FALL 2010

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Applied Health Sciences

COVER STORY

Harnessing the power of healthcare data

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UNIVERSITY OF WATERLOO

Applied Health Sciences

THE LATEST

NEWS

PROPEL
CENTRE FOR POPULATION HEALTH IMPACT™

Two long-standing AHS research centres, the Centre for Behavioural Research and Program Evaluation (CBRPE) and the Population Health Research Group (PHR) joined forces this year with support from the University and the Canadian Cancer Society to launch the Propel Centre for Population Health Impact.

The Faculty of Applied Health Sciences proudly honoured **Ron Noble (KIN '80)** as the 2009 AHS Alumni Achievement Award recipient and **Rohit Ramchandani (HSG '04)** as the AHS Young Alumni Award recipient at the 2009 fall convocation.

Rebecca Genoe (RLS '02, PhD '09) received the first doctor of philosophy degree in Applied Health Sciences' collaborative Aging, Health and Well-being program.

Andrew Jeffery (KIN '10) was the recipient of the 2010 Alumni Gold Medal for undergraduate academic achievement.

Alumni connections

After being diagnosed with an inoperable brain tumour, Alyson Woloshyn (RLS '00) realized that she'd need to rally her troops to win this battle. Her troops, of course, were her immense network of family, friends, and colleagues. They included a considerable contingent from uWaterloo – connections she made during her days as a vivacious student, varsity athlete, volunteer, and continued to accumulate as a graduate and through her work with Alumni Affairs before moving out west to Calgary.

Woloshyn's philosophy of "giving back more than you take" led to her efforts to give back the cost of her cancer treatments by mobilizing her troops, affectionately known as "Woloshyn's Warrior's," to help raise funds for the Alberta Cancer Foundation. In 2009, the Woloshyn Warrior Tour arrived in Waterloo for the AHS Fun Run. The event was dedicated to Alyson and over $7,000 was raised.

Alyson Woloshyn (in the red hat) completes the 5km AHS Fun Run alongside some of her "Woloshyn's Warriors" during Waterloo's 2009 Homecoming.

Upcoming events

» **25th Anniversary AHS Fun Run**
SATURDAY, SEPTEMBER 25
ahs.uwaterloo.ca/alumni/funrun

» **Waterloo Homecoming**
SATURDAY, SEPTEMBER 25
homecoming.uwaterloo.ca

» **Alumni Event for Parents with University-bound Children**
NOVEMBER 2010 (see website for confirmed date)
Greater Toronto Area
alumni.uwaterloo.ca/alumni/events

» **After-work Networking Events**
Montreal, Ottawa, Hong Kong, Vancouver, Calgary, Toronto
Visit **alumni.uwaterloo.ca/alumni/events** for specific dates and locations

Applied Health Sciences welcomes new Dean

As a medical geographer working in areas ranging from obesity and the environment to air quality and health, Susan Elliott understands the complexity of health issues. As the former Dean of Social Sciences at McMaster University, she also knows the value of interdisciplinary approaches to developing innovative solutions. These qualities stand her in good stead in her new role as Dean of Applied Health Sciences, a post she assumed July 1st, succeeding Roger Mannell.

Elliott brings to Waterloo an impressive list of credentials. Her first academic position was at the University of Victoria followed by a return to her alma mater, McMaster, and several exciting research and leadership opportunities: first as director of the Institute of Environment and Health, then as director of the School of Geography and Earth Sciences, and recently as dean of the Faculty of Social Sciences (2003-2008), McMaster's largest faculty. Elliott has also made her mark as a transdisciplinary health researcher with a major on-going investigation into the prevalence and experiences of severe food allergies in Canada, and the development of a global research program related to water, environment, and health through her role as a Senior Research Fellow at the United Nations University.

Elliott is delighted to join one of the nation's leading universities, known for its spirit of innovation and inspirational leadership. "I am so impressed by the tireless work of the previous dean, Roger Mannell, and the AHS community, in building such a strong faculty committed to cutting edge research, teaching, and science-policy bridging," she explains. "I look forward to connecting with our alumni and other stakeholders as we search together for new, creative ways to tackle complex global health issues." ■

Harnessing the power of health

If academia and industry are the banks of the health information technology river, Helen Chen is the bridge. As the recently appointed Agfa HealthCare Scientist-in-Residence at Waterloo, Chen is leveraging the two worlds to drive innovation and develop new solutions in the field of health informatics.

Chen's arrival on campus is somewhat of a homecoming, following a multidisciplinary journey she claims is typical of many in the field. Her fascination with the potential of computers to solve human problems was originally sparked during her bachelor and master's studies in mechanical engineering at Beijing's Tsinghua University. In the early 90s, she journeyed to Waterloo to complete a PhD in Biomechanics and later set off for Dubai, teaching information technology courses and researching the latest developments in the field.

"The more I researched, the more desperately I felt the need to get into the trenches," explains Chen. "I really wanted to connect with industry to truly understand both the challenges they were facing and to see the leading edge of possible solutions." Connections with former Waterloo classmates led her to Agfa HealthCare, a leading provider of clinical workflow and diagnostic image management solutions.

care data

> “We are seeing the arrival of the golden age of information technology in healthcare…when we can train machines to be a personal partner in monitoring our health, to monitor trends, and to provide better services.”

For Chen, experiencing the convergence of IT and healthcare ‘on the ground’ was an eye-opener. “Here’s an industry with everything from practitioners scratching health records on note pads to patients using programmable insulin pumps. There are so many opportunities to develop software and solutions to help save lives and impact quality of life. That’s where you discover the true power of your research.”

Chen has spent the last 7 years at Agfa collaborating with talented engineers, physicians, and radiologists who were dedicated to pushing the technology boundaries and their applications in healthcare. Together, they have been designing systems that can synthesize knowledge and generate recommendations for personalized care plans based on a combination of general medical guidelines and patient conditions (medical history and physical condition).

But rapid advances in health information technology bring unique challenges. Healthcare data by nature can be ambiguous. One statistic or sentence can be interpreted to mean different things. The increased ability to collect and store health information is also leading to an overwhelming burden of data overload.

“We are doing a reasonably good job of turning health data, like patient records or drug labeling, into digital data,” suggests Chen. “However we face significant challenges in understanding the data we have accumulated. We’re not so good at turning the information and evidence buried within that data into actionable knowledge.” Interpreters like Chen seek to find common languages and mechanisms amongst systems and uncover the meaning hidden in clinical data. She must then figure out how to make a computer reason and discover new knowledge: admirable but lofty goals in an impatient industry.

As Chief Scientist for Agfa’s HealthCare Institute, Chen sees innovation cycles getting shorter and shorter with a push to get products to market. By nature, industry tends to be somewhat “reactive” – developing fast but shorter-focussed solutions. On the contrary, academia typically takes a more mid- to long-term view, to the point that it is sometimes criticized for a lack of immediate relevance or transferability.

The solution? Harness the best of both worlds. In an innovative new partnership, Agfa HealthCare and the Faculty of Applied Health Sciences have combined forces to establish the Agfa Scientist-in-Residence. As the first appointee, Dr. Helen Chen joins Waterloo’s Department of Health Studies and Gerontology as assistant research professor, with adjunct status in the School of Computer Science where she is helping develop Waterloo’s new Master of Health Informatics program.

The first major research project for Chen and her team is the development of a national system to monitor radiation exposure from healthcare procedures. Radiation procedures used for diagnostic and therapeutic purposes have been around for a century. There is an increasing awareness and concern about the impact of medical radiation on human health. To date, the most comprehensive measures of radiation’s effects on humans are based on data collected from nuclear bomb and nuclear accident victims, and data in the national dose registry, which reports radiation exposure received by professionals working in radiation-related fields.

With a rapid increase of diagnostic radiation procedures in the healthcare system, there is an urgent need to measure the impact from repeated, low-dose radiation exposure on patients, especially in pediatrics and to sensitive organs. Clinical evidence and medical knowledge must be generated to ensure patient safety and to assist physicians in making better decisions when prescribing medical investigation and treatment procedures.

The first of its kind, the Dose Registry and Radiation Exposure Monitoring (REM) project will develop a national exposure registry that will collect and store radiation information and clinical data generated from participating hospitals and medical centers. A comprehensive set of tools for data mining and decision support is being developed, along with a repository for protocols and guidelines, and a host of applications that provide benchmarking and just-in-time support for technologists, physicians, and decision makers in healthcare.

The project, with support from the National Research Council, Agfa HealthCare, McMaster University, and the Hamilton Health Sciences Corporation, aims to ensure maximum interoperability of its system and tools. By sharing a common language, benchmark reports and alert systems can be integrated into hospital safety monitoring systems, regional health authority reporting systems, and future decision support applications.

In the long term, the Registry will also support clinical study into medical radiation exposures’ possible impact on human health. CT scan machines alone deliver doses of ionizing radiation from 50 to over 500 times that of a standard x-ray. Increasing use of these diagnostic procedures may pose a cancer risk in the general population.

The REM project exemplifies the secondary use of clinical data in advancing medical knowledge, improving patient care and ensuring patient safety in an increasingly sophisticated and complicated healthcare environment.

“We are seeing the arrival of the golden age of information technology in healthcare,” proclaims Chen, “…a time when we can train machines to be a personal partner in monitoring our health, to monitor trends, and to provide better services.”

“As for me and my small part in it, I am industry at the roots and academic at heart. As Scientist-in-Residence, I get to work side-by-side with gifted academics; bring everyday problems to these researchers; drive innovation of new products; and deliver solutions to users who need them the most.” ■

Partnership paves way for healthy retirement

With the year 2011 marking the first wave of the baby boomer generation turning 65, Applied Health Sciences graduate and current Head of Retirement Strategies at the Royal Bank of Canada (RBC), Lee Anne Davies (MA '95, Gerontology) realized that there was a need for more research to understand how to help boomers plan for, transition into, and live well in retirement. "Boomers are unique in many ways," comments Lee Anne. "They have experienced many firsts and paved the way for many after them. Transitioning and living in retirement will be no different."

Davies, pictured right, is well aware of the research expertise in aging at the University of Waterloo – she is currently pursuing doctoral studies with John Hirdes in the Department of Health Studies and Gerontology. She approached Applied Health Sciences Dean, Roger Mannell to discuss a partnership where Waterloo's leading academic research in healthy aging would assist a financial services institution in the development of advice and solutions for retirement planning.

The discussions led to the creation of the RBC Your Future By Design Retirement Research Centre at the University of Waterloo, an exciting retirement research initiative officially announced on May 12, 2010.

As a gerontologist with expertise in financial services and retirement planning, Davies recognized the potential of such a collaboration from the business, academic, and research perspective.

"Our innovative partnership brings together two very different but significant worlds to deliver the expertise and assistance Canadian boomers require. At RBC, we will benefit from Waterloo's research to bring more resources and information about retirement readiness to Canadians and to develop tools and training for our financial advisors to help them better understand the risks, challenges and opportunities Canadian boomers are facing and how we, as a financial services institution, can help them in their retirement planning and retirement living."

> "Our innovative partnership brings together two very different but significant worlds to deliver the expertise and assistance Canadian boomers require."
>
> LEE ANNE DAVIES, RBC

Although the new Centre will involve researchers from various disciplines across campus, including finance, economics, science, arts, and technology, the Faculty of Applied Health Sciences will take a leading role investigating issues related to areas that influence quality of life in retirement, including health, leisure, wellness, and lifestyle.

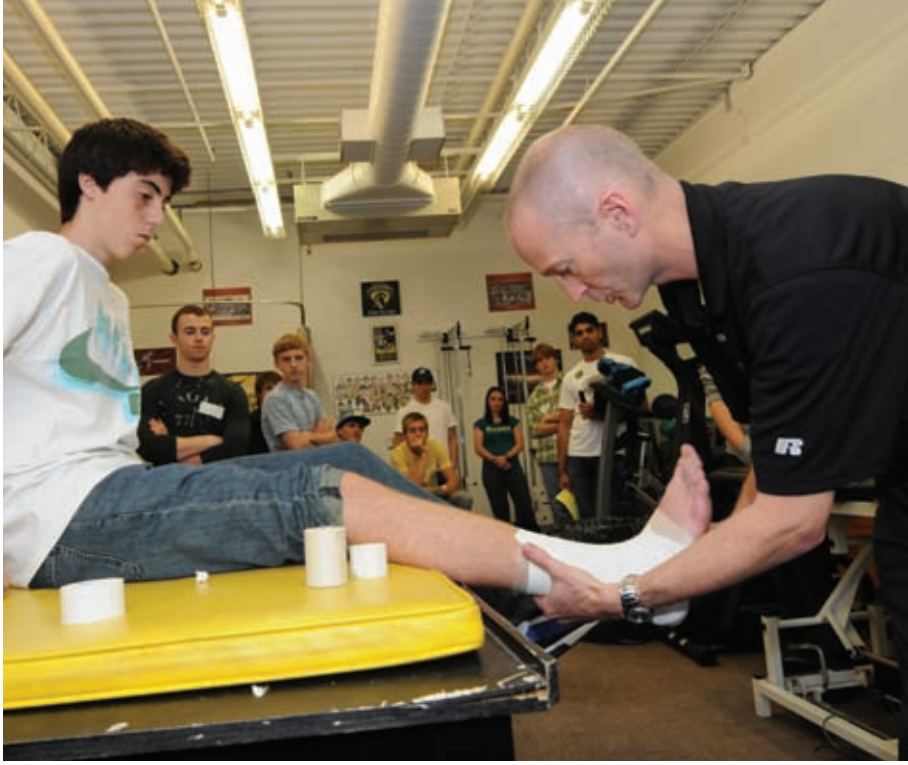
In addition to the Research Centre, RBC will fund an undergraduate grant program called the RBC Your Future by Design Retirement Research Undergraduate Fellowships at the University of Waterloo. These fellowships will help develop expertise in full-time undergraduate students who are interested in retirement and aging as it impacts Canadians, businesses, institutions and systems and advance the understanding of retirement from health, financial, social, leisure, and psychological perspectives.

"This collaborative approach demonstrates how health and research can be applied to business in practical and relevant ways," said Roger Mannell. "It also highlights career opportunities for those in Applied Health Sciences. The possibilities extend beyond traditional healthcare and academic fields into corporate Canada and internationally." ■

Inspiring the next generation

Over 200 grades 10 and 11 students from south-western Ontario attended TD Discovery Days in Health Sciences, co-hosted by the Faculty of Applied Health Sciences and the Faculty of Science in partnership with The Canadian Medical Hall of Fame.

Aiming to inspire students and provide them with a clearer sense of what it would be like to work in various health-related fields, Waterloo's Discovery Day included a captivating keynote address by alumnus Lt-Col Jim Kile, MD (KIN '85, MSc '88), and 17 hands-on workshops led by faculty and graduate students. Workshop topics ranged from "Human Neuroscience in Action," to "Athletic Taping," to "Imaging of the Human Eye." The day concluded with vibrant career panel discussions involving many AHS alumni who returned to campus to talk about their health-related work experiences.



Waterloo's Head Athletic Therapist, Rob Burns, demonstrates athletic taping techniques at TD Discovery Day in Health Sciences.

Feedback from student participants and their teachers was overwhelmingly positive. If you'd like to share your experiences on next year's career panel, or if you're a high school teacher interested in having your students attend Waterloo's Discovery Day, please contact the AHS Alumni Advancement Officer at ahsalumni@uwaterloo.ca. For more information about TD Discovery Days in Health Sciences, visit **cdnmedhall.org/td-discovery-days-health-sciences.** ■

> "Persons with dementia deserve to be included in decision-making about how they're going to live."
>
> SHERRY DUPUIS

Changing culture in long-term care

Sherry Dupuis, Associate Professor in Recreation and Leisure Studies and Director of the Murray Alzheimer Research and Education Program (MAREP) has always been passionate about culture change in long-term care. Her life-long goal has been to create a long-term care culture that supports all persons in the care context, especially those living with Alzheimer's disease and related dementias. "Persons with dementia deserve to be included in decision-making about how they're to be treated and how they're going to live."

Dupuis' voice has been heard and thanks to a $1 million grant from the Social Sciences and Humanities Research Council of Canada's Community University Research Alliance, the multiple voices and experiences of all involved in dementia care, including those with dementia, family members, and staff, will be recognized, valued and incorporated in decision-making.

Dupuis and her partners, including researchers from five universities and fifty key stakeholder groups in dementia care at regional, provincial, and national levels will use this funding to form the Partnerships in Dementia Care Alliance with a goal to develop resources and tools to ensure an improved client-driven and relationship-centred approach to care. ■

Health Studies and Gerontology

THE LATEST NEWS

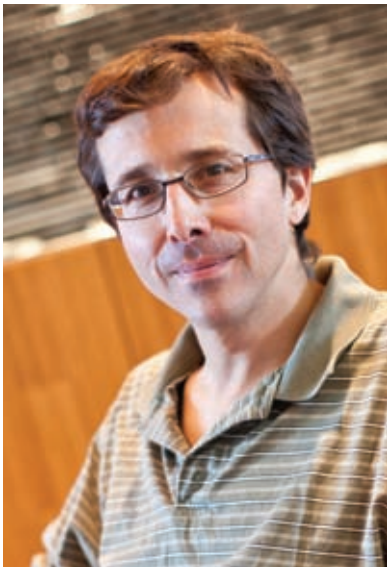
The department welcomes **John Garcia (HSG '79, MSc '84, PhD '08)** as Associate Professor and Program Leader for the Master of Public Health (MPH) program.

A new **Health Research Specialization** offers undergraduates in-depth preparation in research methods, advanced seminars, and the opportunity to collaborate with faculty in the development of an honours thesis.

Sue Horton joined uWaterloo in 2009 as Associate Provost, Graduate Studies. She holds the Centre for Global Innovation Chair in Global Health Economics in the Balsillie School of International Affairs with a cross appointment to Health Studies and Gerontology.

Roseanna Presutti, 3B Health Studies, won uWaterloo's Co-op Student of the Year and an honourable mention from the Canadian Association for Co-operative Education for her work in palliative radiation therapy at Sunnybrook's Odette Cancer Centre.

A new model for geriatric medicine



Dr. George Heckman, a physician specializing in aging and cardiovascular disease, was recently appointed as the Schlegel Research Chair in Geriatric Medicine and Associate Professor in the Department of Health Studies and Gerontology. Heckman's role, supported by the University, the Waterloo Wellington Local Health Integration Network (LHIN), the Ministry of Health and Long-Term Care and philanthropist Ronald Schlegel, involves teaching students, treating seniors, conducting research and serving as the geriatric specialist across the LHIN.

Heckman believes that frailty and chronic diseases can be proactively managed, with the goal of keeping seniors as functional as possible wherever they live, decreasing the need for hospitalization, and ultimately reducing pressures on long-term care. His work with the LHIN involves collecting an inventory of services and identifying barriers to seniors' care. He will then collaborate with community partners to redevelop and improve services based on evidence, measure the outcomes, and adjust initiatives when necessary.

"Many seniors end up in alternate levels of care because of preventable problems such as falls, fractures and complications associated with heart disease," explains Heckman. "The solution is to prevent it from happening in the first place."

Waterloo hub for youth health

The Propel Centre for Population Health Impact has convened a coalition of organizations, spanning seven provinces, to embark on a $2.4-million initiative to improve the health of Canada's youth.

Youth Excel is funded by the Canadian Partnership Against Cancer, as part of its new Coalitions Linking Action and Science for Prevention (CLASP). It seeks to increase collaboration among researchers, policy-makers, practitioners, and communities to assess and guide policies and programs addressing physical activity, tobacco use, and healthy eating. It is hoped that fostering aspects of healthy living among youth will reduce the risk of certain cancers and chronic diseases, such as diabetes, lung disease, and heart disease.

The coalition will develop methods to gather and share evidence across jurisdictions, creating environments that will help youth make healthy choices. Propel, a partnership between the Canadian Cancer Society and the University of Waterloo, serves as secretariat.

"Funding is often given to conduct initial research, but there usually aren't enough resources to help move evidence into action or build ongoing relationships between research, policy, and program leaders," explains Steve Manske, a Propel Senior Scientist and Health Studies and Gerontology faculty member. "This project will build knowledge development and exchange infrastructure within provinces and territories, including monitoring systems to track youth behaviour over time to identify and increase use of policies and programs with the greatest impact."

Young researcher receives accolades

It's not a secret that David Hammond, Assistant Professor in Health Studies and Gerontology and Affiliated Scientist with Propel Centre for Population Health Impact, is passionate about promoting and protecting health. As a young researcher – he completed his PhD in 2005 – Hammond is already making major national and international impact in his field of study.

Hammond, along with colleagues Geoffrey Fong and Mary Thompson, received a Top Canadian Achievement in Health Research Award from the Canadian Institutes of Health Research (CIHR) and Canadian Medical Association Journal (CMAJ) for their work on tobacco control. Their efforts with the International Tobacco Control Policy Evaluation Project was selected by a peer-review panel of Canadian and international experts charged with selecting innovations that have had the largest impact on the health of Canadians and people around the world.

Earlier this year, Hammond (pictured below) was honoured with a Kitchener-Waterloo Top 40 Under 40 Award recognizing his success. He was also recognized with a CIHR New Investigator Award that will fund research on the impact of nutritional information on menus. With this impressive list of achievements, Hammond's future looks bright.

For more information on Hammond's latest research on menu labelling, visit **youtube.com/watch?v=jQma_BdPgFg**.

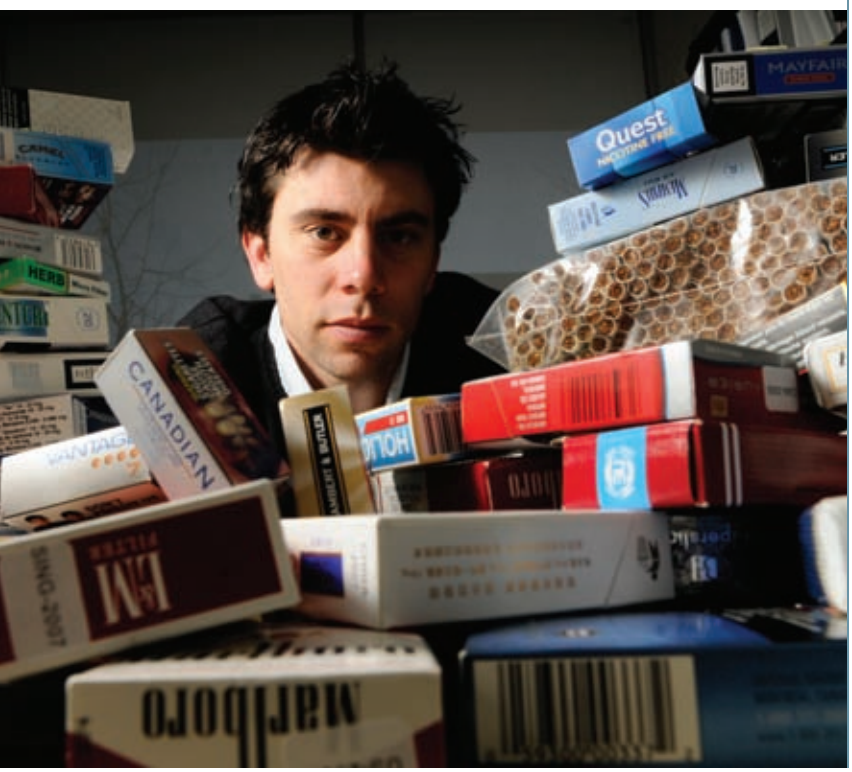


PHOTO: © 2010 WATERLOO REGION RECORD, ONTARIO CANADA

ALUMNI PROFILE

Bonnie Hostrawser MPH '09

Look around any Canadian schoolyard and you'll see evidence of a disturbing trend. One in four Canadian children is overweight or obese.

Bonnie Hostrawser (MPH '09) wants to change that. As a Senior Policy Analyst with the Public Health Agency of Canada (PHAC), she provides leaders with options to develop information, policies and programs to combat childhood obesity.

A primary focus is the influence food and beverage marketing has on kids' food choices. As a mother of two, she has seen how children can be swayed by fun food ads, Internet games, and contests. "We use evidence to inform healthy policy options on obesity," she explains. "For example, you'll see sugary cereals advertised in Canada as 'good for you' and they're the same products that would be rejected by government standards in other countries. We need to examine this in the Canadian context."

Hostrawser has long had a passion for keeping people safe and healthy. Early in her career, she worked with mothers and children escaping domestic and sexual violence. More recently, she led the Chronic Disease Prevention Alliance of Canada, a coalition of national organizations working towards an integrated system of prevention policies and services.

In 2006, looking to expand her knowledge and diversify her skills, Hostrawser enrolled in Waterloo's Master of Public Health (MPH) program. The flexible program that allowed her to study, work and still maintain a balanced family life required a lot of dedication, but was "completely worth it in the end." In fact, her MPH practicum ultimately led to her current position with the Public Health Agency of Canada.

Today, Hostrawser is motivated by the challenge of shaping policy and helping Canadians lead healthier lives. "Canada has shown incredible leadership in public health, particularly in tobacco control, but we still have a long way to go in fighting obesity," she says. "At the same time, it's inspiring to see what could be – a society that supports kids at getting the healthiest possible start in life."

Recreation and Leisure Studies

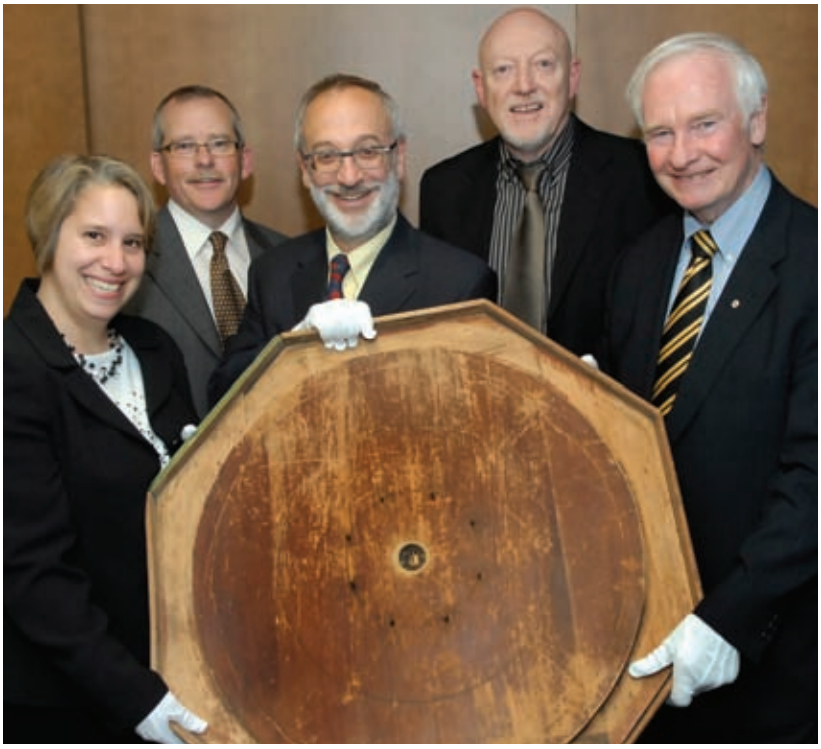
THE LATEST NEWS

Two outstanding Waterloo faculty members will have their contributions commemorated with a new award. The first annual **Susan M. Shaw and Roger C. Mannell Leisure Research Award** for excellence in leisure research and significant contributions to the knowledge base of the recreation and leisure profession will be presented this fall.

The Murray Alzheimer Research and Education Program (MAREP) in partnership with community agencies recently launched the Age Friendly Communities website **afc.uwaterloo.ca**. The site provides tools, resources, and strategies to municipalities committed to building communities that are sensitive to the needs of older adults.

2009-10 marked the first **Recreation and Leisure Studies Living-Learning Community**. First-year RLS students live in program "clusters" in Ron Eydt Village, where they are supported by upper-year Peer Leaders, mingle with professors at events, and find reassurance in shared experiences as they transition into university. **livinglearning.uwaterloo.ca**

Museum collection finds new home



Madeline Avedon, daughter of Elliott Avedon; Bill Moore and Dr. Victor Rabinovitch, Canadian Museum of Civilization; Dr. Roger Mannell and President David Johnston, University of Waterloo, with Eaton's crokinole board, c. 1893.

One of the world's most extensive collections of family and children's games has been adopted by the Canadian Museum of Civilization in Gatineau, Quebec.

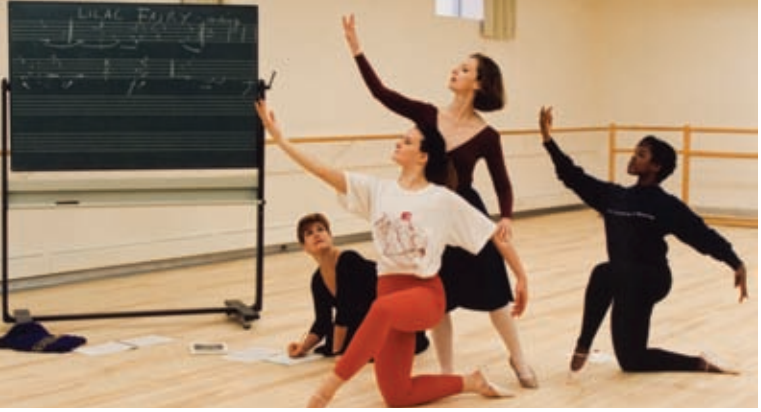
The remarkably diverse collection began as a teaching aid: part of the work and hobby of Elliott Avedon, a professor in Recreation and Leisure Studies from 1971 to 1995. Originally consisting of about 50 sets of game equipment and a similar number of related reference books, the collection was first housed in a conference room on the 6th floor of the Mathematics and Computer Building.

Today, the Avedon Collection includes over 5,000 game-related objects and documents. Its companion website is visited by an average of 25,000 people per month from 160 countries.

The transfer was announced last May and, with it, the closure of the Museum and Archive of Games in B.C. Matthews Hall. The move ensures the Collection will be properly preserved and accessible for future generations.

"Games provide a wealth of information about a culture," said Dr. Victor Rabinovitch, President and CEO of the Canadian Museum of Civilization Corporation. "We thank the University of Waterloo for entrusting us with this treasure trove, and we applaud the great work by Professor Avedon and his colleagues who created this collection over many years."

Professor Avedon, now retired and living in Florida, maintains a keen interest in games and in the unique collection that bears his name.



Dance prof retires

A world expert on the language of dance, Rhonda Ryman exits the Waterloo stage this year following an outstanding 35-year career. Ryman joined the University in 1975, teaching ballet and modern dance to students in the new Dance degree program. While other programs were more performance-oriented, Waterloo's boasted a unique educational focus, allowing students to explore such subjects as dance history and the "documentation" of dance, including research and notation.

In 1981, Ryman (above, in burgundy) began working with Waterloo's computer graphics laboratory and the Benesh Institute, London, to develop an innovative computer system for creating and editing Benesh scores, culminating in the *MacBenesh* application. This led to work with *Life Forms/ DanceForms* computer animation software and her electronic publication of *Ballet Moves* for representing ballet vocabulary and repertoire.

Ryman's interest in the etymology of ballet terms, and how the words are used, led to one of her best known works, *The Royal Academy of Dancing's (RAD) Dictionary of Classical Ballet Terms*. Following the closure of the dance department in the 90s, Ryman joined the department of recreation and leisure studies, coordinating Waterloo's dance courses, while publishing and presenting around the globe.

Measuring what matters

How does one assess a society's quality of life? Traditionally, it has been measured using narrow economic measures, such as Gross Domestic Product (GDP). The challenge: activities that negatively impact our wellbeing like smoking, can increase GDP, whereas beneficial activities, like leisure activities, are not considered at all.

Enter the Canadian Institute of Wellbeing: a non-partisan organization chaired by the Honourable Roy J. Romanow. Their Canadian Index of Wellbeing provides unique insights into Canadians' quality of life – overall, and in specific areas, such as our standard of living, health, the quality of our environment, and the state of our leisure and culture.

The Institute's latest report, "*Caught in the Time Crunch – A Report on Time Use, Leisure and Culture in Canada,*" features research led by Waterloo's Bryan Smale. The trends? Canadians are spending less time on social leisure activities. Participation in physical activities has levelled off. We're volunteering less for culture/recreation organizations and have witnessed a decline in opportunities to attend performing arts. On the upshot, after years of decline, Canadians' vacations are becoming somewhat longer, and household spending on culture and recreation is increasing. Learn more at **ciw.ca**.

ALUMNI
PROFILE

Paul Marchildon RLS '87

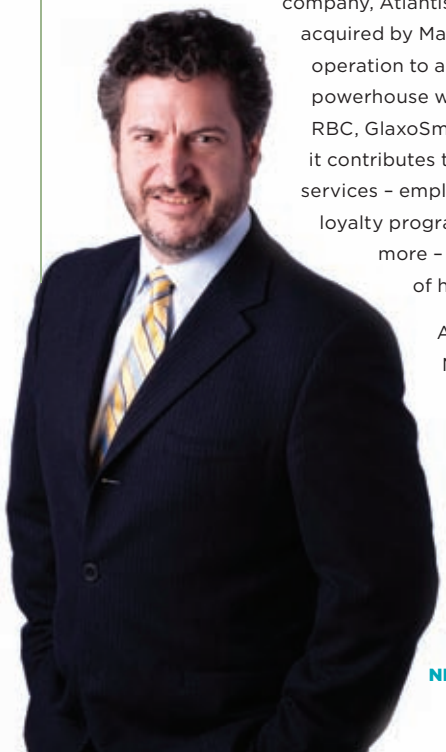
Have you ever had an experience with a product or service that left you a very happy customer? **Paul Marchildon** hopes so. He's made a career of helping businesses bridge the gap between what their brands promise clients and what they deliver.

From his days at Waterloo where he studied Recreation and Business (RLS '87) to his current position as Vice-President of Strategic Business Development at marketing giant Maritz Canada, Marchildon's genuine interest in people has helped him tap into the human side of business.

In university, that interest sparked his involvement in campus recreation and student government, earning Marchildon a place in the Waterloo Athletics Hall of Fame. And as a marketer, it gave him valuable insight into what drives consumers' decisions.

Remember Club Med's wildly successful ads? Marchildon helped develop that campaign to encourage previous visitors to book another Club Med vacation. The ads worked because they evoked communal memories (sun, sand and the "Crazy Signs" dance while singing *Hands Up*) of Club Med. People wanted that experience again. So they re-booked. And Club Med's sales went up.

"The people element. The need to build relationships. Those are the things they don't teach you at traditional business school," Marchildon says. "To motivate people, we need to understand and enable them."



That philosophy helped Marchildon take his company, Atlantis Creative Group (since acquired by Maritz Canada) from a one-man operation to a marketing communications powerhouse with clients that included RBC, GlaxoSmithKline, and Nestle. Today, it contributes to the development of Maritz's services – employee training initiatives, loyalty programs, buzz-worthy events, and more – all aimed at creating millions of happy customers.

A happy "customer" himself, Marchildon's admiration for the University of Waterloo has him pondering another degree while remaining involved as an active volunteer and Alumni Council member.

Kinesiology

THE LATEST NEWS

A new undergraduate course, **KIN 104 Issues and Approaches in Kinesiology**, features case studies illustrating the foundational knowledge and procedures used by kinesiologists in the field.

Clark Dickerson (top right) received the Ministry of Research and Innovation's Early Researcher Award, aimed at helping promising, recently-appointed researchers attract and retain the best and brightest research talent from around the world.

Long-time staff members **John Pezzack, Teaching Lab Co-ordinator**, and **Wendell Prime, Technical Manager**, celebrate their retirement in 2010 following 33 years and 35 years respectively of outstanding service at the University of Waterloo.

Jack Callaghan received uWaterloo's Award of Excellence in Graduate Supervision.

Stuart McGill, internationally known for his work in spine biomechanics, joins the ranks of University Professor. The esteemed designation is limited to 14 professors and recognizes "exceptional scholarly achievement and international pre-eminence in a particular field."

Fran Allard retires

After a 37-year career marked by exceptional teaching and dedicated service in key administration roles, Fran Allard remained true to her familiar low-key nature and retired in February 2010 with little fanfare.

An expert in psychomotor behavior, she faithfully fulfilled the full range of professorial responsibilities, but "Fran" – as she was known to most – valued undergraduate teaching above all. Her talents were recognized early in her career and honoured with Waterloo's Distinguished Teaching Award. Explains a student in the citation, "She approaches teaching with a conviction that proves it's possible to be casual, informative, humorous, and demanding all at once."

But it was her unwavering ability to consistently and justly uphold the integrity of the educational experience while challenging those who chose shortcuts that defined her administrative contributions as both Associate Chair, Graduate and Undergraduate, for Kinesiology, and her decades as Associate Dean of Undergraduate Studies in the Faculty of Applied Health Sciences.

Nearly four decades later, with hundreds of courses, thousands of students, but nary one sabbatical behind her, we thank her and wish her the best in her well-deserved respite from academia.

Regulation update

by Conny Glenn, KIN '93

The Transitional Council of the College of Kinesiology of Ontario (TCCKO) held its first meeting on November 2, 2009 to begin the lengthy process of creating a functional regulatory college.

To establish a working college, the development of policies, procedures, by-laws, financial structures, governance, identity and liaison with the profession and the healthcare community at large is required. The TCCKO is also building the infrastructure required for operations. This involves hiring a Policy Consultant and a Registrar, Brenda Kristzer, who started her position on June 21, 2010.

Additionally, key regulations must be developed: Registration – identifying requirements for education, training, and experience, and Professional Misconduct – describing actions required of a health professional to avoid misconduct including issues around conflicts of interest, record keeping, and billing. The TCCKO is also working on a Quality Assurance Regulation to ensure the quality of practice of its members.

The next step is to hold mandatory stakeholder consultations this fall. Kinesiologists interested in participating and providing feedback on the regulations should watch for announcements on the Ministry of Health and Long-Term Care's (MOHLTC) website **(health.gov.on.ca)** or through communications from their professional associations.

Kinesiology department mourns founder

Kinesiologists around the world paid tribute last winter to Norman J. Ashton, the "Father of Kinesiology" and pioneer of the discipline. Ashton died January 19, aged 83.

Ashton began his career as a fitness specialist in the Air Force. There he created specialized exercise programs, which spread beyond the military to become the nation's leading fitness programs in the 1960s. He was enticed to Waterloo in 1965 with the expansion of the School of Physical and Health Education. Soon after, he launched an unfamiliar new program named "Kinesiology." Colleague Bob Norman describes Ashton's immense contribution to the actualization of kinesiology – the science of human movement.

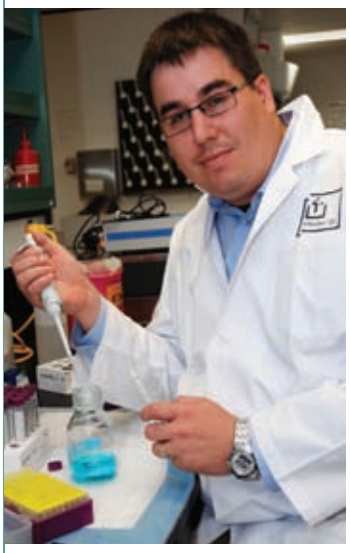
"The types of human movement worthy of study in his notion included sport, work, recreation, physical fitness, rehabilitation medicine, injury prevention, motion and training in space, day-to-day movement, aging, and so on. Norm's conceptualization of kinesiology as a discipline led to his successful proposal to the Senate of the University of Waterloo for a department of Kinesiology, vs. a department of physical education, which was a profession, not a discipline, with significant limitations.

"Norm faced considerable personal insult from his contemporaries at other universities over this debate. However, over the last 40 years, almost every physical education program in Canada and many in the USA have adopted a kinesiology model for their own programs and have changed their names to reflect this."

Ashton retired in 1993 as an Honorary Member of the University, and received an honorary degree in 2007. He is survived by his wife Jan, his children, grandchildren, and great-grandchildren.

ALUMNI PROFILE

» Todd Duhamel KIN '00, MSc '02, PhD '07



It couldn't have been easy for a young man whose hometown, Atikokan, is billed as the "canoeing capital of Canada" to come to land-locked Waterloo to study. But for **Todd Duhamel**, leaving the wilds of northwestern Ontario was a chance both to see the outside world and to join uWaterloo's pioneering kinesiology department.

Once here, Waterloo soon became a second home, despite its lack of good fishing. Duhamel began refereeing high school basketball and enjoyed typical student activities like trips to the Bomber. In the lab, he found small classes, mentors, and a forward-thinking culture that taught him not only the science of kinesiology, but prepared him for life after graduation.

"Waterloo Kin set me up for success," he says.

In the course of completing his undergraduate, master's and doctoral degrees at Waterloo, Duhamel also gained valuable research experience that helped him create an impressive publication record. And professional development sessions through the department offered advice on finding post-doc opportunities, writing grant proposals, and navigating academic contract negotiations – valuable tools for establishing an academic career.

Today, Duhamel is an Assistant Professor at the University of Manitoba, where he runs a research lab focussed on exploring how ionic calcium helps the heart beat, and how exercise can improve this process in diabetics, boosting their cardiovascular health.

One of the most satisfying aspects of his work, he says, is the chance to interact with and mentor graduate students, just as professors Howie Green and Jay Thompson guided him.

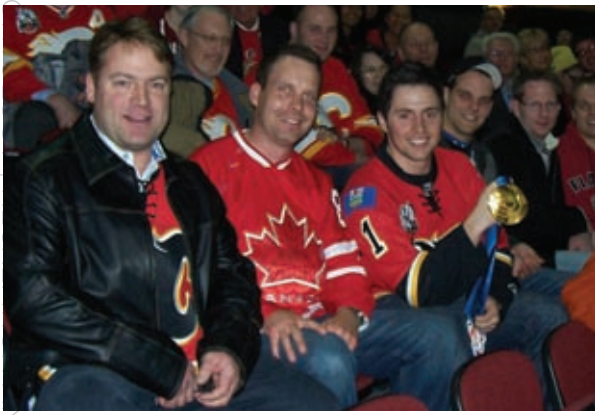
And in Winnipeg, he's found the best of both Waterloo and Atikokan – a rich cultural and academic community and easy access to the wilderness, where the pickerel are plenty.

SNAP!

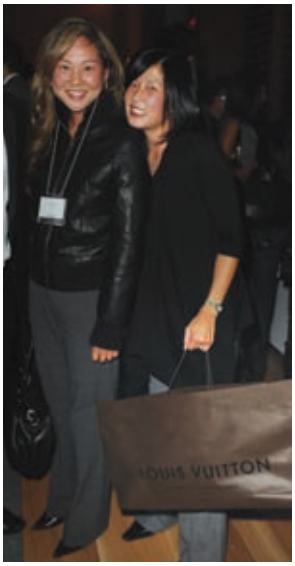
CAPTURING THE AHS COMMUNITY IN ACTION

PHOTO: CHARLIE BOOKER

Heather Moyse (KIN '00) poses with teammate Kaillie Humphries after winning the Olympic gold medal in the women's two-man bobsleigh at the Vancouver Games.



Dr. Richard Robinson (KIN '93) brought an unexpected guest of honour, gold medalist Alex Bilodeau, to the Waterloo Alumni Night at the Flames game. **Schad Richea (KIN '95)**, Athletic Therapist for the Calgary Flames, addressed the group and arranged for an after-game locker room tour.



Lauranna Li (KIN '01), shown here with her friend **Tammy Yoo (KIN '00)**, was the lucky draw winner for the Louis Vuitton bag at the Waterloo Alumni event held at the Art Gallery of Ontario.

Pictured left to right: **Nina Jetha**, MPH student, **Jenna van Draanen (HSG '09)**, and **Sophia Papadakis**, HSG PhD student, were the lucky winners at the HSG alumni and students get-together held at the CPHA conference in Toronto.

Therapeutic Recreation alumni attending the annual TRO/CTRA conference gathered for a reunion social in Hamilton.

Renovations to the BMH foyer began in April to provide new office, research, teaching, and student space.

HEALTHY RECIPE

Rhona Hanning, a professor and registered dietitian whose research focuses on nutritional and dietary assessment, recommends the following recipe as it contains many vegetables and legumes, providing excellent sources of Vitamin A, folate, and fibre.

MICHELLE ELLIS PHOTOGRAPHY

Rockin' Moroccan Stew

from the book
CRAZY PLATES: Low-Fat Food So Good, You'll Swear It's Bad For You!
by Janet and Greta Podleski

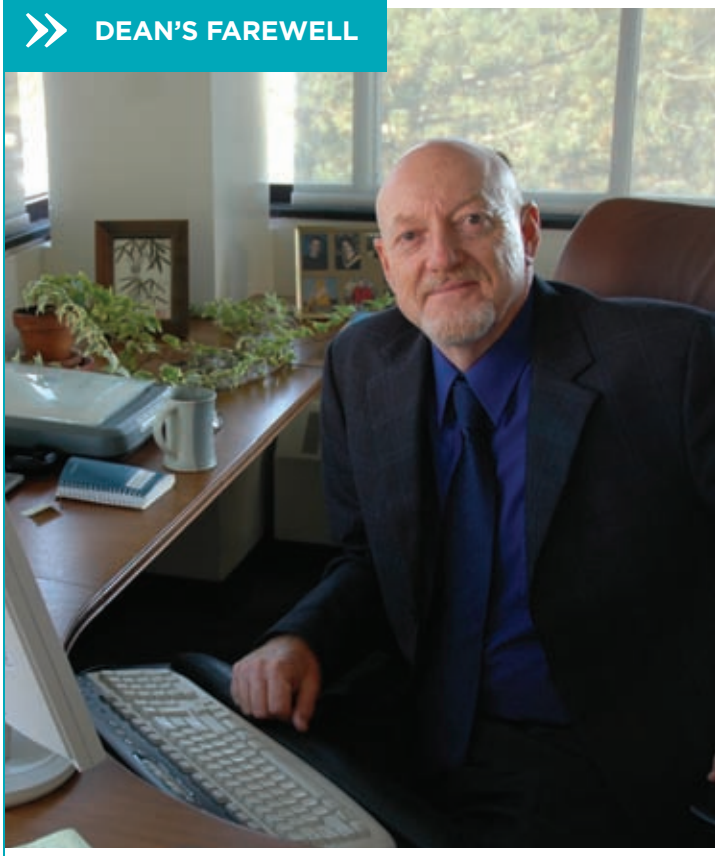
2 tsp	olive oil
1 cup	chopped onions
½ cup	each diced celery and chopped green bell pepper
1	clove garlic, minced
3 cups	vegetable broth
3 cups	peeled, cubed sweet potatoes
1 can (14-½ oz)	tomatoes, drained and cut up
1 can (15 oz)	chickpeas, drained and rinsed
1 Tbsp	lemon juice
2 tsp	grated gingerroot
1 tsp	ground cumin
1 tsp	curry powder
1 tsp	ground coriander
1 tsp	chili powder
½ tsp	salt
¼ tsp	black pepper
¼ cup	raisins
2 Tbsp	light peanut butter
2 Tbsp	chopped, fresh cilantro

Heat olive oil in a large, non-stick saucepan over medium-high heat. Add onions, celery, green pepper, and garlic. Cook and stir until vegetables begin to soften, about 3 minutes.

Add all remaining ingredients, except raisins, peanut butter, and cilantro. Bring to a boil. Reduce heat to low and simmer, covered, for 20 minutes.

Stir in raisins, peanut butter, and cilantro. Mix well. Simmer for 5 more minutes. Serve hot.

DEAN'S FAREWELL



When Roger Mannell became the Dean of Applied Health Sciences on July 1, 2005, he realized that he would have to put his research expertise on maintaining a healthy life balance to the test. Although Mannell experienced a few stressful periods while managing the demands and complexities of running a faculty, he continued to successfully balance his professional and personal life – one of his many accomplishments over the last five years.

When asked to provide some details about his post-Dean plans, Mannell shared that his schedule will continue to be demanding, although leisure will be a higher priority. Not only will he take a sabbatical leave that will enable him to participate as a guest lecturer at several U.S. universities, serve as a faculty member for the Harvard Program in Refugee Trauma in Orvieto, Italy, and give the keynote address at the official opening of the Institute for Active Aging at Hong Kong Polytechnic University, he will enjoy some personal time with his wife, Marg, travelling and relaxing at their cottage. After his well-earned sabbatical, Roger will return to full-time teaching and research in November 2011.

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