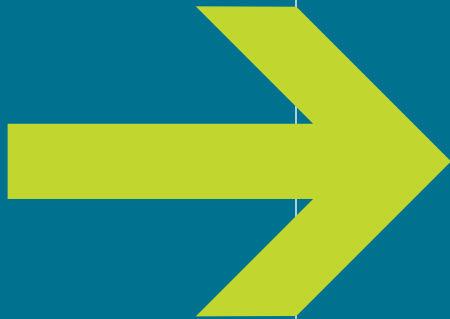




on **Action**
Wellness

Building a Healthier Tomorrow Together



Action on Wellness
– An International Symposium

October 11–13, 2011
The Fairmont Banff Springs
Banff, Alberta, Canada



Government
of Alberta



www.actiononwellness.ca
actiononwellness@gov.ab.ca

Action on Wellness Symposium Sponsors

Symposium Sponsor (\$75,000.00+)



Diamond (\$30,000.00+)



Gold (\$5,000.00+)



Supporters (\$1,500.00+)





Message from Premier Alison Redford

On behalf of the Government of Alberta, it is my great pleasure to welcome all of you to our “International Action on Wellness Symposium” and, of course, to beautiful Banff, Alberta. Your attendance at this Symposium symbolizes your commitment to wellness in your work and in your lives, and I would like to commend you for that commitment. Together, we can make meaningful change in how we address our own health and the health of others.

Healthy Albertans are productive Albertans and that is another reason why this Symposium is of such great importance to us all. Our personal “wellness” translates into an improved quality of life and, in turn, into increased opportunities for success as a province and a nation.

Enjoy the outstanding speakers, the new friendships, renewed connections with colleagues, and the world-famous hospitality of the Fairmont Banff Springs.

I hope this Symposium provides you with valuable tools and insights that will help keep wellness a priority in your homes, workplaces, schools, and communities. Thank you for your attendance and participation!

Honourable Alison Redford

Premier of Alberta



Message from Minister Gene Zwozdesky

Wellness is important to everyone. In December of 2010, I hosted Alberta's first Action on Wellness Forum which brought together Alberta leaders from multiple backgrounds – education, government, and industry to name a few. More than 200 invitees were asked to commit to improving the health of Albertans in the sectors within which they work. Our government led the way by announcing support for four major wellness initiatives: The Health Check™ Alberta Restaurant Program, the Communities ChooseWell initiative; the Healthy School Communities Award; and the Premier's Award for Healthy Workplaces. These initiatives demonstrate our support for Albertans who want a healthier lifestyle.

Now, almost a year later, we have upped the ante, looking for wellness ideas both inside and outside Alberta's borders. Our International Action on Wellness Symposium will provide participants with opportunities to interact with leading experts from around the world and to develop new partners and strategies to promote wellness. We hope to inspire new and current leaders from health, industry, communities, educational organizations, employers, all levels of government and others that have an interest in promoting wellness.

Our goals are: to inspire ideas on wellness; to encourage all of Alberta's sectors to commit to change to improve the wellness of Albertans; and to create new networks and new partnerships to keep the ball rolling after the Symposium ends.

Thank you for joining us at this historic event. Together, we can build a healthier tomorrow for everyone.

Honourable Gene Zwozdesky

Minister, Alberta Health and Wellness

General Information

Registration

Registration is located in Mt. Stephen Hall. Registration hours are as follows:

Tuesday, October 11 7:00am-5:00pm

Wednesday, October 12 7:00am-6:00pm

Thursday, October 13 7:00am-1:00pm

Messages

From Tuesday to Thursday, between 7:00am and 4:30pm a telephone message board will be located at the registration desk.

Concurrent Sessions

Concurrent session presentations are a mixture of submissions determined through a Call for Abstracts process and in-depth presentations from Symposium Plenary speakers.

Presentations will run concurrently. Delegates may attend any of these sessions of their choice on a first-come, first-served basis.

Displays

Be sure to visit the two display areas in The Riverview Lounge and Mt. Stephen Hall during the conference. Hours are as follows:

Tuesday, October 11 1:00pm-7:00pm

Wednesday, October 12 8:00am-6:00pm

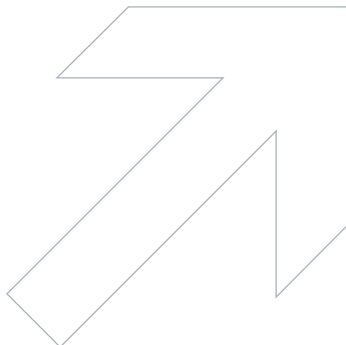
Thursday, October 13 7:00am-1:00pm

Food

The Steering Committee and Fairmont Banff Springs have put extra effort to ensure that healthy well balanced meals and snacks are available for the duration of the Symposium. If you have identified during registration that you have allergies or intolerances to specific foods, please notify the server at the meals and/or break times.

Conference Evaluation – we want to hear from you!

A conference evaluation form will be provided on the last day. Please take a moment to complete it as your comments are important as we plan for the next conference.



Social Activities

Ottawa Charter Celebration

Don't miss the 25th Anniversary Celebration of the Ottawa Charter on Tuesday, October 12th from 6:00-7:00pm in the Alhambra Room. Appetizers will be served.

We care about your health & wellbeing!

Wednesday: Yoga in the Conservatory Room from 6:15-7:15am

Walk and a jog from 6:00-7:00am Please meet at the registration table.

Thursday: Yoga in the Conservatory Room from 6:15-7:15am

Walk or jog from 6:00-7:00am Please meet at the registration table

- Before every Health Break we will have representatives from EverActive Schools lead us in a stretch to get us moving!
- The Fairmont Banff Springs also offers a state of the art fitness centre and lap pool to guests of the hotel.

Wellness Room

We are pleased to announce that for the entire duration of this symposium the Natural Health Practitioners of Canada have set up a Wellness Room for symposium delegates. You are warmly invited to visit the symposium Wellness Room where volunteer natural health practitioners are providing FREE mini wellness treatments.

These wellness treatments include Massage Therapy, Reflexology, Tuina, Craniosacral Therapy, Thai Massage, Reiki and more.

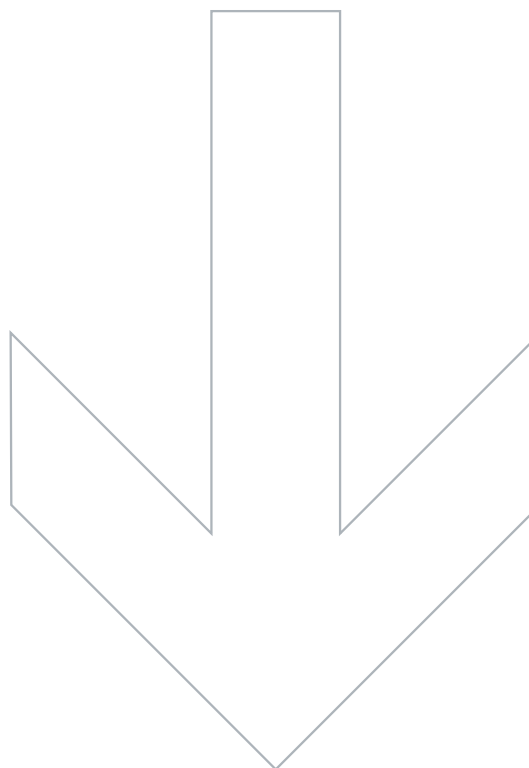
Visit the Conservatory Room for your free treatment, release some stress and experience natural health care. A big thank you to the Natural Health Practitioners of Canada and the volunteers for this Wellness Room.

Hours for the Wellness Room are:

Tuesday, October 11 2:00pm-6:00pm

Wednesday, October 12 9:00am-6:00pm

Thursday, October 13 8:45am-2:00pm



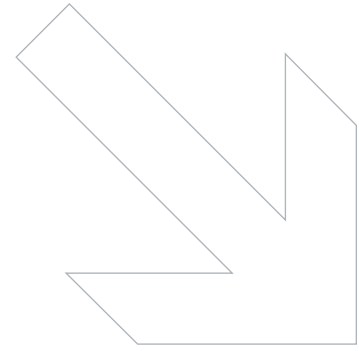


Table of Contents

Program

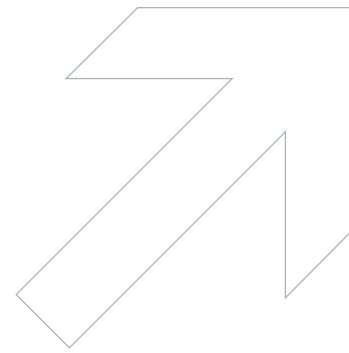
Tuesday, October 11, 2011	1
Wednesday, October 12, 2011	2
Thursday, October 13, 2011	4

Concurrent Sessions

Wednesday, October 12, 2011	7
Thursday, October 13, 2011	20

Hotel Floor Plan

.....	23
-------	----



Program

Tuesday, October 11, 2011

7:30am-6:00pm	Registration	Mt. Stephen Hall
8:30am-11:30am	Presymposium Sessions	
	The Walkability of Banff Walkshop	Room 1968
	Healthy Cooking for Busy People Workshop	The Wineshop
	Workplace Mental Health Promotion: A How to Guide	Oak Room
	The Art of Community Engagement and Collaborative Leadership	Norquay Room
	Engagement Dialogue – Improving Consistency of School Food Guidelines (invitation only)	Alberta Room
	Active 20/20 Consultations (invitation only)	New Brunswick Room
8:30am-12:15pm	Action on Wellness Forum Follow – Up (invitation only)	Sir Edward Beatty Room
1:00pm-9:00pm	Exhibits Open	Mt. Stephen Hall/Riverview
1:00pm-2:00pm	Opening Ceremonies	Vanhorne Ballroom
	Aboriginal Welcome	
	Welcome from The Minister of Health and Wellness - The Honourable Gene Zwozdesky	
2:00pm-2:45pm	Opening Keynote	Vanhorne Ballroom
	Dolce Vita	
	Mr. David Rocco - Celebrity Chef, Host of David Rocco's Dolce Vita, Toronto, Ontario, Canada / Florence, Italy	
2:45pm-3:15pm	Health Break	Vanhorne Foyer/Mt. Stephen Room/Riverview
3:15pm-4:15pm	Setting the Stage	Vanhorne Ballroom
	Dr. André Corriveau MD, MBA, FRCPC Chief Medical Officer of Health, Alberta Health and Wellness, Edmonton, Alberta, Canada	
	Dr. David Butler-Jones MD, PhD Chief Public Health Officer, Public Health Agency of Canada, Ottawa, Ontario, Canada	
4:15pm-5:15pm	Plenary - Community Development and Infrastructure	Vanhorne Ballroom
	A Call to Action for Canada's Obesity Crisis: Are We Ready for This?	
	Dr. Ali Zenter MD - Medical Expert Village on a Diet, Cardiac Risk and Obesity Specialist, Vancouver, British Columbia, Canada	
	Walking Around the World: Innovation and Inspiration for Delivering Best Practice for Walking to Improve Public Health	
	Dr. Rodney Tolley PhD - Active Transport Consultant, Researcher and Presenter, Director Walk 21, Staffordshire, United Kingdom	
6:00pm-7:00pm	25th Anniversary of The Ottawa Charter Celebration (appetizers & cash bar)	Alhambra Room
7:00pm-9:00pm	Welcome Dinner and Evening Speaker (cash bar)	Vanhorne Ballroom
	Helping Consumers Turn Mindless Eating into Healthier Eating	
	Dr. Brian Wansink PhD - Author "Mindless Eating", Former Executive Director USDA Centre for Nutrition Policy and Promotion, Ithaca, New York, United States	

Wednesday, October 12, 2011

7:00am-6:00pm	Registration	Mt. Stephen Hall
7:00am-5:00pm	Exhibits	Mt. Stephen Hall/Riverview
8:00am-9:15am	Plenary - Knowledge Development and Transfer	Vanhorne Ballroom
	<p>Connecting the Developmental Lens to the Health of Our Society: Adverse Childhood Experiences Dr. Robert Anda MD, MS - ACE (Adverse Childhood Experiences) Study, Fayetteville, Georgia, United States</p> <p>From Research to International Community Implementation: Addressing Childhood Obesity on a Public Health Scale Dr. Paul Sacher BSc(Med), Hons RD - Chief Research & Development Officer, MEND UK (Mind, Exercise, Nutrition... Do it!), London, United Kingdom</p> <p>The Tomorrow Project Dr. Paula Robson PhD - Principal Investigator, The Tomorrow Project, Alberta Health Services Edmonton, Alberta, Canada</p>	
9:15am-9:45am	Health Break	Vanhorne Foyer/Mt. Stephen Room/Riverview
9:45am-10:45am	Concurrent Sessions Full session details on page 6	
	* Adverse Childhood Experiences: Barriers to Change and Progress, A Public Health Approach	Cascade Ballroom
	* Marketing to Children Panel Part 1	Alhambra Room
	* Healthy Youth Session	Baron Shaughnessy Room
	* Healthy Schools Part 1	Ivor Petrak Room
	* Leading the Way in Integrating Health Promotion into Primary Care	Sir Edward Beatty Room
	* Workplace Wellness Part 1	DC Coleman Room
	* Mental Wellbeing - Setting Our Children Up for Success	Oak Room
	* Wellness Programming to Address Obesity	New Brunswick Room
	* A Beginners Guide to Using Marketing to Improve Health	Alberta Room
	* Addiction Prevention - Youth and Adults	Theatre
10:45am-11:15am	Health Break	Vanhorne Foyer/Mt. Stephen Room/Riverview
11:15am-12:15pm	Concurrent Sessions Full session details on page 11	
	* Corporations' Commitment to Wellness	Cascade Ballroom
	* Marketing to Children Panel Part 2	Alhambra Room
	* Tobacco Reduction	Baron Shaughnessy Room
	* Healthy Communities	Ivor Petrak Room
	* Active Living and Age	Sir Edward Beatty Room
	* Positive Action for Mental Health Wellness (PATH): A Practical Guide to Mental Health Awareness	DC Coleman Room
	* Making the Case to Move More	Oak Room
	* Wellness Programming to Address Obesity	New Brunswick Room
	* Informing the Aboriginal Wellness Strategy	Alberta Room
	* Healthy Actions for a Healthier Tomorrow	Theatre
12:15pm-1:00pm	Lunch and Exhibit Viewing	

12:35pm-1:00pm **Special Presentation: Three Local Youths Share Their Perspectives on the Value of a Healthy, Active Lifestyle**
Ms. Lois Vanderlee Teacher, Banff Community High School, Banff, Alberta, Canada
Miss Andrea Rada Student, Banff Community High School, Banff, Alberta, Canada
Miss Sarah Rheume Student, Banff Community High School, Banff, Alberta, Canada
Miss Kestrel Collison Student, Banff Community High School, Banff, Alberta, Canada

1:00pm-2:00pm **Plenary - Leadership and Policy Development** **Vanhorne Ballroom**
How Healthway Worked with Sport, Art and Racing to Create Healthier Environments in Western Australia
Dr. Jo Clarkson PhD - Director, Health Promotion, Healthway, Western Australia, West Perth, Australia
The Alberta Wellness Initiative
Mrs. Nancy E. Mannix - Chairman and Patron, Norlien Foundation, Calgary, Alberta, Canada

2:00pm-2:30pm **Health Break** **Vanhorne Foyer/Mt. Stephen Room/Riverview**

2:30pm-3:30pm **Concurrent Sessions Full session details on page 15**

*Relationships and Resilience: How Healthy Relationships in Childhood Create an Emotionally and Physically Healthy Population	Cascade Ballroom
* MEND (Mind, Exercise, Nutrition..Do it!)	Alhambra Room
* Healthy Schools Part 2	Baron Shaughnessy Room
* Media, Social Media and Health Marketing	Ivor Petrak Room
* The Big Picture	Sir Edward Beatty Room
* Workplace Health Part 2	DC Coleman Room
* Healthy Canadians Make Healthy Choices	Oak Room
* Student Engagement and Leadership	New Brunswick Room
* Prescription Drug Misuse	Alberta Room
* Research Based Best Practices for Supporting Mental Health Disability	Theatre

3:30pm-4:00pm **Health Break** **Vanhorne Foyer/Mt. Stephen Room/Riverview**

4:00pm-5:15pm **Plenary - The Future of Wellness**
Better Life Tomorrow: Measuring & Achieving Wellness Across the Lifespan
Dr. Joseph Coughlin PhD - Director, MIT AgeLab (Massachusetts Institute of Technology) Cambridge, Massachusetts, United States
The Future of Wellness
Mr. Ruben Nelson - Visionary and Strategic Thinker, Canmore, Alberta, Canada

7:00pm-9:00pm **Evening Event (Public Invited) (appetizers & cash bar)** **Vanhorne Foyer/Mt. Stephen Room/Riverview**
A Personal Story
Ms. Betty Wedman - Health and Wellness Coach, Edmonton, Alberta, Canada
Six Core Strengths for Healthy Development: A Strengths Based Approach to Decreasing Violence and Bullying
Dr. Bruce Perry Senior Fellow - ChildTrauma Academy (Houston) and Senior Consultant, Children and Youth Services (Alberta), Houston, Texas, United States

Thursday, October 13, 2011

7:00am-1:00pm	Registration	Mt. Stephen Room
7:00am-8:00am	Breakfast	Vanhorne Ballroom
8:00am-8:45am	Plenary - Public Information	Vanhorne Ballroom
	Helping People Be and Stay Well Through Civic Coalitions	
	Mr. Jeff French - CEO, Strategic Social Marketing Inc, Guilford, United Kingdom	
8:45am-9:15am	Health Break	Vanhorne Foyer/Mt. Stephen Room/Riverview
9:15am-10:15am	Concurrent Sessions	
	* Mentally Healthy Western Australia	Cascade Ballroom
	* CAPTUREing the Learnings from What We Do	Alhambra Room
	* Mental Wellbeing and Your Health	Baron Shaughnessy Room
	* The Power of the Mind	Sir Edward Beatty Room
	* Share Value - Using Communication to Change Consumer Behaviour	DC Coleman Room
	* Leaving Behind Obstacles to Active Living	Oak Room
	* Communities in Action and Communities of Practice	New Brunswick Room
10:15am-10:45am	Health Break	Vanhorne Foyer/Mt. Stephen Room/Riverview
10:45am-11:15am	Plenary - Intersectorial Collaboration	Vanhorne Ballroom
	Participatory Practice, Community Based Action for Transformative Change	
	Dr. Jane Springett MD - Director and Professor, Centre for Health Promotion Studies, School of Public Health, University of Alberta, Edmonton, Alberta, Canada	
	Nutrition and the Need for Intersectorial Collaboration to Make Healthier Choices Available	
	Dr. Diane Finegood PhD - Professor, Department of Biomedical Physiology & Kinesiology, Simon Fraser University, Executive Director, the CAPTURE Project, Vancouver, British Columbia, Canada	
11:45pm-1:00pm	Lunch and Networking Opportunity	Vanhorne Ballroom
11:45am-1:00pm	Premier's Award for Healthy Workplaces Luncheon (Invitation Only)	Ivor Petrak Room
1:00pm-1:45pm	Plenary - Walking the Talk	Vanhorne Ballroom
	Mr. Galen G. Weston - Executive Chairman, Loblaw Companies, Toronto, Ontario, Canada	
1:45pm-3:00pm	Plenary - Wellness for Diverse Populations	Vanhorne Ballroom



Developing Community Based Nutrition and Physical Activity Intervention Programs for Aboriginal Populations to Reduce Risk of Chronic Diseases

Dr. Sangita Sharma PhD - Endowed Chair, Aboriginal Health, Professor of Aboriginal and Global Health Research, University of Alberta, Edmonton, Alberta, Canada

Health Promotion for Diabetes Prevention in an Aboriginal Community: the Kahnawake Schools Diabetes Prevention Project

Dr. Treena Delormier PhD, PDt - Research Team and Community Advisory Board Member, Kahnawake Schools Diabetes Project, Kahnawake, Quebec, Canada

Fostering Family and Community Resilience: The Sudanese Community in Alberta

Dr. David Este PhD - Professor, Associate Dean (Academic) Faculty of Social Work, University of Calgary Calgary, Alberta, Canada

3:00pm-3:45pm

Closing Keynote

Vanhorne Ballroom

Wellness Begins with Inclusive and Empowered Communities

Dr. Jim Diers Honorary PhD - Author, Neighborhood Power, Lecturer, University of Washington Vachon Island, Washington, United States

3:45pm-4:00pm

Closing Remarks

Vanhorne Ballroom

Concurrent Sessions

Wednesday, October 11, 2011

9:45am-10:45am

Adverse Childhood Experiences: Barriers to Change and Progress, A Public Health Approach

Cascade Ballroom

Presented by: Dr. Robert Anda ACE (Adverse Childhood Experiences) Study, California, USA

The ACE Study demonstrates the relationship of childhood abuse, neglect, domestic violence and related experiences to health throughout the lifespan among more than 17,000 members of the Kaiser Health Plan. The findings are consistent with recent discoveries about the neurobiology of stress and the effect of stress on the developing central nervous system.

Unlike other studies, the ACE study assessed a wide array of traumatic childhood experiences as well as many behavioral, health, and social problems from adolescence to late adulthood. The number of ACEs has a graded relationship to many common medical and public health problems. An overview of these concepts and findings from the study will be presented.

Marketing to Children Panel Discussion Part 1

Alhambra Room

Presented by: Ms. Janet Feasby Advertising Standards, Ontario, Canada - **Dr. Monique Potvin Kent**

University of Ottawa, Ontario - **Ms. Linda Millar** Concerned Children's Advertisers, Ontario - **Mr. Richard Ellis** McDonald's, Ontario - **Dr. Kim Raine** University of Alberta - **Mr. Bob Reaume** Association of Canadian Advertisers, Ontario

This exciting and provocative two hour session will feature panelists who will provide their perspectives from industry, academia and standards on advertising to children. Highlights will include:

Ms. Janet Feasby will provide an overview of the self-regulatory framework for advertising to children in Canada, including the Broadcast Code for Advertising to Children and Canadian Code of Advertising Standards, preclearance of food and children's advertising, and an overview of the Canadian Children's Food & Beverage Advertising Initiative and the changing landscape of children's advertising.

Dr. Monique Potvin Kent will summarize the findings from four research studies she conducted on children's exposure to food and beverage marketing in Ontario and Quebec on television and on the Internet. She will present the policy implication of these research findings for the Quebec ad ban and the current self-regulatory policies in Canada.

Ms. Linda Millar will present "Teach, Don't Protect". The focus of this presentation will highlight the collaborative work of Concerned Children's Advertisers as a solution oriented approach to helping children develop the skills required to make balanced and informed choices about all media, including advertising.

Mr. Richard Ellis' presentation will highlight McDonald's ongoing menu evolution and practices relative to marketing to children.

Dr. Kim Raine will provide an overview of an international consensus meeting held in April 2011 that addressed the use of policy to protect and promote the health of children, in particular, the use of restrictions on marketing to children. She review the current policy environment for making restrictions (International and Canadian), current state of evidence, issues and challenges in making policy change, and consensus recommendations.

Mr. Bob Reaume will review and respond to the Potvin Kent study and its findings, and look at why efforts on this issue must be directed away from negative censorship and toward positive actions that will work.

9:45am-10:45am

Healthy Youth

Baron Shaughnessy Room

Building a Healthier Alberta through Provincial Dialogue for Post Secondary Wellness

Presented by: Ms. Kandi McElary Manager, Wellness Services, Mount Royal University, Alberta

This presentation will engage stakeholders in a provincial dialogue on post secondary students health and wellness to build a comprehensive strategic population health promotion approach. Future direction for an ongoing dialogue will be determined to develop a comprehensive population approach to post secondary students wellness.

Healthy Hearts AISI - An Alberta Initiative for School Improvement (AISI) Youth and Community Cardiovascular and Metabolic Health Monitoring and Improvement Project

Presented by: Dr. Paul Wozny Improvement Manger, School Research and Improvement Branch, Alberta Education

The Healthy Hearts project (2003) to present was designed to improve student, staff and community understanding, experience and appreciation of the health benefits that result from regular physical activity (ECS to Grade 12). AISI provided seed funding for the initial three years (2003 to 2006) followed by grants from the Canadian Diabetes Association and the Alberta Centre for Child Family and Community Research. This project has grown to include the entire region of Leduc County in collaboration with: Alberta Health Services, City of Leduc, EverActive Schools, Primary Care Network (Leduc, Beaumont, and Devon), Black Gold Regional Schools, Saint Thomas Aquinas Roman Catholic Schools, University of Alberta and University of Manitoba.

Healthy Schools – Part 1

Ivor Petrak Room

Facilitating Change in Healthy Schools

Presented by: Ms. Margaret Schwartz APPLE Schools, Manager, School of Public Health, University of Alberta

This session shares practical tools, processes and methods of discussion to facilitate change through sustainable practices, healthy living policy and changes to the school environment for healthy eating and physical activity in school communities.

APPLE Schools is a school-based action research project working in over 40 school communities in Alberta including those with identified First Nations, Métis or Inuit populations. Becoming an APPLE School requires parents, teachers, students, administration and community stakeholders to work together to create healthy, sustainable environments. To create healthy school communities, a change in culture occurs through many discussions and activities to engage all stakeholders. APPLE Schools has used community development processes to facilitate discussions and processes that lead to policy development, changes in the environment and embedding of health promotion in the school community.

Lessons Learned From the Implementation of APPLE Schools

Presented by: Dr. Kate Storey School of Public Health, University of Alberta

The Alberta Project Promoting active Living and healthy Eating in Schools (APPLE Schools) implements Comprehensive School Health (CSH) and aims to improve students' health behaviours. CSH has been shown to reduce overweight among students; however, there is a need to evaluate the process of implementation and to provide a feedback mechanism for schools whereby the intervention can be improved. The purpose of this research was to examine teachers perceptions of implementation, sustainability and impact on student behaviours in APPLE Schools.

9:45am-10:45am

Healthy Schools (continued)

Ivor Petrak Room

REAL Kids Alberta Provincial Evaluation Enhancing School Wellness through Comprehensive Knowledge Development and Transfer

Presented by: Ms. Megan Purcell Project Coordinator, School of Public Health, University of Alberta
Effective and efficient knowledge development and transfer is essential to inform and improve school health interventions. Raising healthy Eating and Active Living Kids in Alberta (REAL Kids Alberta) is a provincial evaluation of the Alberta Health and Wellness Healthy Weights Initiatives, the results of which are reported back to schools, school jurisdictions and government. The objectives of the school-based evaluation will help to accelerate the understanding of knowledge development and transfer in the province of Alberta through the Youth Excel CLASP (Coalitions Linking Action and Science for Prevention).

Leading the Way in Integrated Health Promotion in to Primary Care

Sir Edward Beatty Room

Leading the Way in Integrating Health Promotion into Primary Health Care

Presented by: Dr. Peter Bouch Family Physician, Red Deer Primary Care Network, Alberta
To effectively develop primary care interventions that integrate health promotion and build community partnerships incorporating the “basics of health” and achieving a healthy community with engaged and empowered participants.

Primary Care Network Invests in Community Activity Partnerships to Support Physical Activity

Presented by: Ms. Lorna Milkovich Executive Director, Administration, Red Deer Primary Care Network, Alberta
To effectively leverage and mobilize sustainable community action in the facilitation of an active living culture inclusive for those with and without disabilities to participate in physical activity.

Groups were selected, based on an application process, to partner with the Red Deer Primary Care Network in creating opportunities for people of all ages; in particular, school agers, persons with disabilities, and older adults to become more active.

Health Basics - Engaging and Empowering People to Make Healthy Lifestyle Choices in a Primary Health Care Setting

Presented by: Ms. Lorna Milkovich Executive Director, Administration, Red Deer Primary Care Network, Alberta
A Health Basics program was designed and implemented (2009) for referrals from physicians that engage and support patients in sustained lifestyle changes and reduction/prevention of risks associated with chronic diseases. Literature revealed that to be successful, physicians play a pivotal role; groups are effective; self-management principles and personal goal setting are important; as well as a focus on healthy eating, exercise, and life balance. This program gets back to the “basics of health” in empowering participants to make healthier everyday lifestyle choices, is interactive and grounded in positive psychology.

Workplace Wellness - Part 1

DC Coleman Room

Employee Wellness Needs Assessment in a Large Canadian Health Care Organization

Presented by: Ms. Michelle Fry Corporate Wellness Advisor, Alberta Health Services
A comprehensive needs assessment was completed which includes a qualitative and quantitative approach to outline, prioritize and validate wellness needs. The quantitative approach will identify needs based on results of an upcoming survey and data from current benefit provider reports.

9:45am-10:45am **Workplace Wellness - Part 1 (continued)**

DC Coleman Room

Workplace Wellness Engagement

Presented by: Ms. Jennifer Yelland Research Associate, Workplace Health and Wellness, Alberta Health Services
The objective of the employee needs assessment is to identify factors that impact employee well-being using a population health approach. The outcomes of this project will be used to inform future wellness policies and programming including the following specific wellness initiatives: Workplace Health and Wellness Action Plan, Wellness Champion Network, workplace mental health promotion efforts, and an organizational Psychological Safety Strategy.

We KNOW it, but can we DO it - Establishing a Culture of Wellness in Healthcare

Presented by: Ms. Thora Khademazad Wellness Program, Tenet Healthcare, Texas, USA
A proactive wellness culture was developed through direct communication, targeted outreach, custom challenges, calls to action, personal accountability, and financial incentives. As a result there is a need for an ever-present consciousness of wellness to employees - and by extension, to patients - by providing an engaging wellness program that encourages and rewards a healthy lifestyle.

Mental Well Being - Setting Children up For Success

Oak Room

FRIENDS University Delivery Pilot Project in Alberta

Presented by: Ms. Christine Ridell Research Project Coordinator, Mental Health Screening and Early Identification, Alberta Health Services
FRIENDS for Life (FRIENDS) and FUN Friends are evidence-based programs developed in Australia by Dr. Paula Barrett. The goals of the program are to normalize the emotional state of anxiety, build emotional resilience and problem-solving skills and encourage peer learning and support networks. The FRIENDS pilot is in keeping with Goal 2 of the Alberta Children's Mental Health Plan.

FRIENDS Universal Delivery Pilot Project in Alberta a Qualitative Evaluation

Presented by: Ms. Ali Rezaei Research Associate, Mental Health Screening and Early Identification, Alberta Health Services
The FRIENDS program is a cognitive-based early intervention and universal-delivery initiative aimed at and educating children about various aspects of anxiety and developing life skills to effectively deal with anxiety provoking situations at an early stage in their lives.

Celebrating Diversity in Health – Enabling Well-being in Culturally Diverse Children and Youth

Presented by: Dr. Margaret Shim SafeCom Leader, Alberta Health and Wellness, Safe Communities and Strategic Policy, Government of Alberta
Culture has a profound influence on our behaviours and plays an important role in our lives. As Canada becomes more culturally diverse, it is essential that health professionals, educators, researchers and policy makers become more culturally responsive and learn more about the role that culture plays in their interactions with culturally diverse populations, especially children and youth. The presentation will take participants on a journey of culture mindedness using research, case studies, and real life experiences in Canada to illustrate the principles addressed during the session. Strategies used to address culturally relevant actions, cultural understanding and cross cultural communication will be examined and discussed.

9:45am-10:45am

Wellness Programming to Address Obesity Panel – Linking Primary Care Networks and Community Resources – Part 1

New Brunswick Room

This series of talks will look at a variety of initiatives underway in Alberta to address obesity and diabetes in primary care and community settings. It will also look at the importance of surveillance and monitoring of outcomes as a tool to assess how wellness initiatives are doing. Presentations will demonstrate the importance of government, primary care providers, communities and researchers working together to implement, evaluate and monitor wellness strategies. Speakers featured:

Obesity reduction programs/Community-based Chronic Disease Management

Presented by: Ms. Louise Morrin Director, Community Chronic Disease Management Programs, Alberta Health Services

Planning and evaluating outcomes for wellness programs: the Alberta Diabetes Surveillance System

Presented by: Dr. Jeffrey Johnson Professor, School of Public Health, University of Alberta, ACHORD Group

Addiction Prevention

Theatre

The Courage to be Present: Mindfulness, Wellness and Addiction Prevention

Presented by: Mr. Don Himmelman President, Natural Health Practitioners of Canada, Alberta

To lessen the incidence of addictive or compulsive coping behaviours while empowering clients and staff to make healthy decisions, increase knowledge and understanding of Mindfulness as both a preventative intervention and as a supportive treatment.

Compulsive and addictive behaviour are fuelled by habitual or “auto pilot” responses. These habitual patterns in turn condition our experience. By investigating habitual patterns in a mindful manner, we can disarm them while at the same time contact a fundamental ground of sanity and health.

Mindfulness leads to recognition and cultivation of basic goodness, healthiness and wakefulness. From this recognition arises the strength to choose differently, dissolving the old harmful patterns.

Preventing Substance Abuse Through Collaborative Action: The Safe Communities School-Based Prevention Initiative

Presented by: Ms. Shiela Bradely Manager, Addiction Prevention, Health Promotion, Disease and Injury Prevention, Alberta Health Services and **Ms. Carla McLean** Senior Research Officer Knowledge & Strategy, Community Treatment & Support, Addiction & Mental Health, Alberta Health Services

Established in September 2008, the School-Based Prevention (SBP) Initiative works with school staff, parents, community members and students providing information, training and consultations on substance abuse prevention. The goal of the initiative is to promote healthy behaviour by fostering resiliency in students and highlighting and addressing risk and protective factors for substance abuse.

A Beginners Guide to Using Marketing to Improve Health

Alberta Room

Presented by: Dr. Jeff French CEO, Strategic Social Marketing Inc, United Kingdom

Professor Jeff French will give an introduction to the eight key concepts of social marketing and how they can be used to improve the impact of social change programs. The concepts will be illustrated by examples from around the world. Participants attending this session will learn how applying a marketing mind set can be used to develop more user centric programs. The session will also introduce the four steps of social marketing planning.

11:15am-12:15pm Making the Case for Moving More

Oak Room

Presented by: Ms. Christa Costas-Bradstreet Relationship Manager, ParticipACTION, Ontario

This session will provide information related to current health trends that point to the increasing need to get Canadians more active. The presentation will also highlight key physical activity initiatives including the creation of a national physical activity strategy, Active Canada 20/20. Finally, ParticipACTION's initiatives and resources will be presented.

It will also describe the ways in which physical activity can address these trends and issues, including presenting key initiatives such as The Canadian Physical Activity Guidelines and Sedentary Behaviour Guidelines, National After-school initiative and other key initiatives across Canada. Participants will be introduced to the Active Canada 20/20 strategy and learn about Provide some of ParticipACTION's Initiatives and Resources including the Communications campaign: Think Again and Tools for Physical Activity Promotion leaders.

Marketing to Children – Part 2

Alhambra Room

Presented by: Ms. Janet Feasby Advertising Standards, Ontario, Canada - **Dr. Monique Potvin Kent**

University of Ottawa, Ontario - **Ms. Linda Millar** Concerned Children's Advertisers, Ontario - **Mr. Richard Ellis** McDonald's, Ontario - **Dr. Kim Raine** University of Alberta - **Mr. Bob Reaume** Association of Canadian Advertisers, Ontario

This exciting and provocative two hour session will feature panelists who will provide their perspectives from industry, academia and standards on advertising to children. Highlights will include:

Ms. Janet Feasby will provide an overview of the self-regulatory framework for advertising to children in Canada, including the Broadcast Code for Advertising to Children and Canadian Code of Advertising Standards, preclearance of food and children's advertising, and an overview of the Canadian Children's Food & Beverage Advertising Initiative and the changing landscape of children's advertising.

Dr. Monique Potvin Kent will summarize the findings from four research studies she conducted on children's exposure to food and beverage marketing in Ontario and Quebec on television and on the Internet. She will present the policy implication of these research findings for the Quebec ad ban and the current self-regulatory policies in Canada.

Ms. Linda Millar will present "Teach, Don't Protect". The focus of this presentation will highlight the collaborative work of Concerned Children's Advertisers as a solution oriented approach to helping children develop the skills required to make balanced and informed choices about all media, including advertising.

Mr. Richard Ellis' presentation will highlight McDonald's ongoing menu evolution and practices relative to marketing to children.

Dr. Kim Raine will provide an overview of an international consensus meeting held in April 2011 that addressed the use of policy to protect and promote the health of children, in particular, the use of restrictions on marketing to children. She review the current policy environment for making restrictions (International and Canadian), current state of evidence, issues and challenges in making policy change, and consensus recommendations.

Mr. Bob Reaume will review and respond to the Potvin Kent study and its findings, and look at why efforts on this issue must be directed away from negative censorship and toward positive actions that will work.

11:15am-12:15pm **Healthy Actions for a Healthy Tomorrow**

Theatre

Using Grounded Theory to Explore Prediabetes Service Provision

Presented by: Ms. Lorain M. Taylor Instructor, Faculty of Health Disciplines, Athabasca University, Alberta
The purpose of this study was to employ Grounded Theory methodology to describe the optimal components of a prediabetes intervention program (i.e., promotion of healthy eating and active living) from the perspectives of people with prediabetes, as well as healthcare professionals working with people with prediabetes.

This Grounded Theory provides guidance to health care communities, with similar healthcare contexts and participants, on how to potentially increase the success of diabetes prevention programs targeting increases in active living and healthy eating.

Healthy Living Wellness Workshops Increase Intent to Adopt Healthier Lifestyle Habits

Presented by: Ms. Michaela Devries-Aboud Health Promoter, Guelph Family Health Team, Ontario
This session assesses the effectiveness of lifestyle education on patient health knowledge, patient intent to change lifestyle habits and confidence in their ability to manage their health. The Method included 47 patients that attended a Wellness Workshop and served as subjects for this assessment. Wellness workshops can improve patient health knowledge and intent to adopt a healthier lifestyle. How does this determine whether behaviour change will be sustained over the long term?

Healthy Communities

Ivor Petrak Room

Linking Evidence to Healthy Public Policy - An Alberta Example

Presented by: Ms. Shandy Reed Policy Analyst, Alberta Policy Coalition for Cancer Prevention
Healthy public policy is an important mechanism for supporting the health of individuals and communities, particularly in the prevention of cancer. Often, there is a gap in knowledge and practice between what is provided by health researchers and what is needed by policy-and decision-makers to implement change. Our team represents a broad range of practitioners, policy-makers, researchers and community organizations who have come together to coordinate efforts, generate evidence and advocate for policy change to reduce cancer and other chronic diseases. In 2010 and 2011, we conducted a Knowledge, Attitudes and Belief (KAB) survey to better understand policy-and-decision-makers knowledge, beliefs and priorities on behavioural risk factors for cancer and other chronic disease in Alberta.

Building Bridges for Healthy Communities Promising Areas for Networking and Engagement Between Municipal Leaders and Health Promoters

Presented by: Ms. Lori Baugh Littlejohns Adjunct Professor, Instructor, School of Public Health, University of Alberta
Municipal governments are developing policies to guide social sustainability (SS). The objectives of this research were to analyze municipal SS policies through population health and health promotion lens, explore similarities and distinctions between these approaches, and determine what bridges could be built to join up efforts.

11:15am-12:15pm **Active Living and Age**

Sir Edward Beatty Room

Retired Physical Education Professors Reflect on Their Past to Provide Practical Recommendations for the Future

Presented by: Dr. Jochen Bocksnick Associate Professor, Kinesiology and Physical Education, University of Lethbridge, Alberta

The intention of this research was to learn from life experiences and insights of former Physical Education professors regarding physical fitness and its delivery, specifically for the third age.

The research participants experiences combined with their personal academic history contributed to identifying disciplinary knowledge, communication skills, and compassion and understanding for clients as crucial assets for successful exercise facilitators of older adults.

Novice Exercisers at an Advanced Age

Presented by: Dr. Jochen Bocksnick Associate Professor, Kinesiology and Physical Education, University of Lethbridge, Alberta

The purpose of this ethnographic research was to obtain a better understanding of what it means to join an established exercise program at an advanced age. Despite deteriorating physical resources, people are encouraged to engage in physical activities even though they may have lived sedentary lives. Unfortunately, their plausible anticipation of encountering taxing physical challenges in a transparent environment can create nearly insurmountable barriers to their desire of starting and maintaining an exercise program.

Positive Action for Total Health (PATH): A Practical Guide to Mental Health

DC Coleman Room

Presented by: Mr. Wade Sorochan Broadcaster & Communications Consultant, Alberta

One in five Canadians will experience mental illness in their lifetime. What that means is that every single family in Canada will be affected in some way. This hour long presentation will emphasize mental health as an integral part of total health; raise awareness about mental illness and its personal and corporate ramifications; encourage a call to action on mental health to break the silence.

Tobacco Reduction

Baron Shaughnessy Room

Transforming Canada's Marlboro Country

Presented by: Mr. Les Hagen Executive Director, Action on Smoking & Health (ASH), Alberta

Until recently, Alberta had been referred to as Canada's Marlboro Country due to elevated rates of tobacco use, the absence of provincial tobacco legislation, and it's renowned "cowboy culture" of risk taking, independence, and hard living. Several health organizations coordinated a multi-year initiative to create a supportive environment for effective tobacco control policies.

Alberta health organizations created an environment for policy change by framing tobacco control as a major public health problem that impacted its quality of life and threatened its publicly-funded healthcare system. These organizations worked collaboratively and systematically to profile the tobacco problem, to mobilize the health community and ultimately to win government support for effective tobacco control policies.

11:15am-12:15pm **Tobacco Reduction (continued)**

Baron Shaughnessy Room

Connecting as One - Creating a Systems Approach to Treating Tobacco Use Across the Continuum of Care

Presented by: Ms. Michelle Nummi Program Coordinator, Health Promotion, Disease & Injury Prevention, Alberta Health Services

Tobacco Free Futures is a Canadian Cancer Society and Alberta Health Services joint initiative to develop an evidence-based informed, seamless and integrated model that provides a continuity of care and support spanning the spectrum of inpatients, outpatients and the community for all Albertans who are impacted by the use of the tobacco. The initiative offers supports and services for all healthcare patients in Alberta including specific populations: transition care, mental health, youth, aboriginal and blue-collar workers. The presentation explores standardizing documentation and resources as well as building capacity to support tobacco assessment, triage, cessation support, referral and follow-up.

Keeping Tobacco Control on the Public Agenda

Presented by: Mr. Les Hagen Executive Director, Action on Smoking & Health (ASH), Alberta

A systematic, well-planned and properly executed earned media strategy can increase favourable news coverage of tobacco control and can help to shape the development of specific tobacco control policies and strategies.

Wellness Programming to Address Obesity Panel – Linking Primary Care Networks and Community Resources – Part 2

New Brunswick Room

This series of talks will look at a variety of initiatives underway in Alberta to address obesity and diabetes in primary care and community settings. It will also look at the importance of surveillance and monitoring of outcomes as a tool to assess how wellness initiatives are doing. Presentations will demonstrate the importance of government, primary care providers, communities and researchers working together to implement, evaluate and monitor wellness strategies. Speakers include:

Healthy Eating and Active Living for Diabetes in Primary Care Networks (HEALD-PCN)

Presented by: Ms. Louise Morrin Director, Community Chronic Disease Management Programs, Alberta Health Services

Obesity reduction programs/Community-based Chronic Disease Management

Presented by: Dr. Peter Sargious Medical Director, CDM, Alberta Health Services

Planning and evaluating outcomes for wellness programs: the Alberta Diabetes Surveillance System

Presented by: Dr. Jeffrey Johnson Professor, School of Public Health, University of Alberta, ACHORD Group

11:15am-12:15pm **Informing the Draft Aboriginal Wellness Strategy & Action Plan (2011)** **Alberta Room**

Presented by: Ms. Lorraine Deschambeau Aboriginal Health Consultant, LRD Consulting, Alberta

Presented by: Ms. Carol Taylor Project Manager, Public Health Strategic Policy and Planning Branch, Alberta Health and Wellness

Achieving wellness lies beyond strategies, policies and programs; we need skilled and committed people who can find innovative ways to “deliver” the vision of Aboriginal wellness shaped by the collective wisdom and perspectives of Alberta’s Aboriginal Wellness Strategy Steering Committee.

Join us to share your innovative upstream and healthy living ideas to improve Aboriginal wellness across Alberta. This interactive session will provide an overview of the Steering Committee’s collaborative action to address the seven priority areas of the Strategy. The Aboriginal Wellness Strategy is a strategic healthy living policy initiative that brings Aboriginal and non-Aboriginal communities, agencies and organizations; First Nations Inuit Health; Public Health Agency of Canada; Alberta Children and Youth Services; Alberta Health Service health providers and Alberta Health and Wellness together in a unique partnership.

Through participation in this session, participants will:

- Broaden their understanding of seven key priority areas to promote Aboriginal wellness in Alberta
- Increase awareness of what the Steering Committee heard from Aboriginal communities, agencies and organizations for sustainable improvement in Aboriginal wellness
- Have an opportunity to provide feedback to help shape the effectiveness of the strategy and action plan to improve Aboriginal wellness in Alberta

Corporations Commitment to Wellness

Cascade Ballroom

Taking Action on Wellness... The Blue Cross Approach

Presented by: Mr. Mark Razzolini Senior Manager, Human Resources, Alberta Blue Cross

Alberta Blue Cross is recognized as one of the Top 50 Employers, as one of Canada’s Top 100 Employers for Young People, and as a four-time Award of Distinction recipient of the Premier’s Award for Healthy Workplaces. In this presentation, Mark Razzolini will share “Alberta Blue Cross’ approach to taking action on Wellness” highlighting the results, lessons and successes of a company with a long-term commitment to a healthy workplace.

Action on Wellness: A Preventative Approach

Presented by: Dr. Jacqueline Shan Chief Scientific Officer, Afexa Life Sciences, Alberta

Dr. Jacqueline Shan of Afexa Life Sciences will speak about Afexa Life Sciences commitment to wellness as it develops and manufactures evidence-based botanical therapeutics for disease prevention and health maintenance. Afexa’s innovative products, such as COLD-FX® and IMMUNITY-FX®, empower individuals to achieve their health potential. Afexa is committed to a rigorous drug development model to ensure consistent quality, safety and efficacy of all its products.

2:30pm-3:30pm **Helping Canadians Make Healthy Choices** **Oak Room**

Health Check™ Program

Presented by: Mr. Terry Dean Director, Health Check™ Program, Heart and Stroke Foundation, Ontario

Canadians are increasingly interested making healthy changes including eating better. This can be a challenge as Canadians are faced with a vast array of food choices and conflicting health messages. In 1999, the Heart and Stroke Foundation set the standard and created the Health Check™ program to help Canadians make healthy choices in grocery stores and restaurants. This session gives an overview of the program growth and how Health Check™ works with multiple stakeholders to promote healthy eating.

2:30pm-3:30pm

Helping Canadians Make Healthy Choices (continued)

Oak Room

Alberta Nutrition Guidelines for Children and Youth

Presented by: Ms. Pat Martz Project Manager, Public Health Strategic Policy and Planning Branch, Alberta Health and Wellness

In June 2008 Alberta launched the Alberta Nutrition Guidelines for Children and Youth to encourage the creation of healthy food environments wherever children gather to be cared for, learn and play. Since the release of the guidelines, feedback has been used to develop three easy-to-read implementation resources, as well as the addition of the Healthy U Food Checker to enhance the use of the nutrition guidelines. The enhancements to the Alberta Nutrition Guidelines for Children and Youth and the new resources make it easier for school facilities to understand the Nutrition Guidelines and to develop and implement school nutrition policies.

MEND (Mind Exercise, Nutrition...Do it!)

Alhambra Room

Presented by: Dr. Paul Sacher Chief Research & Development Officer, MEND UK

MEND is first and foremost a learning organization. We have learned what works when addressing overweight and obesity and how to develop effective programs. Partnership working is a learning process that we have embraced. It has enabled us to implement our programs effectively at scale in diverse communities yet remain tailored to local needs. Participants on MEND programs are children who are either at risk of overweight, already overweight or obese, together with their parents or carers. Different groups of people think, behave and react in different ways, so developing cost-effective scalable solutions in public health is difficult.

Our cross-sector partnership model makes effective use of complementary public, private, charity and community capacity to address pressing societal issues. Many of these issues, such as obesity and diabetes are global issues, so potential for international adaptation is huge. We use the best specialists to design our programs so they can be delivered in local communities by those who are not necessarily obesity specialists. Obesity is complex but by working in this way we can give local professionals the skills to deliver safe, effective and fun programs. We combine health education with physical activity and behaviour change techniques to help people become healthier rapidly and for the long-term.

Student Engagement and Leadership

New Brunswick Room

This panel will feature six youth and young adults from across the province who will provide their perspectives on leadership and engagement in both the high school and post secondary settings. The session will include presentation by the panelists followed by an open floor discussion and small group discussion, facilitated by high school students.

2:30pm-3:30pm

**Relationships and Resilience: How Healthy Relationships in Childhood
Create an Emotionally and Physically Healthy Population**

Cascade Ballroom

Presented by: Dr. Bruce Perry Senior Fellow, Childhood Trauma Academy (Houston) and Senior Consultant, Alberta Children and Youth Services

The most important property of humankind is the capacity to form and maintain relationships. These relationships are absolutely necessary for any of us to survive, learn, work, love and procreate. Human relationships take many forms but the most intense, most pleasurable and most painful are those relationships with family, friends and loved ones. Within this inner circle of intimate relationships, we are bonded to each other with “emotional glue” - bonded with love.

The capacity and desire to form emotional relationships is related to the organization and functioning of specific parts of the human brain. Just as the brain allows us to see, smell, taste, think, talk and move, it is the organ that allows us to love -- or not. The systems in the human brain that allow us to form and maintain emotional relationships develop during infancy and the first years of life. Experiences during this early vulnerable period of life are critical to shaping the capacity to form intimate and emotionally healthy relationships. Empathy, caring, sharing, inhibition of aggression, capacity to love and a host of other characteristics of a healthy, happy and productive person are related to the core attachment capabilities which are formed in infancy and early childhood.

The Big Picture

Sir Edward Beatty Room

Economic Implications and Future Growth of the Obesity Epidemic in Canada

Presented by: Dr. Paul Veugelers Professor, Public Health Sciences, University of Alberta

To quantify the current and future economic burden of the Canadian obesity epidemic, and to compare this with costs for prevention efforts in childhood. A systematic review of studies on the direct and indirect costs associated with obesity in Canada was conducted. The future development of the Canadian obesity epidemic was modeled and associated health care costs. A systematic review of studies on costs associated with prevention of obesity in childhood.

Public Health is Everybody's Business

Presented by: Dr. Phil Jacobs Institute of Health Economics, Alberta

This is a study to document public health supply and cost in Alberta. The objective is to identify and measure public health supply in all its economic aspects – its costs and its components. In their efforts to improve the public's health, government departments place restrictions on peoples risk behaviours, through laws and regulations, and encourage others through tax incentives. We have therefore presented supply as a multiproduct entity, including surveillance; standards; information, education, or social marketing; laws, regulations and enforcement; incentives or grants; and direct public health services. We have also adopted a broad perspective on health, including injuries, communicable disease prevention, housing and homelessness, chronic diseases, maternal and infant health, and First Nations and Inuit public health.

2:30pm-3:30pm

Healthy Schools - Part 2

Baron Shaughnessy Room

Building Healthy Aboriginal Schools in Alberta. Aboriginal Students Address Wellness through Photovoice.

Presented by: Mr. Brian Torrance Director, EverActive Schools, Alberta

Empower students to identify, analyze and disseminate local knowledge about wellness in their school community and address barriers to healthy living. Photovoice is a novel method of giving students a voice and has proven successful in engaging minority groups to explore the meaning of health and wellness at a personal and community level. Students in the Kainai Blood Reserve were asked to represent their community or point of view through photography, discussion, developing narratives to accompany photos, and tailoring intervention programs. Photovoice provides insight into how students view their environment and their hopes for the future. The developed narratives ("stories"), shared with the broader community and allow the students voice to be heard in building a healthier tomorrow.

EarthBox® Kids...Creating Veggie Grow-ops in Schools

Presented by: Ms. Shirzad Chunara Alberta Agriculture and Rural Development

This program was established to increase the access children have to growing, preparing and eating more fruits and vegetables within the school setting. In 2009 Alberta Agriculture, with Federal Growing Forward funds started the EarthBox® Kids project with 3 schools. An EarthBox® is a scientifically engineered gardening kit which comes with a specialized aeration and watering system allowing for excellent yields with less water. This system is also being used by the World Health Organization in impoverished countries, allowing for students to connect to other schools across the world.

A Process Identified for the Development of Healthy School Communities

Presented by: Ms. Emma Wilkins Research Coordinator, Expanding Healthy Schools Alberta, Centre for Health Promotion Studies, University of Alberta

This presentation explores the recent findings of a project funded by the Government of Alberta. This project strives to enhance the health and wellness of school-aged children and youth through the provision of funding to school communities that addresses healthy eating, active living and positive social environments using a comprehensive school health approach. These project's recent objectives have focused on the identification of a process that can be used for the development of healthy school communities and is applicable across school settings. This presentation will introduce the components of the process.

Workplace Mental Health

DC Coleman Room

Mental Health in the Workplace: What, Why, When and How?

Presented by: Dr. Margaret Shim SafeCom Leader, Alberta Health and Wellness, Safe Communities and Strategic Policy, Alberta Justice and Attorney General

This presentation will highlight the economic costs of employees with mental health and addiction issues in the workplace in addition to providing participants with the answers to the "What, Why, When and How" when addressing this issue.

There are significant implications to promoting mental health in the workplace. For the individual, employment is a central part of one's social identity and mental health/addiction issues statistically lead to unemployment or underemployment, and economic hardship. For employers, there are implications related to finances, productivity, safety and workplace morale.

2:30pm-3:30pm

Workplace Mental Health (continued)

DC Coleman Room

Workplace Health Promotion

Presented by: Ms. Marlynn Kennedy Program Officer, Workplace Health, Health Promotion, Disease & Injury Prevention, Alberta Health Services and **Ms. Shannon Doram** Program Coordinator, Workplace Health, Health Promotion, Disease & Injury Prevention, Alberta Health Services

Workplaces have the infrastructure to affect their employees' health, morale, working-culture and organizational engagement. Healthy workplaces play a critical role in achieving optimal performance and productivity, and are the responsibility and the result of employees and employers working together to address individual and environmental factors. Alberta Health Services Workplace Health team works in partnership with industry to enhance chronic disease prevention programs and initiatives in Alberta workplaces.

Research Based Practices for Supporting Mental Health Disability

Theatre

Presented by: Dr. Mark Attridge President, Attridge Consulting Inc., Minnesota, USA

This presentation offers evidence-based insights for understanding and managing return to work for employees on mental health disability leave. Two areas are addressed:

- Understanding mental health disability, including facts on the prevalence and the impact of mental health problems in the workplace. A clinical profile of typical mental health disability cases and co-occurring addiction and physical health problems and why a workplace-focused integrated care approach is more effective than standard approaches driven by medical providers and insurance claim managers.
- Supporting mental health disability and making accommodations for return to work after treatment and preventing relapse.

Media, Social Media and Health Marketing

Ivor Petrak Room

A Health Marketing Approach

Presented by: Ms. Yvette Biggs Health Marketing Specialist, Health Marketing Unit, Health Promotion, Disease & Injury Prevention, Alberta Health Services

Health Marketing is hearing and responding to the target market with the right messages, products, and interventions at the right places. Health Marketing is defined as an organizational function and a set of scientific processes for creating, communicating, and delivering value to customers and consumers, and for managing customer and consumer relationships in ways that protect and promote the health of diverse populations (adapted from the American Marketing Association).

Health care professionals and program planners have a unique opportunity to positively influence social behaviors in relation to health issues by utilizing strategic marketing principles. This presentation will provide an overview that will enable participants to understand key Health Marketing concepts in relation to the development of effective social media strategies.

Long Live Kids - Helping our Children Eat Smart, Move More and be Media Wise

Presented by: Ms. Linda Millar Education Specialist Concerned Children's Advertisers, Ontario

Concerned Children's Advertisers is a national, not-for-profit collaboration of government, industry, advertising and broadcasting agencies, health, education, parent and community organizations that has been reaching and teaching children, schools and communities with important messages about their health and well-being for over 20 years. Using the collective skills, resources and influences of our member companies, partners and issue experts to promote healthy, active living and improved media literacy among children. This session outlines toolbox created on the interactive website www.longlivekids.ca/play.

2:30pm-3:30pm

Prescription Drug Misuse

Alberta Room

Presented by: Dr. Nick Wong Physician Lead, Alberta Health Services Edmonton Opioid Dependency Program

Mr. Clarence Wepler, Co-Chair, Coalition on Prescription Drug Misuse/ Manager-Physician Prescribing Practices, College of Physicians & Surgeons of Alberta

Ms. Bronwyn Shoush, Director, Aboriginal Justice Initiatives, Alberta Aboriginal Relations

Dr. Hakiq Virani, Deputy Medical Officer of Health, First Nations & Inuit Health, Health Canada, Alberta

Prescription drug misuse is a system wide problem that has serious effects on health and safety for individuals, families, and communities throughout the province. The costs to health care, law enforcement, justice, and the private sector are significant, and the human costs can be shocking. To effectively tackle the issue in Alberta, all partners - in and outside the health system - must participate in the discussion and recognize the importance of this health, safety, and societal issue. By better educating and sensitizing practitioners about the risks and risk factors of prescription drug misuse and addiction; by better informing the general public about these dangerous medications and watch for signs of addiction; by effectively monitoring of the use of prescription drugs within the health system; and by learning about and addressing the determinants contributing to this problem, progress can be made.

Thursday, October 12, 2011

9:15am -10:15am

Mentally Healthy Western Australia

Cascade Ballroom

Presented by: Dr. Jo Clarkson Director, Health Promotion, Healthway, Western Australia, Australia

Mental health problems are the leading cause of the non-fatal disease burden in Australia, accounting for an estimated 24% of the total years lost due to disability. Around 20% of the population aged between 16 and 85 years is estimated to have a mental health problem at any time.

Combining local community development approaches with mass population social marketing strategies, the Mentally Healthy Western Australia campaign was developed initially as a pilot from 2005 to 2007 in 6 regional communities, and expanded from 2008 into a state-wide campaign with more than 20 participating sites across Western Australia. The campaign promotes the health message "Act, Belong, Commit", re-framing community perceptions of mental health away from 'mental illness' and communicating what people can and should do to protect and strengthen their mental health.

CAPTUREing the Learnings from What We Do

Alhambra Room

Presented by: Dr. Diane Finegood Professor, Department of Biomedical Physiology & Kinesiology, Simon Fraser University and Executive Director CAPTURE Project, British Columbia

This session is an interactive session where Dr. Finegood will talk to people about the challenges and opportunities for CAPTUREing the learnings from what we do and ask the folks attending to fill out our entry form and even give feedback on how to do that.

9:15am -10:15am **The Power of the Mind**

Sir Edward Beatty Room

Happiness Groups - Positive Psychology Has a Place in Improving Mental and Physical Health

Presented by: Ms. Louise Lambert Psychologist, Mental Health, Red Deer Primary Care Network, Alberta
Current treatment aims to reduce mental illness, whereas positive psychology focuses on building states of mental health. Research shows the importance of attending to languishing individuals (not depressed and not happy), such that improving their mental health cuts the risk of future mental illness by half. Anything short of happiness is as great a risk of future mental illness as starting with a mental illness. Happiness groups grounded in positive psychology were developed to increase levels of happiness in the languishing, depressed, and flourishing. Whether boosts in happiness could positively impact measures of physical pain, social functioning, and overall physical and mental health over time was of interest.

Coping with Anxiety - An innovative and Responsive Group Method

Presented by: Ms. Jennifer Tillbury Mental Health Councilor, Red Deer Primary Care Network, Alberta
Anxiety has been a primary presenting problem identified by physician and clients served which resulted in the development of a group program to develop skills to manage and decrease anxiety. Increasingly referrals are being made for the treatment of anxiety disorders; primarily general anxiety disorder, panic, specific phobia's and to a lesser extent obsessional compulsive disorder. Demands on the Red Deer Primary Care Network mental health program have been increasing thereby straining current resources. This situation provided the impetus to begin offering a psychoeducational group for the treatment of anxiety.

Communities in Action and Communities of Practice

New Brunswick Room

Communities in Action

Presented by: Mr. Damien Traverse Manager, Communities ChooseWell, Alberta Recreation and Parks Association
This presentation will examine how a community-based provincial health promotion initiative, Communities ChooseWell, supports, empowers and recognizes Alberta communities to promote and facilitate healthy eating and active living for their residents. It will explore how Communities ChooseWell is enhancing community capacity to promote healthy living and the role of cross-sectorial partnerships and networks in building a healthier population.

Who is Using Natural Health Care and How Effective Is it?

Presented by: Ms. Colleen MacDougall Executive Director, Natural Health Practitioners of Canada, Alberta
Natural Health Practitioners is conducting a set of two surveys, first (Practitioner) survey and then a second (Patient/Client) survey. The results from the survey will provide recommendations regarding the natural health treatments practitioners provide and to whom and for what reasons.

Sharing Value - Using Communication to Change Consumer Behavior

DC Coleman Room

Presented by: Ms. Martha Jamieson Vice President, Client Services Director, DDB, Alberta
The presentation will look at what influences people, and how their relationship with products, brands and communications these days is changing... and goes on to look at what this means for communications and how we can best develop a new model for communications that really shapes consumer behaviour.

9:15am -10:15am

Leaving Behind Obstacles to Active Living

Oak Room

Exercise and Disability: A History of the Role of Exercise, Exercise as Rehabilitation and What Persons with Disability Can Teach Us About Motivation and Exercise

Presented by: Dr. Gary Wheeler Vice President, Alberta and NWT Division, Multiple Sclerosis Society of Canada and Adjunct Professor, Faculty of Physical Education and Recreation, University of Alberta; Psychologist, Glenrose Rehabilitation Hospital.

The purpose of this session is to explore the importance of recent research on the benefits of exercise (physical, cognitive, psychological) as it pertains to creating policies for increasing intention and motivation for healthy lifestyle behaviours in persons with disability. It will also develop context for discussion through a review a history of physical activity and exercise with particular reference to the role of exercise in rehabilitation and review research on the benefits of physical activity and exercise for persons with disability (with particular reference to multiple sclerosis).

A Collaborative Approach to Developing Physical Activity Counseling Resources in Five Languages

Presented by: Ms. Judith Down Alberta Centre for Active Living, Faculty of Physical Education and Recreation, University of Alberta

This presentation is about the comprehensive, collaborative and rigorous process used in this resource development project funded by the Alberta Sport, Recreation, Parks and Wildlife Foundation. Practitioners, researchers, health literacy experts and staff worked collaboratively to identify topics and develop the ten new resources that now make up what is now called the Physical Activity Counseling Toolkit.

The resources in the Toolkit are based on current clinical practice guidelines, behaviour change theory and recent research. They were carefully formatted to be inviting to read and logically organized. A rigorous readability evaluation process indicated that all of the resources have high readability. They have been translated into four languages in addition to English.

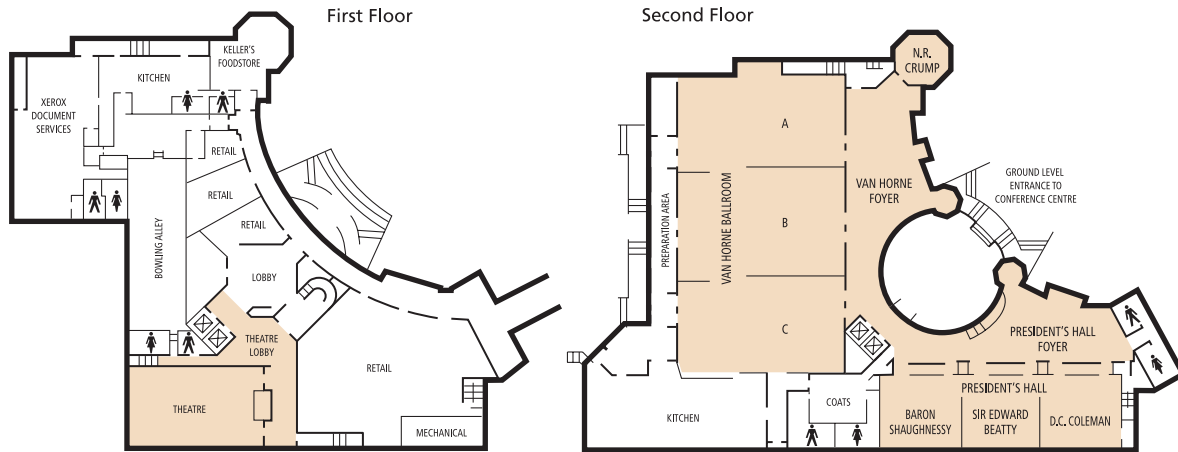
Mental Wellbeing and Health

Baron Shaughnessy Room

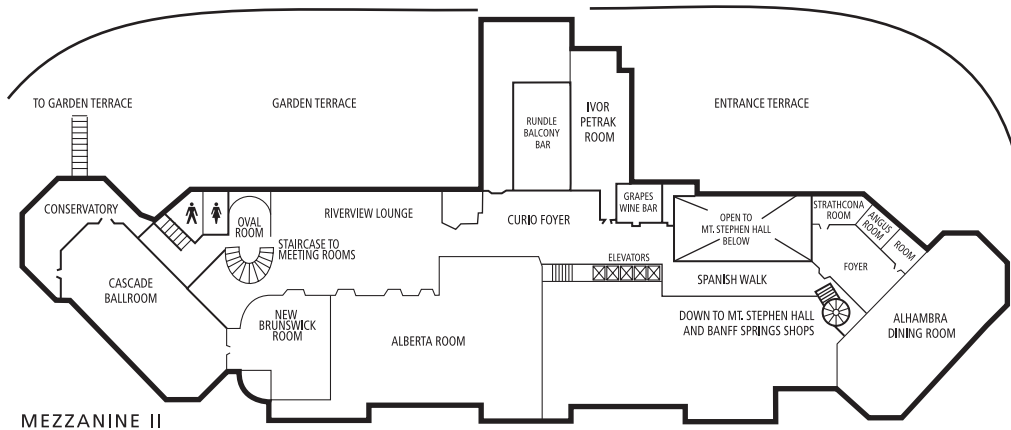
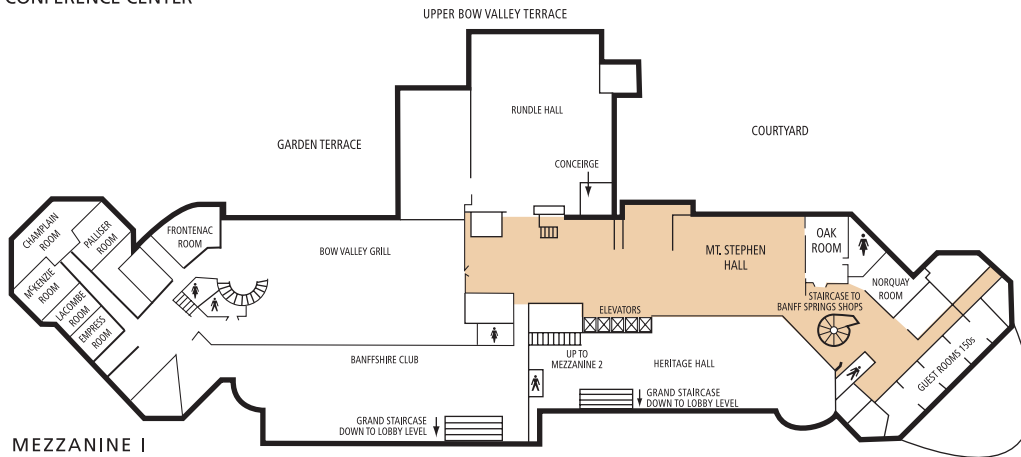
Associations of Objectively-Assessed Physical Activity and Sedentary Time with Depression

Presented by: Dr. Jeff Valance Professor, Faculty of Health Disciplines, Athabasca University, Alberta Studies provide conflicting evidence for the protective effects of moderate-to-vigorous-intensity physical activity (MVPA) on depression. Recent evidence suggests that sedentary behaviors may also be associated with depression. The current study identified lower odds of depression were associated with increasing MVPA and decreasing sedentary time, at least within overweight/obese adults.

Hotel Floor Plan



CONFERENCE CENTER





Action
on **Wellness**

Building a Healthier Tomorrow Together

www.actiononwellness.ca
actiononwellness@gov.ab.ca