

Preschool Workshops: June 22, 2008

ONTARIO HEALTH PROMOTION SUMMER SCHOOL 2008

**CENTRE FOR HEALTH PROMOTION
University of Toronto**

PRESCHOOL SESSION A (OPTIONAL)	
<i>« Health Promotion 101 »</i>	Sunday, June 22, 10:30 a.m. - 12:30 p.m.
Suzanne Jackson, PhD, Director	Centre for Health Promotion, University of Toronto

SUMMARY: This workshop is designed for those who need a basic introduction to the field of health promotion as it is understood in Canada. The major concepts, definitions, distinguishing features, and strategies will be presented and discussed within an historical context. Examples will be presented that apply to community and agency work in Ontario. In addition handouts and other resources will be available for those who wish more information.

PRESENTER'S BIOGRAPHY: **Suzanne Jackson** is the Director of the Centre for Health Promotion at the University of Toronto. She has conducted research in community capacity indicators, economic evaluation in health promotion, empowerment indicators, indicators of health promotion for international use, and community systems. She specializes in participatory planning, research and evaluation consultations with grassroots community groups and community health organizations. Suzanne has worked in health promotion research for almost ten years in Canada and internationally and she has eleven years accumulated experience working in the public sector for the Ontario Ministry of Health and the Toronto Department of Public Health. Suzanne received her PhD from the School of Urban and Regional Planning at the University of Waterloo. She has been President of the Ontario Public Health Association, vice-president of the Canadian Public Health Association and chair of the Board of Directors of ICA Canada (a community development and facilitated group decision-making organization). She has been invited to speak on health promotion topics in various parts of Canada, USA, Jakarta, Australia, Mexico, Colombia, Germany, and Brazil.

PRESCHOOL SESSION B (OPTIONAL)	
« <i>Evaluation and Health Promotion101</i> »	Sunday, June 22, 1:30 - 5:00 p.m.
Robb Macdonald, Consultant, Health Communication Unit	Centre for Health Promotion, University of Toronto

SUMMARY: Designed for newcomers to the field and those who require a refresher, this workshop provides an introduction to general concepts in evaluation in health promotion.

PRESENTER'S BIOGRAPHY: Robb MacDonald has been a core consultant with The Health Communication Unit since 2005. He has a Masters degree in Physical Education and more than 12 years of independent consulting experience with the not-for-profit and public sectors. He has worked extensively with the literacy, employment and health fields in Ontario, assisting provincial and regional organizations develop, implement and evaluate their social marketing and communication programs. As a member of both the Communications and Rural Health committees with The Ontario Rural Council, Robb has a particular interest working with and advocating for rural- and northern-based communities.

Robb lives on a 90-acre, wooded property just outside Barrie, the perfect location for biking in the summer and skiing in the winter.

PRESCHOOL SESSION C (OPTIONAL)	
« <i>Speaking Truth to Power: The Art and Science of Advocating for Healthy Public Policies</i> »	Sunday, June 22, 1:30 - 5:00 p.m.
Brian Hyndman	TBD

SUMMARY: This workshop provides an overview of advocacy strategies and tactics that can be applied to encourage decision-makers to adopt healthy public policies. In addition to being introduced to strategies to make the case for healthy public policies, participants will also have the opportunity to practice their advocacy skills using a range of case studies and critically reflect upon their own experiences as advocates for policy change.

PRESENTER'S BIOGRAPHY: Brian is a health promotion consultant with extensive experience in program planning, evaluation, advocacy and policy development and applied research on health promotion policies and strategies. Since completing his Masters of Health Sciences degree in Community Health at the University of Toronto (1991), he has served as a consultant for a number of public health research and evaluation initiatives, including the Community Action Program for Children (Brighter Futures) project, the National Forum on Health, the Ontario Task Force on the Primary Prevention of Cancer and the World Health Organization (WHO) Committee on Health Promotion Evaluation. From 1994-2005, Brian served as a consultant for the Health Communication Unit at the University of Toronto, where he provided training and capacity building services in program planning, evaluation and policy development. He is currently serving as an adjunct faculty member in the Department of Public Health Sciences, University of Toronto. A former President of the Ontario Public Health Association (1997-1999), Brian also served as a citizen representative on the Toronto Board of Health (2001-2007). From 2004-2006, he served as Vice Chair of the Capacity Review

Committee, which was established by the Ontario Minister of Health to restructure the delivery of public health programs and services in Ontario.