

Monday October 18
10:30 a.m. to Noon

Influencing Policy Change and Development

In this introductory level session we begin with an overview of key concepts, terms and THCU's step-model (10 minutes), then bring the task of understanding and influencing decision-makers to life through small group discussions (20 minutes), and to close, identify quality sources of more information, tools and personalized consultation services (10 minutes). For this session, extra time will be spent on understanding and influencing decision-makers. A large deciding factor in whether health promoting policies are adopted and properly implemented is whether meaningful relationships were built with decision-makers with the power to allocate resources to the effort. An intimidating process for many, this workshop will introduce some of the key concepts associated with doing this effectively.

THCUs 8-step model for health promoting policy development has been widely used in the health promotion field in Ontario since 1993. It is based on syntheses of health promotion literature, supplemented by our consultants' many years of health promotion experience in Canada, and enriched by insights from our participants.

We recommend this session for anyone new to health promotion seeking definitions, tools, resources and organized approaches to practice; front line staff that need to choose, plan, implement and evaluate programs and services; and managers or team leaders who train or advise staff about theory and evidence-informed processes.

Key Learning Objectives:

1. understand the role of policy as a health promotion strategy
2. be able to develop goals and objectives for a health promotion policy
3. understand the link between policy development & skills related to making the case", planning, evaluation, and media advocacy

Danielle Côte, RN, APR, is a bilingual communication practitioner with 20 years of experience in the health sector. As a consultant, she provides strategic communication advice, public relations, community and media relations expertise, as well as project management services to a variety of clients.

She has developed, implemented and evaluated a number of comprehensive health communication campaigns. Danielle has worked with organizations such as the Champlain cardiovascular Disease Prevention Network, the Heart and Stroke Foundation of Canada, and the Canadian Produce Marketing Association. In early 2010, she became a guest consultant with The Health Communication Unit (THCU), specializing in building capacity among Francophone Ontarians.

Sophie Ross is a Communications Consultant with The Health Communication Unit (TCHU). She has put forward her leadership, strategic planning and project management skills to successfully carry out numerous communications campaigns and initiatives sponsored by NGOs, provincial and municipal government agencies and numerous federal government departments. Sophie also functioned as a health communications and health promotions specialist while employed at the Alder Group, the Aging institute (Canadian

Institutes of Health Research) and the Windsor-Essex
County Health Unit.