.

SERIES B: THURSDAY, JULY 9, 3:30 - 5:00 p.m.

TOOLBOX SERIES B – FIRST PEOPLES’ STREAM
<i>« E-health - new technology; knowing your roots can grow new leaves »</i>
Renée Leblanc, Student, Health and Physical Education, Laurentian University (and member of First Peoples’ HPSS Subcommittee)
Rochelle Éthier, Diabetes Prevention Coordinator, Aboriginal Peoples’ Alliance of Northern Ontario (and member of First Peoples’ HPSS Subcommittee)

SUMMARY: This toolbox session will outline new technology services available to health care providers and the general public. Participants will interact with these latest methods of eHealth in the form of visual and hands-on examples. One of these methods will be demonstrated by showing latest treatment for diabetes; insulin pump therapy. In addition, this session will explore the Social Determinants of Health from an Aboriginal perspective. A review of some of the needed tools to overcome barriers commonly involved with these new innovations will be discussed. The impact that technology has on the Aboriginal community will be considered and how keeping traditional teachings can help cope with these new technologies.

PRESENTERS’ BIOGRAPHIES: **Renée Leblanc** is a fourth year student at Laurentian University, where she hopes to complete her B.A. in Physical and Health Education, with a concentration in Health Promotion and Native Studies. She has been an active member of the HPSS First Peoples’ Subcommittee for two consecutive years. She is from Sturgeon Falls and has Ojibwa Aboriginal ancestry from Nipissing First Nation and she hopes to work in the Aboriginal community as a Health Promoter. In 2006, she was

employed at the Sudbury & District Health Unit as a summer student and was a speaker for Aboriginal voices at the Sudbury Children’s Water Festival. In 2007, she was funded by the Aboriginal Recruitment Coordination Office (ARCO) to work as a summer student in the Injury, Focus and Tobacco team in the Environmental Health Division at the Sudbury & District Health Unit. She helped coordinate the Fourth Annual Anishnaabe-Kweg (Aboriginal Women) Water Journey around Lake Ramsey. This position gave her the opportunity engage in health promotion with Aboriginal people in an urban setting. In her spare time, Renée enjoys being with her family and friends and staying involved in extracurricular activities.

Since January 2008, **Rochelle Éthier** is the Diabetes Prevention Coordinator for the Aboriginal Peoples’ Alliance of Northern Ontario, a program that is funded by the Aboriginal Diabetes Initiative – First Nations and Inuit Health Branch, Health Canada. Rochelle is responsible for overall design and delivery, and does so through diabetes education, awareness, and promoting healthy lifestyles for the off-reserve Aboriginal people of Sudbury.

Originally from Southern-Ontario, Rochelle was born in the small town of Delhi. After her diagnosis of Type 1 Diabetes in 2001 at the age of 18, she traveled to London Ontario to attend post-secondary school in search of becoming a Diabetes Educator. She completed the Dietetics program at The University of Western Ontario, graduating with a Bachelor of Science, Human Ecology in 2007.

In addition to creating and chairing the Sudbury Aboriginal Community Diabetes Prevention Committee, she is involved with a wide range of health promotion committees in her community that provide various events and activities for the community members to participate in. She is also engaged in larger partnerships such as: *Challenging Our Youth to be Healthy and Fit!*, A night with Dr. Marla Shapiro in Sudbury April 1, 2009, ‘Walk with Us’ Walking Group from the Heart Health Coalition, and a monthly Foot Clinic with the Northern Diabetes Health Network. She currently sits on the HPSS First Peoples Subcommittee.

In her spare time she enjoys many outdoor activities like boating, fishing, skiing and traveling. She is also exceptionally family oriented and loves holiday events. On all her travels she brings her closest companion, her puppy Boston Terrier, Marley.

TOOLBOX SERIES B – FIRST PEOPLES’ STREAM	
<i>« Excellence in First Nations Telemedicine »</i>	
Gregory Andrew Ward, Quality Assurance/Privacy Officer	KO Telemedicine

SUMMARY: During its seven years of service delivery, KO Telemedicine (KOTM) has demonstrated its capacity to improve on-reserve access to integrated health services by:

1. Implementing a model that is familiar to First Nation culture and traditions in that KO Telemedicine is holistic, community based, and community owned. (based on Clan-System, Seven Gifts)
2. Engaging First Nation Communities on their priorities for quality health care access and implementing/building education and social capacity in the community through the usage of Chiefs and leadership.

As a Centre of Excellence in First Nations Telemedicine, KOTM will provide an overview of the KOTM model of service delivery, and share best practices and lessons learned in developing a First Nations community-based Telemedicine program. This workshop is relevant to First Nations and stakeholders who are starting FN Telehealth. This workshop will explore the business case for First Nations Telemedicine, and how KOTM has made gains in achieving sustainability.

The next part of the presentation will encompass topics directly involved in the daily operations of the KO Telemedicine Program. The discussion will introduce the audience to our organizational structure, clinical/educational best practices, as well as a review of our community agreements – through which the communities maintain program ownership. In addition, an introduction to privacy principles will be discussed, as well as a brief review of our program performance/statistics since program inception. Lastly,

we will look to the future regarding pilot projects that KO Telemedicine is undertaking to improve the health and well being of those living in some of Canada's most remote First Nations communities.

We will provide handouts such as: KOTM Promotional Kit, 2009 Calendars, Power-point presentation.

PRESENTER'S BIOGRAPHY: Gregory Andrew Ward is the KO Telemedicine Quality Assurance / Privacy Officer. After joining the team in 2008, Greg has had the privilege to work alongside with some of the country's foremost privacy experts in developing KOTM's privacy program. Greg's position requires regular collaboration with KOTM's Program Manager, Regional Telemedicine Coordinator, Telemedicine Education Coordinator and Community Engagement Coordinator, as well as the leadership and community members of KOTM's 26 partner First Nations communities. Formally trained as an actuarial statistician, Greg has brought his expertise to analyze the program statistics data, and has helped set realistic and attainable productivity goals for the future as part of his Quality Assurance role.

TOOLBOX SERIES B – GENERAL STREAM	
<i>« Youth Voices Research: Youth Engagement through Media Arts and Technologies »</i>	
Charlotte Lombardo, Project Manager, Youth Voices, Youth Engagement Unit	Centre for Health Promotion, University of Toronto
Cameron Norman, Assistant Professor,	Dalla Lana School of Public Health University of Toronto

SUMMARY: Youth Voices seeks to promote Youth Engagement, Expression, Empowerment and Exchange through youth-driven media and participatory research. Our focus is on the use of media arts and technologies for issue identification, health promotion and community development through our Youth Voices Process, which has been applied in diverse settings across Ontario and internationally. We have achieved particular success linking low-end technologies (such as Photovoice) with higher-end Internet-based innovations. Resulting resources for youth health promotion include the Smoking Zine web-assisted tobacco intervention, and thematic virtual classrooms on HIV vulnerability, Tobacco Control and Food Choices.

This workshop will explore strategies for youth engagement using new technologies and media tools, including youth-driven website development, participatory photography and video, and online social networking. Included will be a discussion of opportunities and challenges of such approaches, along with key Youth Voices outcomes and learning, with a focus on core competencies of youth media projects.

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.

Charlotte Lombardo is the project manager of Youth Voices, the Youth Engagement Unit of the Centre for Health Promotion. Charlotte has extensive front-line experience designing, facilitating and evaluating youth-driven programming, with a focus on creative and arts-based approaches, in Ontario, as well as in Israel/Palestine, Serbia and Bosnia Herzegovina. Charlotte has also served as a youth engagement consultant for the UNESCO associated schools project, the Arts Network for Children and Youth, and the Public Health Agency of Canada.

TOOLBOX SERIES B – GENERAL STREAM	
<i>« Mission Possible – Mapping out our Public Health System »</i>	
Charna Gord, Education Coordinator, Professional Practice, Planning and Policy	Toronto Public Health
Susan Hui, MHSc (c) University of Toronto	

SUMMARY: Ever thought it was impossible to understand the who? what? where? when? why? and how? of the Ontario public health system? Discover what you want to know by using Mission Possible: Mapping Out Our Public Health System, an adaptable and interactive orientation toolkit designed as a blended learning scavenger hunt. By understanding the various elements that influence our professional landscape, we are better able to adapt and work happily ☺ in a changing system. This toolkit is a work in progress and in its final stages of piloting. Come and learn about the process of developing a blended learning curriculum using Camtasia Studio™.

PRESENTERS' BIOGRAPHIES: **Charna Gord** is a Registered Dietitian working as an Education Coordinator, Professional Practice, Planning and Policy at Toronto Public Health (TPH). Charna completed her Master of Education in Higher Education from OISE/UT in Health Professions Education. New employee orientation, graduate student placements and eLearning are part of her responsibilities at TPH which made working on this game a good fit.

Susan Hui is a Registered Dietitian working in the homecare setting. Currently she is completing two Masters' degrees concurrently as a part-time student. The two degrees are MSc (Health Promotion) from the University of Alberta and MHSc (Community Nutrition) from the University of Toronto. Aside from her academic preparation as a dietitian, she has also completed a BEd (Adult Education) through Brock University. Susan is interested in the areas of lifelong learning, professional development of health professionals and nutrition.

TOOLBOX SERIES B – GENERAL STREAM	
<i>« Making Technology Work for your Health Promotion Communications/Social Marketing Campaign »</i>	
Tony Miller, Executive Creative Director	Anderson DDB

SUMMARY: It is one thing to create a memorable program, but quite another to make sure that it gets seen by your target. Traditional advertising can be very expensive, often leaving you wondering if your dollars could have been better spent elsewhere. What's more, what if your target audience doesn't pay attention to the traditional avenues of communication? That's where the technological component comes in. How can you use Facebook? What if you can't use it all? Is it possible to track my campaign's effectiveness? In other words, how do I know if my campaign has "worked" or not? What tools do I have at my disposal? This workshop will use specific examples, some from the Health field and some from other disciplines to give participants a better understanding of what it takes to make a campaign effective.

PRESENTER'S BIOGRAPHY: **Tony Miller** has been in the advertising agency business for 20 years and has worked as a writer and Creative Director at several agencies, including Ranscombe & Co, Healthwise, Sharpe Blackmore EURO RSCG, ACLC, and Smith Roberts. He is currently the Executive Creative Director at Anderson DDB and DDB Health. His work has been recognized at some of the most prestigious award shows, including Cannes, The New York Festivals, Marketing, The Extras, Applied Arts, The Art Directors Club of Canada and Communication Arts. He recently won a Gold medal for copywriting at the London International Award Show. He has judged several shows, including Cannes in 2003, and was Co-Chair of The Extras in 2008, and has also written numerous articles and taught a portfolio development course at the Institute of Canadian Advertising.

TOOLBOX SERIES B – GENERAL STREAM	
<i>« Best Practices for Knowledge Management and Mobilization »</i>	
Alison Stirling	Health Nexus
Nancy Dubois, Consultant	Consultant, NCCMT (National Collaborating Centre on Methods & Tools)

SUMMARY OF PRESENTATION: This presentation will follow up on the NCC-MT Forum on knowledge management in public health
(Please visit the following site: http://www.nccmt.ca/events/nccmt_events_kmph08_program-eng.html).

During this presentation, the Presenters will discuss best practices for knowledge management in health promotion that include four fundamental components:

1. *Culture* of the organization that needs to embrace the concept of knowledge sharing
2. *Content* that contains both explicit and tacit knowledge (e.g. network maps, virtual libraries)
3. *Processes* supporting knowledge sharing (e.g. deliberative dialogues, evidence-bases, CoPs)
4. *Technology* that allows for knowledge to be shared electronically (e.g. portals; and tools to create a knowledge inventory, a records management system, intranets)

Participants will:

- assess the readiness of their organization or situation to focus on knowledge sharing
- explore ways that information becomes knowledge, and experience creates content
- identify tools and approaches for finding, sharing and transferring knowledge in new forms
- examine and evaluate technologies for internal knowledge sharing and external dissemination.

PRESENTERS' BIOGRAPHIES: **Alison Stirling** is the Knowledge Management Developer with Health Nexus. She is responsible for coordinating the establishment and use of systems to manage, knowledge, resources, networks and services. Between 2005 and 2007, she was on assignment as the Health Promotion Information Specialist to the Health Promotion Affiliate, Canadian Health Network (CHN) at OPC (now known as Health Nexus). Alison provides specific support and expertise in the fields of health promotion and information management. She has both a Master's degree in Health Promotion (MHSc) and a Master's degree in Information Studies (MIS) from University of Toronto. She brings over 20 years experience in building health promotion capacity at both the local and provincial levels; and in research, writing and advocating for health promotion. Alison is an enthusiastic proponent of the uses of the Internet for health promotion, is the founder of the 12 year old Click4HP international health promotion listserv and the Ontario Health Promotion Email (OHPE) Bulletin, and is working on HP Web 2.0 tools for social networking on the Internet (blogs, wikis, tagging and more).

Nancy Dubois has been a consultant with THCU since 1998. As such, she works with groups across the province in all of the THCU mandated support areas of planning, evaluation, policy development, sustainability, health communication and comprehensive workplace health. In addition to this part-time work with THCU, Nancy has been the lead consultant with the **Canadian Best Practices System in Chronic Disease Prevention and Health Promotion** with the Public Health Agency of Canada for 4 years and has been actively involved in the Ontario Heart Health Program in a variety of capacities since its inception, including the Director of one of the first five demonstration pilot projects for six years in the early 1990's and two stints managing the provincial **Heart Health Resource Centre**. Short-term contracts developing strategic plans, creating resources, conducting environmental scans and working on team development round out her work life.

From the volunteer aspect, Nancy co-chairs **Canada's Coalition for Active Living** as well as the **Pan-Canadian Healthy Living Strategy**. She is a Board member with the **Canadian Fitness and Lifestyle Research Institute** and the **Chronic Disease Prevention Alliance of Canada**, and a member of the **Heart and Stroke Foundation** of Ontario's Mission Committee. She is a member of the Advisory Committee to the **Manitoba Division of the Canadian Cancer Society's Knowledge Exchange Network** and has enjoyed working internationally in Italy, Chile and Finland.

Nancy hails from Scotland, in rural southwestern Ontario, amid the tobacco fields, where she and her husband of 26 years are adjusting to an empty nest.

TOOLBOX SERIES B – GENERAL STREAM	
« <i>Click Here: Using New Media and Communications Technologies with Newcomers to Canada</i> »	
Marco Campana	Ontario Council of Agencies Serving Immigrants (OCASI)
Christopher Wulff	Community Social Planning of Toronto

SUMMARY: From YouTube and Facebook to wikis and blogs, online communications are having an incredible impact on society and how we get and use information in our organizations. But what do they really do? How can we use them? Should we be using them?

Studies have shown that our clients, volunteers and leaders are often amongst the most sophisticated users of technology, and have expectations about being able to communicate with us quickly and easily. How do we reach out to them with information in ways they can use? How do we share information inside our offices and within the Settlement Sector to improve services or advocate for clients? This session will answer some of these questions by looking at emerging trends and demonstrating best practices for online information sharing using simple internet tools.

We'll be using lecture, demonstration, facilitated group discussion and participation to make the session engaging for participants. Discover some new free sites and resources that can help your work and find out how easy Web 2.0 technologies can be.

PRESENTERS' BIOGRAPHIES: **Christopher Wulff** is the Communications Officer for the Community Social Planning Council of Toronto where he works with the community-based sector to improve the efficient and appropriate use of technology tools. He's currently working primarily on the development of shared online tools with community coalitions addressing poverty. His background is in communications and new media which he studied at Queen's University. Christopher developed a real interest in sharing information on settlement while working at a frontline agency in Kingston, which he continued in his five years at OCASI and now with CSPC-T.

Marco Campana, Online Capacity Development Coordinator with OCASI, has over 10 years experience in the non-profit sector, working with a number of organizations in Kitchener and Toronto. His focus has been on immigrant employment, Information and Referral Services and using the internet to serve newcomers. Marco believes that technology is valuable when it serves to enhance our work with clients and that newcomers should be able to access services with more choice, in a way that meets their needs and situation.

TOOLBOX SERIES B – GENERAL STREAM	
« <i>Patient Portal</i> »	
Ketan Garach and Dereck Birtch, User Coordinators, e-Health Technologies	Waterloo Wellington Regional Cancer Program, Grand River Regional Cancer Centre of Grand River Hospital

SUMMARY: The internet plays a distinctive role in the ability of an individual to access information when and where they want. The demand for patient-centric services that delivers improved patient outcomes in health care is steadily increasing. The challenge of health care organizations is how to meet the growing demand for consumerism in health care and doing so in a fiscally responsible manner.

In January 2003, a team of individuals from Grand River Hospital were involved in the development of a prototype web based patient application that, when built, would leverage the use of current HIS systems within our organization. In June 2003 we partnered with a leading software vendor and rapidly developed

the application for patients with breast cancer. We were able to leverage the core functionality of the product as a base to our portal.

We developed specifications and prototypes for individual functional modules. We developed a richly cross-referenced library of health information content, specific to the educational and care management needs for our patient group as well as tools for users to proactively manage their health.

Other portals exist in healthcare however My CARE Source is the first to our knowledge that delivers a fully integrated treatment plan. Patients are provided with a personalized care plan including links to relevant patient education along with the ability to document, track, and monitor symptoms and/or side effects of treatment.

A pilot study was conducted in March 2004. Outcome measures focused on the functionality and content of the application. All individuals in the pilot found the information easy to read and understand. All participants stated they would recommend this application to other patients. Additional recommendations related to individual modules and have been received and implemented. Monitoring of portal and non-portal users will make outcome measures attainable. In December 2004, outcome measures related to patient health status- hospital utilization, patient satisfaction, perception of control, staff satisfaction, degree of technical support and return on investment will be examined. In 2007, GRH partnered with UHN to develop the portal application for individuals with Chronic Kidney Disease to support health prevention and promotion activities.

The unique functionality of this portal has widespread application in healthcare. We look forward to expanding the scope of this project to include additional cancer diagnosis as well as other long term disease management entities including renal, stroke and endocrinology. The vision of empowering patients and leveraging current IT investments to deliver patient-centric services and improve patient outcomes is becoming a reality through My CARE Source.

PRESENTERS' BIOGRAPHIES: Besides treating and supporting patients with cancer, **Ketan Garach** (K.T.) is a radiation therapist, also works as the Clinical Educator for the Radiation Treatment Program at Grand River Regional Cancer Centre in Kitchener. In 2005, K.T. accepted his current position of User Coordinator of e-Health Technologies for the innovative, web-based My CARE Source® Patient Portal application at Grand River Hospital. My CARE Source® has been noted by the Canadian Council on Health Services Accreditation as a “leading practice”, one in which all hospitals in Canada should be aware of.

K.T. spends much of his time developing cancer educational content through collaboration with subject matter experts and patient focus groups. He has a special interest in making oncology education more visually appealing, user-friendly and interactive through multimedia, web and graphic design.

Currently, K.T. offers his creative “e-Health” perspective to the Waterloo-Wellington Integrated Breast Cancer Care Path Steering Committee. He has been working with various regional partners on a breast cancer journey map and its integration with Grand River Hospital’s Patient Portal. This beautifully designed “map” will help enable breast cancer patients to connect with local community organizations and navigate reputable internet sites by combining all resources into one simple document. Its focus is on the entire breast cancer journey from initial diagnosis to survivorship.

Dereck Birtch has been a nurse for 18 years treating and supporting patients with cancer. He has worked as a staff and Resource Nurse for the Systemic Therapy Program at the Grand River Regional Cancer Centre in Kitchener. Prior to coming to Grand River in 2000, Dereck worked in the U.S. for 8 years. Dereck is the User Coordinator of e-Health Technologies and has worked with the innovative web-based My CARE Source® Patient Portal application at Grand River Hospital since its inception in 2004.

Dereck works primarily now with the Renal Program at Grand River Hospital developing educational content for staff and patients through collaboration with subject matter experts and patient focus groups. He has a special interest in developing ways to engage patients in self managing their disease, by providing them with tools to assist in their care.

Dereck has worked with community partners in developing and providing patients with an electronic referral form. Dereck has also developed an electronic teaching package for nurses of Grand River Hospital as well as the community to be able to maintain skills associated with certain aspects of dialysis.