



Community Health Centres  
**Acting today, shaping tomorrow**

June 9 & 10, 2011 at the Westin Harbour Castle, Toronto

# Social Media Guide 2.0

## Conference Blog Page

<http://actingtodayshapingtomorrow.posterous.com>

## Conference Facebook Page

[www.facebook.com/CHCs.ActingTodayShapingTomorrow](http://www.facebook.com/CHCs.ActingTodayShapingTomorrow)

## Conference Twitter Account

[www.twitter.com/CHC\\_Chat](http://www.twitter.com/CHC_Chat)

**Official Conference Twitter Hashtag: #CHC2011**



Scan this QR code to upload the Social Media Guide 2.0 to your smart phone

---

Conference co-hosted by



Association of Ontario Health Centres  
Community-governed primary health care  
Association des centres de santé de l'Ontario  
Soins de santé primaires gérés par la communauté

Canadian Alliance of  
Community Health Centre  
Associations



Regroupement canadien  
des associations de centres  
communautaires de santé



NATIONAL ASSOCIATION OF  
Community Health Centers

Twitter: [@AOHC\\_ACSO](https://twitter.com/AOHC_ACSO)

Twitter: [@CACHCA\\_RCACCS](https://twitter.com/CACHCA_RCACCS)

Twitter: [@NACHC](https://twitter.com/NACHC)

# #CHC2011 Social Media Overview

## June 9<sup>th</sup> – 10<sup>th</sup>, 2011

### #CHC2011 Social Media Overview

**Community Health Centres: Acting Today, Shaping Tomorrow** (known on Twitter as **#CHC2011**) is mobilizing the power of social media to engage individuals and groups around the world in improving community health and healthcare. In addition to delegates using social media directly from the conference venue in Toronto, thousands of additional individuals and groups will be participating in the conference *remotely* through social media tools like Twitter, blogs and Facebook. This guide provides a listing of social media components of the conference, and some useful “aides” such as Twitter aliases (eg, @AOHC\_ACSO) for conference speakers and workshop presenters.

#### If you are at the conference in Toronto:

- Keep your eye out for members of the social media reporting team – equipped with cameras, iPads, smart phones and laptops. They are gathering insights, interviews and updates that will be immediately posted to the conference’s official social media platforms.
- Put your own cell phones, cameras and laptops to work – share your own insights and updates about conference workshops, presentations, tours, etc. Help connect the discussion to partners around the world!
- Watch as your organization’s posts appear on screen at the conference through our “live social media stream”!

#### To our worldwide participants joining remotely through social media:

- We look forward to your active participation in the conference, whether you are 8 or 8000 miles away!
- Share your thoughts and comments about conference blogs, tweets, photos, videos and more.
- Ask questions, and share your ideas about how to increase access to high-quality, comprehensive primary health care in your region or around the world!

Together, we are building a more inter-connected community health and health centre movement around the world. Join us as we take conversation and action far beyond the physical walls of the conference in Toronto!!!

### #CHC2011 Social Media Booth

The Conference Social Media Booth is located outside the main conference ballroom, near the skywalk. Visit the booth to ask questions about social media, to get some hands-on support (eg, troubleshooting social media connections on your smart phone). We’re here to help you get connected and part of the conversation!

### Glossary of Common Health(care) Twitter Hashtags

- **#BehavioralHealth**
- **#CHC** (Community Health Centre)
- **#CHCs** (Community Health Centres)
- **#CHC2011** (Official Conference hashtag for *CHCs: Acting Today, Shaping Tomorrow*)
- **#CHCchat** (Hashtag for weekly community health Tweet chat - Thursdays, 3-4pm EST)
- **#eHealth**
- **#FQHC** (Federally Qualified Health Center, in the U.S.)
- **#hcs** (Health Care and Social Media)
- **#hcsma** (Health Care and Social Media...in Canada)
- **#hcsmeu** (...in Europe) **#hcsmanz** (...in Australia/New Zealand) **#hcsmla** (...in Latin America) **#hcsmasia** (...in Asia)
- **#HarmReduction**
- **#HealthPromotion**
- **#MentalHealth**
- **#PrimaryCare**
- **#SDOH** (Social Determinants of Health)
- **#2ndStageOfMedicare** (Second Stage of Medicare, in Canada)

For other common health care Twitter hashtags visit: <http://www.foxeppractice.com/healthcare-hashtags>

### Key Support Resources

- To learn more about Social Media for health organizations: <http://bit.ly/dJOynp>
- For guidance on how to open and use a Twitter account, see “CACHCA Twitter Tips”: <http://bit.ly/kojV2v>

# Twitter aliases for #CHC2011 Speakers & Organizations

## Quick Reference List

**NOTE: This is a REVISED listing of all available Twitter aliases for conference plenary and workshop presenters, current as of May 30, 2011. Space is provided to add any new Twitter accounts created after this date. Remember to follow the Official Conference Hashtag (#CHC2011) to keep track of the discussion. **Include #CHC2011 in all of your Tweets and Retweets from and about the conference.** To access a listing of all these accounts directly on Twitter visit [@CHC Chat](#) and look under “Lists” for “CHC2011 Presenters”.**

### A – C

A.T. Still University (Mesa, AZ, UNITED STATES) .....	<a href="#">@lconnect_ATSU</a>
Access Alliance Multicultural Health & Community Services (Toronto, ON, CANADA) .....	<a href="#">@AccessAlliance</a>
Access Community Health Network (Chicago, IL, UNITED STATES) .....	<a href="#">@ACCESSHealth</a>
Active Living Alliance for Canadians with a Disability (Ottawa, ON, CANADA) .....	<a href="#">@AbilitiesCanada</a>
Alaska Primary Care Association (Anchorage, AL, UNITED STATES) .....	
Anishnawbe Health Toronto (Toronto, ON, CANADA).....	<a href="#">@Anishnawbe</a>
Association of Asian Pacific Community Health Organizations (Oakland, CA, UNITED STATES) .....	<a href="#">@AAPCHO_Tweets</a>
Association of Ontario Health Centres (Toronto, ON, CANADA) .....	<a href="#">@AOHC_ACSO</a>
Association of Ontario Midwives (Toronto, ON, CANADA) .....	<a href="#">@OntarioMidwives</a>
Black Creek Community Health Centre (Toronto, ON, CANADA) .....	
Brazilian National School of Public Health (Rio de Janeiro, BRAZIL) .....	
Canadian Alliance of Community Health Centre Associations (Ottawa, ON, CANADA) .....	<a href="#">@CACHCA_RCACCS</a>
Canadian Health Services Research Foundation (Ottawa, ON, CANADA) .....	<a href="#">@CHSRF</a>
Centre de santé communautaire du Témiskaming (New Liskeard, ON, CANADA) .....	<a href="#">@CSCSTemiskaming</a>
Centretown Community Health Centre (Ottawa, ON, CANADA) .....	<a href="#">@CentretownCHC</a>
Chatham-Kent Community Health Centres (Chatham, Wallaceburg and Walpole Island, ON, CANADA) .....	<a href="#">@CK_CHC</a>
City of Hamilton (Hamilton, ON, CANADA) .....	<a href="#">@HamOntComms</a>
Clinical Directors Network of New York (New York, NY, UNITED STATES) .....	
Community-Campus Partnerships for Health (Seattle, WA, UNITED STATES) .....	<a href="#">@CCPH2010</a>
Community Organizational Health Inc. (Toronto, ON, CANADA) .....	

### D – H

Delaware Valley Community Health (Philadelphia, PA, UNITED STATES) .....	
East End Community Health Centre (Toronto, ON, CANADA) .....	
European Forum for Primary Care (Utrecht, NETHERLANDS) .....	<a href="#">@PrimaryCare4um</a>
Family Health Center of Marshfield, Inc. (Marshfield, WI, UNITED STATES) .....	<a href="#">@MFLDClinic</a>
Fédération des Maisons Médicales (Brussels, BELGIUM) .....	
Flemingdon Community Health Centre (Toronto, ON, CANADA) .....	
Flinders University (Adelaide, AUSTRALIA) .....	<a href="#">@Flinders</a>
George Washington University Department of Health Policy (Washington, D.C., UNITED STATES) .....	<a href="#">@GWTweets</a>
Greene County Health Care (Greeneville, NC, UNITED STATES) .....	
Hamilton Urban Core Community Health Centre (Hamilton, ON, CANADA) .....	
Health Federation of Philadelphia (Philadelphia, PA, UNITED STATES) .....	<a href="#">@HealthFedPhila</a>

Hôpital et Centre de santé communautaire de Lamèque (Lamèque, NB, CANADA) .....  
 Horizon Health Network (Fredericton, NB, CANADA) .....  
 Hudson River Health Care (Hudson Valley, NY, UNITED STATES) .....

**I – M**

ISIS Primary Care (Brimbank, Hobsons Bay and Wyndham, AUSTRALIA) .....  
 Indigenous Health Knowledge Centre (Sudbury, ON, CANADA) .....  
 Inner South Community Health Services (Melbourne, AUSTRALIA) .....  
 Insightlink Communications (Pasadena, CA, UNITED STATES) .....  
 Jimma University Department of Public Health (Jimma, ETHIOPIA) .....  
 Kingston Community Health Centres (Kingston, ON, CANADA) .....  
 LAMP Community Health Centre (Toronto, ON, CANADA)..... [@CHC\\_LAMP](#)  
 Langs Farm Village Community Health Centre (Cambridge, ON, CANADA) ..... [@LangsFarm](#)  
 Libby Davies, Member of Parliament (Vancouver East, BC, CANADA)..... [@LibbyDavies](#)  
 London InterCommunity Health Centre (London, ON, CANADA) ..... [@HealthCentre](#)  
 Minister Deb Matthews (London and Toronto, ON, CANADA) ..... [@Deb\\_Matthews](#)  
 McMaster University Faculty of Social Sciences (Hamilton, ON, CANADA) ..... [@McMasterSocSci](#)  
 Megan Leslie, Member of Parliament (Halifax, NS, and Ottawa, ON, CANADA)..... [@MeganLeslieMP](#)  
 Mid Main Community Health Centre (Vancouver, BC, CANADA) ..... [@Mid\\_MainCHC](#)  
 Monash University (Victoria, AUSTRALIA) ..... [@MonashUni](#)  
 Morehouse University School of Medicine (Atlanta, GA, UNITED STATES) ..... [@MSMEDU](#)  
 Mount Sinai Hospital (Toronto, ON, CANADA) ..... [@MountSinai](#)

**N - R**

National Association of Community Health Centers (Washington, D.C., UNITED STATES) ..... [@NACHC](#)  
 North End Community Health Centre (Halifax, NS, CANADA) ..... [@NorthEndCHC](#)  
 North Hamilton Community Health Centre (Hamilton, ON, CANADA) .....  
 North York General Hospital, Department of Psychiatry (Toronto) .....  
 Northwest Region Primary Care Association (Seattle, WA, UNITED STATES).....  
 Oswaldo Cruz Foundation (Rio de Janeiro, BRAZIL) .....  
 Ovens & King Community Health Service (Wangaratta, AUSTRALIA) .....  
 Pathways to Education (Toronto, ON, CANADA) ..... [@PathwaysCanada](#)  
 Peninsula Health (Melbourne, AUSTRALIA) ..... [@PenHealthCS](#)  
 Piedmont Health Services (Carrboro, NC, UNITED STATES) ..... [@Piedmont\\_Hlth](#)  
 Planned Parenthood of Toronto (Toronto, ON, CANADA) ..... [@PPofTO](#)  
 Prevention Institute (Oakland, CA, UNITED STATES) ..... [@PreventionInst](#)  
 Rainbow Health Ontario (Toronto, ON, CANADA) ..... [@RainbowHealthON](#)  
 Regent Park Community Health Centre (Toronto, ON, CANADA) .....  
 Rexdale Community Health Centre (Toronto, ON, CANADA) ..... [@RexdaleCHC](#)  
 Robert Graham Center for Policy Studies (Washington, D.C., UNITED STATES) .....  
 Ryerson University (Toronto, ON, CANADA) ..... [@RyersonU](#)

**S – Z**

Senator Bernie Sanders (Burlington, VT, and Washington, DC, UNITED STATES) ..... [@SenatorSanders](#)  
 Shkagamik Kwe Health Centre (Sudbury, ON, CANADA) .....

Somerset West Community Health Centre (Ottawa, ON, CANADA) .....	<a href="#"><u>@SWCHC</u></a>
South Riverdale Community Health Centre (Toronto, ON, CANADA) .....	<a href="#"><u>@SRiverdaleCHC</u></a>
St. Joseph's Community Health Centre (Saint John, NB, CANADA) .....	
Stonegate Community Health Centre (Toronto, ON, CANADA) .....	<a href="#"><u>@StonegateCHC</u></a>
Street Health (Toronto, ON, CANADA) .....	
TAIBU Community Health Centre (Scarborough, ON, CANADA) .....	<a href="#"><u>@TAIBUCHC</u></a>
Thundermist Health (West Warwick, RI, UNITED STATES) .....	<a href="#"><u>@ThundermistHC</u></a>
Quality Improvement and Innovation Partnership (QIIP) (Ontario, CANADA) .....	
Queensland University of Technology (Brisbane, AUSTRALIA) .....	<a href="#"><u>@QUTmedia</u></a>
Queen West Community Health Centre (Toronto, ON, CANADA) .....	
Queen's North Community Health Centre (Minto, NB, CANADA) .....	
Unison Health and Community Services (Toronto, ON, CANADA) .....	<a href="#"><u>@UnisonHCS</u></a>
University of Ottawa Institute of Population Health (Ottawa, ON, CANADA) .....	<a href="#"><u>@UOttawa_news</u></a>
University of Ghent Department of Family Medicine and Primary Health Care (Ghent, BELGIUM) .....	<a href="#"><u>@GhentUni</u></a>
University of Toronto EnHANCE Project (Toronto, ON, CANADA) .....	
University of Toronto Dalla Lana School of Public Health (Toronto, ON, CANADA) .....	
University of the Western Cape School of Public Health (Cape Town, SOUTH AFRICA) .....	<a href="#"><u>@UWCOnline</u></a>
Västra Götaland Health Region (Göteborg, SWEDEN) .....	
Victorian Healthcare Association (Melbourne, AUSTRALIA) .....	
Waianae Coast Comprehensive Health Center (Waianae, HI, UNITED STATES) .....	<a href="#"><u>@WCCHCHI</u></a>
Windsor Essex Community Health Centres (Windsor, ON, CANADA) .....	
Women's Health in Women's Hands Community Health Centre (Toronto, ON, CANADA) .....	<a href="#"><u>@WHIWHCHC</u></a>

# #CHC2011 Program

## Thursday June 9<sup>th</sup>, 2011

**NOTE: All text in red indicates a social media component of the Conference. All times listed are Eastern Time (ie, Toronto, New York...)**

**07:30** Breakfast buffet opens

**08:30** Opening Ceremonies and Morning Plenary

Opening Remarks from

- **Jack McCarthy:** Executive Director of [@SWCHC](#) and Chairperson of [@CACHCA RCACCS](#)
- **Jocelyne Maxwell:** Executive Director of [@CSCTemiskaming](#) and Acting President of [@AOHC ACSO](#)
- **Kautila Clark:** Incoming President of [@NACHC](#)

Opening Plenary – *The Community Health Centre Movement Around the World*

- Community Health Centres (CHCs) in Canada  
A video presentation chronicling the inspiring story of Canada's Community Health Centres.
- Community Health Centers (CHCs) in the United States  
**Dr. Jack Geiger:** Founder of Community Health Centers in the United States
- CHCs and community-oriented primary health care around the world  
**Dr. Jan de Maeseneer:** Health of Department of Family Medicine and Primary Care at [@GhentUni](#), and Chairman of European [@PrimaryCare4um](#)

**09:55** Refreshment break

**10:15** Concurrent Workshops A (full workshop/presenter descriptions located on Page 9)

**12:15** Lunch is served!

**13:15** Awards Presentations and Afternoon Plenary

Afternoon Plenary – *Acting Today: Improving Health Outcomes*

- **Dr. George Rust,** Director of US National Center for Primary Care at [@MSMEDU](#)
- **Dr. Ben Chan:** President and CEO, Health Quality Ontario
- **Michelle Hurtubise ([@HurtubiseLIHC](#)):** Executive Director of [@HealthCentre](#)

**14:35** Refreshment break

**14:50** Concurrent Workshops B (full workshop/presenter descriptions located on page 12)

**NOTE:** 15:00 EST (every Thursday) is also the scheduled time for the weekly **#CHCchat** – a global discussion forum on Twitter about community health and comprehensive primary health care. You are encouraged to include both the **#CHC2011** and **#CHCchat** hashtags in your tweets from 14:30 - 15:30 EST.

- **For Conference delegates:** Share what's happening in the workshop you are attending and themes being discussed! Let people around the world know about insights from the conference. Engage in a global discussion about these innovations in community-based health and health care! You can also help social media participants using the **#CHC2011** hashtag to ask questions of workshop presenters.
- **For remote participants:** Join in proceedings during this period of the international conference using both the **#CHC2011** and **#CHCchat** hashtags. Be part of the action and excitement, wherever you are! Ask questions that you would otherwise be unable to ask workshop presenters, and help expand the scope of the discussion!

# #CHC2011: Thursday June 9<sup>th</sup>, 2011

**16:35** End of Concurrent Workshops B (15 min. break before CHCs Tour and Networking Sessions)

**16:50** Organized Tour of select Toronto CHCs and Networking Sessions (Delegates attend one of the following based on available space)

Organized Bus Tour: **A guided tour of Toronto-area Community Health Centres**

➤ CHCs include: [@AccessAlliance](#) (Danforth Hub); [@CHC LAMP](#); [@ParkdaleCHC](#)

Networking Session 1: **Francophone**: a French-language session for Francophones and allies

Networking Session 2: **Aboriginal**: for Aboriginal community members and allies

Networking Session 3: **LGBTQ**: for members of the LGBTQ community and allies

Networking Session 4: **Communication Leads**: a session to share ideas about promoting services and programs; demonstrating/communicating effectiveness of CHCs with opinion leaders and decision makers

Networking Session 5: **Community Governance**: for Board members

Networking Session 6: **eHealth**: Health IT / IM

Networking Session 7: **Care Coordination**: for discussions related to client care and/or case coordination

Networking Session 8: **Performance Improvement**: enhancing quality of care

Networking Session 9: **Community Initiatives & SDOH**: to discuss initiatives and strategies to address the social determinants of health (SDOHs)

Networking Session 10: **Mental Health and Addictions**: to discuss mental health and addictions prevention and care initiatives

Networking Session 11: **Oral Health**: for discussion of initiatives to increase access to oral health care and improve outcomes

Networking Session 12: **Organizational Health / Operations**: for discussions related to sustaining healthy organizations and staff

Networking Session 13: **Community-based Research (CBR)**: for researchers and others interested in CBR

Networking Session 14: **Provincial / State Associations**: for individuals working at provincial/state health centre associations

**18:15** End of CHCs Tour and Networking Sessions

**19:00** Banquet Dinner and Entertainment

Special Banquet Dinner featuring must-see performance by legendary singer-songwriter, educator and social activist **Buffy Sainte-Marie**. Stay tuned as the AOHC announces the recipient of the 2011 Joe Leonard Award and CACHCA presents its 2011 Canadian Community Health Centre Award. After the dinner and performance, our Feature DJ provides music and dancing late into the night.



Photo credit: Trevor Brady, 2008

# #CHC2011: Friday June 10<sup>th</sup>, 2011

**07:30** Breakfast buffet opens

**08:30** Morning Opening and Plenary – *Acting Today: Advancing Health Equity*

➤ **Holistic Care Healing Circle**

Interactive healing circle focused on advancing health equity.

➤ **Interpretive Circle: Translating holistic care into a diversity of contexts**

- **Joe Hester**, Executive Director of [@Anishnawbe](#)
- **Marvelous Muchenje**, Project Coordinator at [@WHIWHCHC](#)
- **Christina Marchant**, Director of Community Health Promotion and Early Years at [@CentretownCHC](#)
- **Angela Recollet**, Executive Director of Shkagamik Kwe Health Centre
- **Bruce Gray**, Executive Director of Northwest Region Primary Care Association

➤ **Measuring what matters**

**Honourable Roy Romanow**: Former Premier of Saskatchewan; Former Commissioner on the Future of Health Care in Canada; and Advisor, Canadian Index of Wellbeing.

**10:15** Refreshment break

**10:30** Concurrent Workshops C (full workshop/presenter descriptions located on page 16)

**12:25** Lunch is served!

**13:25** Awards Presentations and Afternoon Plenary

Presentation of awards by [@NACHC](#), [@AOHC](#) and [@CACHCA\\_RCACCS](#) recognizing commitments to advancing access to health care.

Afternoon Plenary – *Shaping Tomorrow*

**How do we make our case? How do we make our vision a reality?**

- **Senator Bernie Sanders** ([@SenatorSanders](#)): US Senator for the State of Vermont
- **Honourable Megan Leslie** ([@MeganLeslieMP](#)): Member of Parliament (Halifax, NS)
- **Honourable Libby Davies** ([@LibbyDavies](#)): Member of Parliament (Vancouver East, BC); Deputy Leader and Health Critic for the Official Opposition (New Democratic Party of Canada)
- **Honourable Deb Matthews** ([@Deb\\_Matthews](#)): Ontario Minister of Health and Long-Term Care

**Mapping out a vision for planning of comprehensive primary health care**

- **Adrianna Tetley**: Executive Director of [@AOHC\\_ACSO](#)
- **Jack McCarthy**: Executive Director of [@SWCHC](#) and Chairperson of [@CACHCA\\_RCACCS](#)
- **Jane Moloney**: Executive Director of [@NorthEndCHC](#) and Board Member of [@CACHCA\\_RCACCS](#)
- **Dan Hawkins**: Senior Vice-President for Public Policy and Research at [@NACHC](#)

**15:30** Closing ceremonies

# #CHC2011 Concurrent Workshops A

## Thursday June 9<sup>th</sup>, 2011 (10:15 – 12:00)

### A1: Community Health Centres in Australia: Examining Lessons, Experiences and Primary Health Care Leadership ‘Down Under’

NOTE: This workshop is presented a second time during “Concurrent Workshops B” as B6

#### Speakers

[Trevor Carr](#)

CEO, The Victorian Healthcare Association (Melbourne, AUSTRALIA)

[Terry O’Bryan](#)

CEO, ISIS Primary Care (Brimbank, Hobsons Bay and Wyndham, AUSTRALIA)

[Rob MacIndoe](#)

General Manager of Community Health Services, [@PenHealthCS](#) (Melbourne, AUSTRALIA)

[Robbi Chaplin](#)

CEO, Inner South Community Health Services (Melbourne, AUSTRALIA)

[Ann Wearne](#)

CEO, Ovens & King Community Health Service (Wangaratta, AUSTRALIA)

### A2: Revitalizing Health For All: Learning from Comprehensive Primary Health Care Experiences (Part 1: Examining Lessons and Experiences from a 22 Country Primary Health Care Research Project)

#### Speakers

[Fran Baum](#)

Professor and Director, Southgate Institute of Health, Society and Equity, [@Flinders](#) (Adelaide, AUSTRALIA)

[Ron Labonté](#)

Canada Research Chair in Globalization and Health Equity, [@UOttawa\\_news](#) Institute of Population Health (Ottawa, ON, CANADA)

[David Sanders](#)

Director, School of Public Health at [@UWCOnline](#) (Cape Town, SOUTH AFRICA)

[Bronwyn Fredericks](#)

Professor, [@QUTmedia](#) and [@MonashUni](#) (Brisbane, Victoria, AUSTRALIA)

### A3: T&T - The Power of Teamwork and Technology to Optimize Client Care: Examining the Evolving Role of Pharmacists, Nurse Practitioners and Electronic Medical Record ‘Optimizers’ in Primary Health Care

#### Speakers

[Irene Clarence](#)

Executive Director, [@Mid\\_MainCHC](#) (Vancouver, BC, CANADA)

[Susan Troesch](#)

Clinical Pharmacist, [@Mid\\_MainCHC](#)

[Amra Dizdarevic](#)

Nurse Practitioner, [@Mid\\_MainCHC](#)

[Tracy Lee](#)

EMR Optimization Consultant, [@Mid\\_MainCHC](#)

### A4: Improving Care for Mental Health and Substance Abuse (Behavioural Health): A Look at Integration and Partnership Strategies Within the Primary Health Care Continuum

#### Speakers

[Michael R. Lardiere](#) (Moderator)

Director, Health Information Technology & Senior Advisor on Behavioral Health, [@NACHC](#) (Washington, D.C., UNITED STATES)

[Suzanne Daub](#)

Director of Behavioral Health in Primary Care, Delaware Valley Community Health (Philadelphia, PA, UNITED STATES)

[Natalie Levkovich](#)

Executive Director, [@HealthFedPhila](#) (Philadelphia, PA, UNITED STATES)

[Enette Pauze](#)

Project Director, Co-Principle Investigator, University of Toronto EnHANCE Project (Toronto, ON, CANADA)

**Scott Reeves**

Research Lead, Co-Principle Investigator, University of Toronto EnHANCE Project

**Thomas Ungar**

North York General Hospital, Department of Psychiatry (Toronto, ON, CANADA)

**Carolyn Poplak**

Manager of Education and Capacity Building, [@AOHC ACSO](#) (Toronto, ON, CANADA)

## **A5: Knowing in Order to Respond – from Front-line Delivery to Strategic Planning. Using Community Needs Assessments and Evidence-informed Practice Tools to Improve Local Health Services Planning**

### **Speakers**

**Gillian Kranias**

Community Health Planner, [@UnisonHCS](#) (Toronto, ON, CANADA)

**Jen Quinlan**

Community Health Planner, [@UnisonHCS](#)

**Kam Lau**

Community and Health Promotion Site Director, [@UnisonHCS](#)

**Ron Shore**

Director of Urban Health and Research, Kingston Community Health Centres (Kingston, ON, CANADA)

**Hersh Sehdev**

Executive Director, Kingston Community Health Centres

## **A6: (French session with English translation) Participation et engagement communautaire dans une démarche de planification du Centre de santé communautaire**

### **Animatrice**

**Dina Chiasson**

Directrice, l'Hôpital et Centre de santé communautaire de Lamèque (Lamèque, NB, CANADA)

## **A7: Effective Strategies for Engaging Young Men in Sexual and Reproductive Health Programming**

### **Speakers**

**Michele Chai**

Community Health Promoter, [@PPofTO](#) (Toronto, ON, CANADA)

## **A8: Building a Sustainable Workforce Model for Primary Health Care in Rural, Remote and Frontier Health Centres: A Look at Alaska's Community Health Aide/Practitioner Program**

### **Speakers**

**Chris Devlin**

Family Nurse Practitioner, Alaska Primary Care Association (Anchorage, AL, UNITED STATES)

## **A9: Measuring What Matters: Advanced Methods to Assess and Plan Primary Health Care for Clients With Complex Care Needs**

### **Speakers**

**Jennifer Rayner**

Ontario CHCs Complexity of Care Study Team, [@HealthCentre](#) (London, ON, CANADA)

**Jane Moloney**

Executive Director, [@NorthEndCHC](#) (Halifax, NS, CANADA)

## A10: Addressing Health Inequities for Uninsured Pregnant Women and Their Newborns: Community Health Centres and Midwives Working Together

### Speakers

**Juana Berinstein**

Director of Policy and Communications, [@OntarioMidwives](#) (Toronto, ON, Canada)

**Manavi Handa**

Assistant Professor, [@RyersonU](#) (Toronto, ON, CANADA)

## A11: Helping Youth Design and Achieve Their Own Path to Health and Development Through Education

### Speakers

**Dianne Bascombe**

Vice-President, Programs at [@PathwaysCanada](#) (Toronto, ON, CANADA)

**Owen Hinds**

Pathways Program Director, [@UnisonHCS](#) (Toronto, ON, CANADA)

**Madina Wasuge**

Pathways Program Director, [@RexdaleCHC](#) (Toronto, ON, CANADA)

**Craig Rushton**

Pathways Program Director, North Hamilton Community Health Centre (Hamilton, ON, CANADA)

**Elizabeth Belder**

Executive Director, North Hamilton Community Health Centre

## A12: Improving Cultural Safety Among Health Providers Working with Aboriginal Communities: Insights from a Collaborative Health Partnership at Walpole Island First Nation

### Speakers

**Jane McFadden**

Registered Nurse, [@CK\\_CHC](#) (Chatham, Wallaceburg and Walpole Island, ON, CANADA)

**Brianne Foulon**

Health Promoter, [@CK\\_CHC](#)

**Press Altiman**

Community Member (Walpole Island)

**Susie Jones**

Elder (Walpole Island)

## A13: The Expanding Role of Community-Governance in Primary Health Care: Enhancing Representation, Improving Impact

### Speakers

**Colleen Boselli** (Moderator)

State Policy Analyst, [@NACHC](#) (Washington, D.C., UNITED STATES)

**Jack Geiger**

Family Physician and Founder, US Community Health Centers (New York, NY, UNITED STATES)

**Dan Hawkins**

Senior Vice President of Public Policy and Research, [@NACHC](#)

**Kauila Clark**

Board President, [@NACHC](#)

## A14: Empowering Communities for Research and Through Research (Part 1): Building a Research Infrastructure at Your Community Health Centre

### Speakers

**Sarena Seifer** (Speaker and Moderator)

Executive Director, [@CCPH2010](#) (Seattle, WA, UNITED STATES)

**Milton 'Mickey' Eder**

Director of Research Programs, [@ACCESSHealth](#) (Chicago, IL, UNITED STATES)

**Yogendra B. Shakya**

Senior Research Scientist, [@AccessAlliance](#) (Toronto, ON, CANADA)

**Rosy Chang Weir**

Director of Research, [@AAPCHO\\_Tweets](#) (Oakland, CA, UNITED STATES)

# #CHC2011 Concurrent Workshops B

## Thursday June 9<sup>th</sup>, 2011 (14:50 – 16:35)

### B1: Community-Oriented Primary Health Care in Belgium: Lessons from 'Maisons médicales' and Community Health Centres

#### **Speakers**

**Isabelle Heymans**

Director General, Fédération des maisons médicales (Brussels, BELGIUM)

**Hubert Jamart**

Policy Director, Fédération des maisons médicales (Liège, BELGIUM)

**Jan de Maeseneer**

Head of Department of Family Medicine and Primary Health Care at [@GhentUni](#), and Chairman of the European [@PrimaryCare4um](#) (Ghent, BELGIUM and Utrecht, NETHERLANDS)

### B2: Revitalizing Health For All: Learning from Comprehensive Primary Health Care Experiences (Part 2: Examining the Evolving Role of Community Health Workers)

#### **Speakers**

**Ligia Giovanella**

Professor, National School of Public Health/Oswaldo Cruz Foundation (Rio de Janeiro, BRAZIL)

**Sara Javanparast**

Research Associate, [@Flinders](#) (Adelaide, AUSTRALIA)

**Mirkuzie Woldie Kerie**

Professor, Jimma University Faculty of Public Health (Jimma, ETHIOPIA)

**Ron Labonté**

Canada Research Chair in Globalization and Health Equity, [@UOttawa\\_news](#) Institute of Population Health (Ottawa, ON, CANADA)

**Sara Torres**

PhD candidate, [@UOttawa\\_news](#) Institute of Population Health (Ottawa, ON, CANADA)

### B3: Demonstrating a Health Centre's Community Value by Collecting Data Beyond the Clinical: tracking enabling services and community initiatives

#### **Speakers**

**Carolyn Poplak (Moderator)**

Manager of Education and Capacity Building, [@AOHC\\_ACSO](#) (Toronto, ON, CANADA)

**Rosy Chang Weir**

Director of Research, [@AAPCHO\\_Tweets](#) (Oakland, CA, UNITED STATES)

**Patricia Collins**

Postdoctoral Fellow, [@McMasterSocSci](#) (Hamilton, ON, CANADA)

**Rich Bettini**

CEO, [@WCCHCHI](#) (Waianae, HI, UNITED STATES)

### B4: Building the Community Health Centre Interprofessional Workforce of Tomorrow: Lessons and Insights from Canada and the US

#### **Speakers**

**Tom Curtin (Moderator)**

Clinical Services Division, Senior VP and Chief Medical Officer, [@NACHC](#) (Washington, D.C., UNITED STATES)

**Gary Cloud**

Associate Dean for Financial Resources, [@Iconnect\\_ATSU](#) (Mesa, AZ, UNITED STATES)

**Robert Gray**

President, Insightlink Communications (Pasadena, CA, UNITED STATES)

**Darlene Nicgorski**

Vice President Human Resources and Credentialing, [@Piedmont\\_Hlth](#) (Carrboro, NC, UNITED STATES)

**Vera Rozenbojm**

Registered Nurse, Windsor Essex Community Health Centres (Windsor, ON, Canada)

## **B5: Strategies to Improve Access to Appropriate Dental and Oral Health Care**

### **Speakers**

**Liz Atkinson**

Community Health Educator, Windsor Essex Community Health Centres (Windsor, ON, CANADA)

**Filomena Rowley**

Nurse Practitioner, Windsor Essex Community Health Centres

**Greg Nycz**

Executive Director, [@MFLDClinic](#) (Marshfield, WI, UNITED STATES)

**Amit Acharya**

Dental Informatics Scientist, [@MFLDClinic](#)

**Joseph Kilsdonk**

Division Administrator, [@MFLDClinic](#)

## **B6: Community Health Centres in Australia: Examining Lessons, Experiences and Primary Health Care Leadership ‘Down Under’**

NOTE: This is a command performance by presenters from Victoria, Australia; also presented as Workshop A1

### **Speakers**

**Trevor Carr**

CEO, The Victorian Healthcare Association (Melbourne, AUSTRALIA)

**Terry O’Bryan**

CEO, ISIS Primary Care (Brimbank, Hobsons Bay and Wyndham, AUSTRALIA)

**Rob MacIndoe**

General Manager of Community Health Services, [@PenHealthCS](#) (Melbourne, AUSTRALIA)

**Robbi Chaplin**

CEO, Inner South Community Health Services (Melbourne, AUSTRALIA)

**Ann Wearne**

CEO, Ovens & King Community Health Service (Wangaratta, AUSTRALIA)

## **B7: Improving Care and Support for Adults with Sickle Cell Disease: Experiences of a Coalition for Specialized Primary Health Care**

### **Speakers**

**Liben Gebremikael**

Executive Director, [@TAIBUCHC](#) (Toronto, ON, CANADA)

**Tony Jno Baptiste**

Manager, Community Programs, [@TAIBUCHC](#)

**Community Representative**

Malvern community (Toronto, ON, CANADA)

## **B8: Enhancing the Role of Community Health Centre Boards of Directors in Quality Oversight**

### **Speakers**

**JoAnne Doyle**

Project Coordinator, Community Organizational Health Inc. (Toronto, ON, CANADA)

**Michael Rachlis**

Associate Professor, University of Toronto Department of Health Policy, Management and Evaluation (Toronto, ON, CANADA)

## **B9: Does Diversity and Equity at Your Centre Include Lesbian, Gay, Bisexual and Trans Communities?**

### **Speaker**

**Loralee Gillis**

Director of Research and Policy, [@RainbowHealthON](#) (Toronto, ON, CANADA)

## **B10: All Abilities Welcome: Getting Inclusive Recreation Right for People with a Disability**

### **Speaker**

**Jason Dunkerley**

All Abilities Welcome Coordinator, [@AbilitiesCanada](#) (Ottawa, ON, CANADA)

## **B11: Turning Vision into Reality: Using Research to Communicate the Value of Community Health Centres and inform public policy**

### **Speakers**

**DaShawn Groves**

Associate Director of Research, [@NACHC](#) (Washington, D.C., UNITED STATES)

**Amy Simmons Farber ([@AFarber](#))**

Communications Director, [@NACHC](#)

**Leighton Ku**

Professor, Dept of Health Policy; Director of the Center for Health Policy Research, [@GWTweets](#) (Washington, DC, UNITED STATES)

## **B12: Effective Grassroots Advocacy at Community Health Centres: Proven Strategies, New Tools**

### **Speakers**

**Mary MacNutt**

Strategic Communications and Campaigns Manager, [@AOHC ACSO](#) (Toronto, ON, CANADA)

**Scott A. Wolfe**

Federal/Provincial Coordinator, [@CACHCA RCACCS](#) (Toronto, ON, CANADA)

**Marc Wetherhorn ([@MarcWNACHC](#))**

National Advocacy Director, [@NACHC](#) (Washington, D.C., UNITED STATES)

**Lindsey Ruivivar ([@LNReynolds](#))**

Regional Field and Advocacy Representative, [@NACHC](#)

## **B13: Putting U.S. and Canadian Community Health Centres on the Map: Using Data and Geographic Information Systems to Guide Health Centre Planning and Expansion**

### **Speakers**

**Andrew Bazemore**

Assistant Director, Robert Graham Center for Policy Studies (Washington, D.C., UNITED STATES)

**Jennifer Rankin**

Project Manager and Health Geographer, Robert Graham Center for Policy Studies (Washington, D.C., UNITED STATES)

**Doug Smith**

CEO, Greene County Health Care (Greeneville, NC, UNITED STATES)

**Maria Montanaro**

President/CEO, [@ThundermistHC](#) (Rhode Island, UNITED STATES)

## **B14: Empowering Communities for Research and Through Research (Part 2): US and Canadian Examples of Using Research for Change**

### **Speakers**

**Michelle Proser (Moderator)**

Director of Research, [@NACHC](#) (Washington, D.C., UNITED STATES)

**Jonathan N. Tobin**

President/CEO, Clinical Directors Network (New York, NY, UNITED STATES)

**Notisha Massaquoi**

Executive Director, [@WHIWHCHC](#) (Toronto, ON, CANADA)

## Food Security Bus Tour: A bus tour to see local programs highlighted in the handbook “Thinking outside of the breadbox: A ‘how-to’ handbook for food security programming in Community Health Centres”

### Tour Guides from the GTA Community Health Centre Food Security Network

[Bronwyn Underhill](#)

Health Promoter, Fairview Community Health Services, Flemingdon Community Health Centre (Toronto, ON, CANADA)

[Linor David](#)

Health Promoter, Queen West Community Health Centre (Toronto, ON, CANADA)

[Julia Graham](#)

Community Health Worker, [@StonegateCHC](#) (Toronto, ON, CANADA)

[Rebecca Hasdell](#)

Master of Public Health Candidate (Toronto, ON, CANADA)

# #CHC2011 Concurrent Workshops C

## Friday June 9<sup>th</sup>, 2011 (10:30 – 12:15)

### C1: Building International Health Partnerships: A Case Study of Experiences from US Community Health Centres

#### **Speakers**

**Colleen Boselli (Moderator)**

State Policy Analyst, [@NACHC](#) (Washington, D.C., UNITED STATES)

**Anne Nolon**

CEO, Hudson River Health Care (Hudson Valley, NY, UNITED STATES)

**Andrew Bazemore**

Assistant Director, Robert Graham Center for Policy Studies (Washington, D.C., UNITED STATES)

### C2: A Look at Primary Health Care in Sweden and the Role of Community-Oriented Health Centres

#### **Speakers**

**Robert Sinclair**

Senior Medical Advisor, Västra Götaland Health Region (Göteborg, SWEDEN)

**Daniel Pollack**

Senior Medical Advisor, Västra Götaland Health Region (Göteborg, SWEDEN)

**Jan de Maeseneer**

Chairman, European [@PrimaryCare4um](#) (Utrecht, NETHERLANDS)

### C3: Improving Refugee Health: Lessons from a Pilot e-Health Project

#### **Speakers**

**Farah Ahmad**

Assistant Professor, Dalla Lana School of Public Health, University of Toronto (Toronto, ON, CANADA)

**Khaled Karyan**

Program Officer, [@AccessAlliance](#) (Toronto, ON, CANADA)

**Jasmine Li**

Clinical Social Worker and Allied Health Team Lead, [@AccessAlliance](#)

**Yogendra B. Shakya**

Senior Research Scientist, [@AccessAlliance](#)

**Cliff Ledwos**

Director, Primary Health Care and Special Initiatives, [@AccessAlliance](#)

### C4: Systems Navigation: An Innovative Community Health Centre Response to Growth and Change

#### **Speaker**

**Patricia Dupon**

Mental Health Care Team Lead, [@HealthCentre](#) (London, ON, CANADA)

### C5: Putting 'Community' in Community Hub: Examining Effective Strategies for Partnership Development and Stakeholder Engagement

#### **Speakers**

**Kerry-Lynn Wilkie**

Director of Programs, Partnerships and Evaluation, [@LangsFarm](#) (Cambridge, ON, CANADA)

**Bill Davidson**

Executive Director, [@LangsFarm](#)

**Judy Applebee**

Administrative Assistant, [@LangsFarm](#)

**JoAnn Rickard**

Board Member, [@LangsFarm](#)

## **C6: 'On the Go' for 'Better Body and Balance': A Community-Based Falls Prevention Program for Adults over 50 Years of Age**

### **Speakers**

**Lori Patterson**

Occupational Therapist, St. Joseph's Community Health Centre (Saint John, NB, CANADA)

**Jill Roberts**

Community Development Nurse, St. Joseph's Community Health Centre

**Senior Partner**

To be determined

## **C7: Innovations in Peer-Support to Enhance Chronic Disease Self-Management**

### **Speakers**

**TBD**

Black Creek Community Health Centre (Toronto, ON, CANADA)

**TBD**

Fairview Community Health, Flemingdon Community Health Centre (Don Mills, ON, CANADA)

## **C8: Maximizing Efficiency, Quality and Value: Tools and Takeaways From Two Community Health Centres' Quality Improvement Journey**

### **Speakers**

**Aynur Gurbanova**

Director of Clinical Services and Community Programs, East End Community Health Centre (Toronto, ON, CANADA)

**Wendell Block**

Family Physician, East End Community Health Centre

**Emily Stevenson**

Physiotherapist/Quality Improvement facilitator, East End Community Health Centre

**Kathleen Foley**

Manager Health Services, [@SRiverdaleCHC](#) (Toronto, ON, CANADA)

**Marianne Cheetham**

Nurse Practitioner, [@SRiverdaleCHC](#)

**Rebecca Merritt**

Team Lead/ Medical Reception, [@SRiverdaleCHC](#)

**Jorie Morrow**

Social Worker, [@SRiverdaleCHC](#)

**Trish O'Brien**

Director, Quality Improvement, Quality Improvement and Innovation Partnership (QIIP) (Ontario, Canada)

## **C9: GLADSI: Prevention and Early Intervention on Youth Substance Use from a Community and Youth Engagement Perspective**

### **Speakers**

**Shirley Withers**

Project Coordinator/Clinical Social Worker, Community Health and Addiction Services, Horizon Health Network (Fredericton, NB, CANADA)

**Isabel Camp**

Manager, Queen's North Community Health Centre (Minto, NB, CANADA)

## **C10: Poverty, Racism and the Impact on Health: Making Policy Connections**

### **Speakers**

**Liben Gebremikael**

Executive Director, [@TAIBUCHC](#) (Scarborough, ON, CANADA)

**Maxine Carter**

Access and Equity Coordinator, [@HamOntComms](#) (Hamilton, ON, CANADA)

**Denise Brooks**

Executive Director, Hamilton Urban Core Community Health Centre (Hamilton, ON, CANADA)

**Simone Atungo**

Director, Community Development, [@MountSinai](#) (Toronto, ON, CANADA)

## C11: Harm Reduction - Effective Strategies to Improve Individual and Public Health (a focus on care and support for vulnerable and street-involved women)

### **Speakers**

**Josie Ricciardi**

Community Health Co-ordinator, Regent Park Community Health Centre (Toronto, ON, CANADA)

**Anne Egger**

Nurse Practitioner, Regent Park Community Health Centre

**Karla Dozzi**

Registered Nurse, Regent Park Community Health Centre

**Mary Kay Mac Viccar**

Harm Reduction Coordinator, Street Health (Toronto, ON, CANADA)

**Molly Bannerman**

Women's Harm Reduction Coordinator, [@SRiverdaleCHC](#) COUNTERfit Program (Toronto, ON, CANADA)

**Kelly Green**

Women's Harm Reduction Researcher, [@SRiverdaleCHC](#)

**Brenda Bernet**

Women's Harm Reduction Researcher, [@SRiverdaleCHC](#)

## C12: Renewing Primary Health Care: The New US Health Care Landscape and the Role of Community Health Centers

### **Speakers**

**Michelle Proser (Moderator)**

Director of Research, [@NACHC](#) (Washington, D.C., UNITED STATES)

**Doug Smith**

CEO, Greene County Health Care (Greeneville, NC, UNITED STATES)

**Leighton Ku**

Professor, Dept of Health Policy; Director of the Center for Health Policy Research, [@GWTweets](#) (Washington, DC, UNITED STATES)

**Adrianna Tetley**

Executive Director, [@AOHC\\_ACSO](#) (Toronto, ON, CANADA)

## C13: Making the Case for Community Prevention: Lessons from Efforts to Integrate Prevention into U.S. Health Reform

### **Speakers**

**Sana Chehimi**

Program Director, [@PreventionInst](#) (Oakland, CA, UNITED STATES)

## C14: Health System Transformation Through a Common Vision and Commitment to Comprehensive Primary Health Care

### **Speakers**

**Kevin Barclay**

Senior Policy Advisor, [@CHSRF](#) (Ottawa, ON, CANADA)

**Gillian Mulvale**

Director, Healthcare Financing, Innovation and Transformation, [@CHSRF](#)

**Jack McCarthy**

Chairperson, [@CACHCA\\_RCACCS](#) (Ottawa, ON, CANADA)