

2009 PARC Symposium Presenters

Adrian Bauman is the Sesquicentenary Professor of Public Health, University of Sydney. He has training in medicine, public health, epidemiology, and health promotion research and evaluation. He directs the Centre for Physical Activity, Nutrition and Obesity Research at Sydney University. His teaching and research interests include physical activity, behavioral epidemiology and health promotion program evaluation. He has had a strong interest over several decades in the design and evaluation of mass media and social marketing campaigns to promote health.

Dr. Bauman's talk will explain important differences between social marketing and mass media campaigns, and illustrate their use in promoting physical activity. Examples of recent campaigns will be presented from between 15 and 20 countries. The role of evaluation, cooperation and shared social marketing brands will also be highlighted.

Marianne Bernardo has nearly 15 years experience in marketing and management consulting. She began her career at a New York marketing communications agency creating innovative medical education and promotional programs for the healthcare industry. Prior to joining ParticipACTION, she served as Director of Corporate Marketing for a communications company where she oversaw product marketing, corporate communications and investor relations. As a consultant, she has worked with organizations in the US, Canada, and Europe developing corporate strategy and facilitating organizational alignment. Marianne received her Bachelor of Arts from the University of Michigan and her Master of Business Administration from Wilfrid Laurier University.

Dr. Gina Browne, Ph.D., Reg. N is founder and director of the System-Linked Research Unit (SLRU) on Health and Social Service Utilization established in 1991 and funded by the Ontario Ministry of Health. She is a Professor of Nursing, Clinical Epidemiology & Biostatistics; and Ontario Training Centre in Health Services and Policy Research (OTC) at McMaster University, Faculty of Health Sciences.

In her keynote address, Gina will highlight the factors that determine health and present evidence on the effects and savings that result from recreation and physical activity opportunities for children and youth on social assistance in comparison to health care and social service alone.

Ms. Jane Brownrigg, RN, BScN, BA is Regional Manager for the Minto Prevention and Rehabilitation Centre at the University of Ottawa Heart Institute. Ms. Brownrigg has a Bachelor of Arts in Communication and a BScN from the University of Ottawa.

Jane has worked in a variety of areas at the Heart Institute including Cardiac Medicine, Cardiac Rehabilitation and Preventive Cardiology. She has recently returned to the Heart Institute after working in Ottawa Public Health as a Supervisor of Tobacco Control, acting as a lead for local and provincial smoke-free legislation and smoking cessation strategies. In her current role, Ms. Brownrigg's mandate is to improve regional access to Cardiac Rehabilitation.

Dr. Shauna Burke is an Assistant Professor in the Bachelor of Health Sciences Program at The University of Western Ontario. She completed her undergraduate degree at McMaster University, after which she completed both her Master's and Doctoral degrees in the School of Kinesiology at The University of Western Ontario.

Shauna's primary research area is the psychology of health and physical activity, with a specific focus on group dynamics. Currently, her research program includes: (1) an investigation of social influences on health and physical activity, and (2) the development and implementation of interventions designed to promote health and physical activity across the lifespan. Combining these interests, Shauna is the Principle Investigator of a program of research recently funded by The Lawson Foundation. This two-year project is designed to develop, implement, and assess the effectiveness of a group-based lifestyle intervention for obese children at risk for type II diabetes and their families.

In addition to over 35 presentations at national and international scientific and professional conferences, Shauna has published 13 research articles in peer-reviewed journals including *Journal of Applied Sport Psychology*, *Small Group Research*, *Psychology of Sport and Exercise*, and *Sport and Exercise Psychology Review*. She also serves as a Digest Compiler for the *Journal of Sport and Exercise Psychology*, and has co-authored 8 textbook chapters in the areas of group dynamics and exercise psychology.

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.

Natacha Ducharme has a bachelor degree in Human Kinetics and Education. For the last 20 years she has been a Certified Outdoor Instructor. She has lead canoe and ski trips all over Canada. Natacha is also a Certified Fitness Consultant and a Certified Clinical Exercise Physiologist with CSEP. Last year Natacha took 7 month leave of absence from her regular work as a Kinesiologist in a Community Health Centre to spend more time being active with her 5 years old identical twins. During this leave she also worked as a consultant for Peak Performance on a project from the Canadian Association for Advancement in Women in sports (CAAWS). The project called Mothers in Motion for Low Socioeconomic Status Women promotes the Assessment, Accessibility, Affordability and Availability of opportunities for disadvantaged women.

Margaret Good

Ophea (Ontario Health and Physical Education Association)

Margaret Good, a teacher and Health and Physical Education Specialist has been with Ophea (the Ontario Physical and Health Education Association) for almost 15 years because she shares Ophea's vision: "All children and youth in Ontario value, participate in and make a lifelong commitment to healthy active living."

Margaret is an Ophea H&PE Master Trainer and was involved in the development and implementation of numerous Ophea resources and initiatives including the Health and Physical Education Curriculum Support Documents, Active Schools, Go Girls, PlaySport and Daily Physical Activity (DPA) Support Materials. She was also a Community Facilitator for Ophea's Active Living Community Action Project (ALCAP) and a consultant for the Physical Activity Resource Centre (PARC).

For the past 5 years, Margaret has worked with the 35 Ontario school communities involved in Ophea's successful Living School initiative. As Ophea's Provincial Healthy Schools Consultant, Margaret shares her expertise and passion with schools and their community partners as they work together to build healthy active school communities.

Lorna Heidenheim, MSW, Executive Director, Ontario Healthy Communities Coalition

Lorna Heidenheim has over 25 years of experience in developing and managing not-for-profit, community-based organizations and services. She received a Master of Social Work degree from Wilfrid Laurier University in 1986 with a concentration in Community Development and Social Planning. As Executive Director of the Ontario Healthy Communities Coalition, she leads a team of staff and regional consultants in supporting its 380 members, providing a communications network and working with many diverse communities within Ontario to strengthen their social, environmental & economic well-being. In addition to her leadership and administrative functions with the Coalition, Lorna provides training and consultation services to build organizational and community capacity and facilitate multi-sectoral collaborations. She shares her knowledge and passion for healthy communities through presentations and articles, and has been directly involved in many community development and health promotion initiatives.

Carolyn Hureau, BHScHons (University of Western Ontario) is pursuing a Master's degree at the School of Kinesiology and Health Studies at Queen's University. She is interested in promoting health behaviour change among children and adolescents. Carolyn is also keen to investigate the transfer of knowledge from health research to practice. Currently, she is working in collaboration with Kingston Gets Active to increase physical activity levels among grade 10 students in Kingston and surrounding areas.

Marian Landry is a registered nurse employed as a Health Promoter at Niagara Region Public Health. Her portfolio includes the built environment and active transportation. She has focused on community capacity building to influence change at the grassroots and decision making levels for more walkable and bikeable communities. She has been instrumental in the organization of citizen led grassroots groups as well as citizen advisory groups appointed by council. Marian experiences the fruits of her labour through her cycling adventures around the Niagara region.

Lucie Lévesque, PhD (Laval University) is Associate Professor at the School of Kinesiology and Health Studies at Queen's University. She specializes in physical activity promotion, focusing her teaching and research on interventions to change behaviour and enhance physical activity involvement in persons and communities. A long-time member of the Kahnawake Schools Diabetes Prevention Project team, she has research experience working with Aboriginal communities within a CBPR framework. Most recently, she has been working with Kingston Gets Active, a community-based partnership funded through Active 2010 Ontario to enhance physical activity involvement in the Kingston community.

Dr. Michelle F. Mottola, Ph.D., FACSM, is an Associate Professor in the School of Kinesiology, Faculty of Health Sciences and the Dept. of Anatomy and Cell Biology, in the Faculty of Medicine and Dentistry, at The University of Western Ontario. She is the Director of the R. Samuel McLaughlin Foundation – Exercise and Pregnancy Laboratory, which is the only research lab in North America that specializes in the area of exercising pregnant and post-partum women. She is co-author of the Canadian guidelines for exercise during pregnancy (PARmed-X for Pregnancy), published by the Canadian Society for Exercise Physiologists (CSEP) and Health Canada (2002); soon to be updated in 2009.

Elizabeth Mansfield is a Registered Dietitian, Sport Nutritionist and Certified Exercise Physiologist. Through her company, Peak Performance, she specializes in bridging the gap between the sciences of nutrition and exercise and the practices of healthy eating and active living.

Beth is a sport nutritionist for our Olympic and national athletes. She also works extensively with high school, university, and masters level athletes. Beth maintains a therapeutic lifestyle change (TLC) clinic for people with elevated cholesterol and other risk factors for heart disease at the University of Ottawa Heart Institute.

Beth is a popular corporate wellness speaker throughout Canada and is often “in the News: on CTV, CBC and local channels. Check out Beth’s regular health segment on CTV the 1st Wednesday of every month on the News at Noon.

Lara Paterson, B.A./B.P.H.E (Queen’s University), B.Ed. (University of Windsor) has been teaching Physical and Health Education for 15 years.

Currently she has been seconded to KFL&A Public Health as a Physical Activity Specialist and works with teachers and students in the Limestone District School Board and is part of a number of community partnerships and initiatives. Lara is also actively involved with OPHEA as a Master Trainer and curriculum writer and is Vice-President of the Ontario Association of Supervisors of Physical and Health Education.

Dr. Art Salmon is from Toronto, Canada. He is Team Leader: Research in the Policy Unit of the Sport and Recreation Branch of the Ontario Ministry of Health Promotion – the department responsible for the development of Sport, Physical Activity and Recreation policy in Ontario. He has an undergraduate degree in physical education, a Master’s degree in Exercise Physiology and a Doctorate in Health Promotion and Exercise Science.

Prior to joining the Ontario Government he was the National Director of ParticipACTION – Canada’s national physical activity promotion organization and has taught health promotion in the faculty of Kinesiology and Health Sciences at York University in Toronto. He has been a member of several international advisory boards including the RAFA-PANA, the Physical Activity Network of the Americas and is currently part of a Canadian group organizing the 2010 International Congress on Physical Activity and Public Health that will be held in Toronto.

Richard Ward has contributed to the physical health and well-being of children and youth as a teacher, coach, athletic coordinator, consultant and coordinator. For over 33 years, Richard has strived to promote, teach, and support health and physical education. He began his career as an H&PE teacher and Head of Department at York Humber High School, where he taught for 12 years followed by York memorial CI where he taught for another 6 years. In 1991 he became a consultant for Health and Physical Education and Family Studies at the Board of Education for the City of York and moved on to be the Program coordinator for the City of York. With the amalgamation of the Greater Toronto Area, Richard joined the central H&PE department of the Toronto District School Board working as an Instructional Leader. In 2001 Richard took on the role of Program Coordinator for Health and Physical Education for the Toronto District School Board and remained in that position until he retired in 2006.

Over the years, Richard has advocated for, organized, promoted, and supported the development of both curricular and athletic resources, workshops and programs at the board and provincial level. He has volunteered with many associations, most notably with the Ontario Association of Supervisors in Physical and Health Education (OASPHE) as an executive member and president for three years. Richard was keenly involved in the development of the new curriculum documents and delivered many provincial workshops during the implementation of those documents. Richard was one of the key contributors in the establishment of the "Toronto Schools on the Move" (TSM) program in the Toronto District School Board and for the City of Toronto's "Go Outside the Box" campaign. He has also devoted many hours to coaching school and community teams and providing active opportunities for children and youth. Presently he is coaching a AA Bantam GTHL hockey team and is teaching H&PE part time at York University in the concurrent program

Richard had been involved as a volunteer with Ophea for 18 years and in 2006 became a part time Education Consultant for Ophea. Richard has been a valued member of the Curriculum Advisory Council and currently co-chairs that committee. In 2001 he coordinated a team of writers to develop the Grades 9-10 H&PE Curriculum Implementation Supports. He has also been on the advisory committee for Sportability, a writer and advisor for activ8, on the steering committee for the Action resource and an Ophea H&PE Master Trainer since its inception. Richard advocated for, and continues to support, Ophea in its development of resources to support Daily Physical Activity.

Richard's continuous influence on curriculum, programs, resources and teacher training illustrates his immense devotion and contribution to the well-being of Ontario's children and youth.

