

## Keynote Address: *When Education isn't Enough. Using Social Marketing to Improve Healthy Behaviours.*



The fourth annual *Research Showcase* will take place on June 9, 2010 at the Radisson Plaza Hotel Saskatchewan. This year's conference will feature a keynote address

about social marketing, delivered by Dr. Sameer Deshpande, Associate Professor of Marketing in the Faculty of Management, University of Lethbridge. Social marketing can be a powerful tool in influencing health behaviours, finding success in a variety of fields such as HIV/AIDS prevention, childhood immunization, and tobacco reduction. Dr. Deshpande will provide an overview to social marketing and explore various approaches to behavioural change.

The event will also include three 'Quick Pick' podium presentations which will highlight the following research projects:

- Borderline Personality Disorder and Chronic Pain: Prevalence in a Rehabilitation Setting
- Risk factors and outcomes for infrainguinal bypass in the Regina Qu'Appelle Health Region
- Missed Opportunities: Non-Referral of Potential Organ and Tissue Donors in the Regina Qu'Appelle Health Region

Register now for an engaging and informative afternoon highlighting the current and varied research occurring within the Health Region. Registration is free and seating is limited.



RESEARCH SHOWCASE 2010  
Putting RQHR Research on the Map

Hotel Saskatchewan  
Wednesday, June 9th, 2010  
12:00 - 4:00 p.m.

- Lunch
- Keynote Address
- Poster Viewing
- Podium Presentations
- Award Presentations

Registration deadline:  
May 28, 2010

For more information, including registration forms and a detailed schedule of the event, please visit [www.rqhr-rps.ca/page/events](http://www.rqhr-rps.ca/page/events).

## Canada Speaks! 2010

The recent *Canada Speaks! 2010* public opinion survey revealed that 84% of Canadians feel that health and medical research make important contributions to the country's economy. Nearly 89% believe that Canada should be a global leader in health and medical research, and 90% think that the government should support basic research, even if it brings no immediate benefit. Despite the recession, 65% of Canadians would be willing to pay \$1 more per week out of their pocket to fund new health and medical research projects. Given that less than one cent out of each health care dollar spent in Canada goes toward health and medical research, Canadians would increase this allocation to 20.7 cents out of each dollar, on average.

The *Canada Speaks! 2010* poll was commissioned by Research Canada, the Association of Faculties of Medicine of Canada (AFMC), BIOTEC Canada, the Canadian Healthcare Association (CHA), Canada's Research Based Pharmaceutical Companies (Rx&D), and MEDEC. For more information about the poll, visit [www.canadaspeaks2010.ca](http://www.canadaspeaks2010.ca).

## New Addition to RPS Team

RPS is delighted to announce that Michelle C. E. McCarron, MA, has joined Research and Performance Support as a Research Scientist.

Michelle obtained a Master of Arts degree in Clinical Psychology from the University of Regina in 2006 and is currently completing her doctoral studies in the Experimental and Applied Psychology Program at the University of Regina. Her doctoral research is focused on developing a new method of qualitative data analysis that takes into account current approaches to analysis, experienced researchers' accounts of how they analyze qualitative data, basic research philosophies, and a theory of conceptual development.

During her graduate studies, Michelle gained experience with both quantitative and qualitative research in Psychology and Geography and has held Sessional Lecturer positions at the University of Regina. Michelle is a member of the Executive of the Canadian Psychological Association's (CPA) Section on Women and Psychology and has served on a CPA subcommittee which designed a set of guidelines for ethical supervision practices. Michelle's research interests include organ and tissue donation, mental health, acquired brain injury, women's health, professional mentoring, research ethics, and qualitative health research. Michelle can be reached by telephone at 766-5384 or email at [michelle.mccarron@rqhealth.ca](mailto:michelle.mccarron@rqhealth.ca).



## Research in the Region

A summary of RQHR research projects approved by the Research Ethics Board between January 1, 2010 and March 31, 2010.

**A Consideration of Transition for Internationally Educated Nurses in Saskatchewan - Phase 1.** Investigators: Dr. S. Bassen-dowski and Dr. P. Petrucka (Nursing, University of Saskatchewan).

**A multicenter, randomized, double-blind, parallel group, active controlled study to evaluate the efficacy & safety of LCZ696 compared to enalapril on morbidity & mortality in patients with chronic heart failure & reduced ejection fraction.** Investigators: Drs. D. Murthy and P. Duffy. (Cardiology).

**Alzheimer's Caregivers: Exploration of Hardiness and Person-hood as Key Variables Impacting the Caregiving Experience.** Investigators: M. Coulthard and Drs. D. Larsen, D. Malloy and F. Veloso (Gerontology).

**An Examination of the Effectiveness of the Early Psychosis In-tervention (EPI) Program, Child and Youth Services in Improving Client Functioning.** Investigators: Dr. K. Wright, C. Quinlan and T. Whitney (Psychology, Child & Youth Services).

**Borderline Personality Disorder and Chronic Pain: Prevalence in a Rehabilitation Setting.** Investigators: Dr. R. Shercliffe, N. Good-ing, Dr. K. Wright and Dr. T. Robinson (Psychology).

**Canadian Stroke Audit 2010.** Investigators: Dr. P. Lindsay, N. Pageau, Dr. G. Teare and J. Besse (Canadian Stroke Network).

**Creutzfeldt-Jakob Disease Surveillance System (CJDSS).** Investi-gators: Dr. M. Coulthart, Dr. C. Bergeron and Dr. D. Westaway (Population and Public Health)

**Effectiveness of Sterilization with Essure® Coils Immediately Following Novasure® Endometrial Ablation: A Retrospective Analysis.** Investigators: Drs. J.A. Thiel, C. Goojha and W. Nie (Gynecology).

**Evidence-"Spinal Cord Stimulation with Precision SCS System versus Reoperation for Failed Back Surgery Syndrome" (A2005).** Investigators: Dr. K. Kumar, S. Tracey, R. Munson and Dr. J. Bu-wembo (Neurosurgery).

**Exploration of Determinants of Length of Stay in Adolescent Inpatient Psychiatry.** Investigators: Dr. K. Wright, C. Quinlan and D. Brown (Psychology).

**Exploring the Determinants of Health with a Population that is HIV Positive and Attends a Clinic in a Core Community in a Western Canadian City: A Qualitative Study.** Investigators: Drs. P. Clein, E. Gawley, V. Beraldo, E. Hui (Family Medicine).

**Initial Client Perceptions of Using the Diet Plate® and Breakfast Bowl.** Investigators: R. Nasser, C. Adams, L. George, C. Haley and T. Soutar (Clinical Nutrition Services).

**It's all in a day's work: How Nurses' Work is Organized and Co-ordinated in Acute Care.** Investigators: A. Urban and Dr. H. Ryan (Nursing).

**Metis Community Health Coordinator Project.** Investigators: S. Cavers, C. Troupe, J. Bird and D. Lloyd (Aboriginal Health).

**Management of Transient Ischemic Attacks in the Emergency Room Setting at the Regina General Hospital and Pasqua Hos-pital.** Investigators: Drs. R. Taylor, E. Gawley, A. Kirkham and T. Wiest (Emergency Medicine).

**Mapping community capacity for palliative care in rural and remote areas.** Investigators: Dr. N. Schuurman and V. Crooks (Palliative Care, Simon Fraser University).

**Measuring and Improving the Patient's Experience of Care in Saskatchewan's Emergency Departments.** Investigators: Dr. G. Teare and Dr. O. Sari (Health Quality Council).

**Métis Diabetes Education and Awareness Project.** Investigators: S. Cavers, C. Troupe, D. Lloyd, J. Bird, M. Fisher and J. Burnett (Aboriginal Health).

**Outcomes following carotid endarterectomy in the RQHR.** Inves-tigators: Dr. D. Kopriva, Dr. D. McCarville and J. Misskey (Cardiothoracic Surgery).

**Profile of Purchasers of Organic Food.** Investigators: R. Nasser, T. Paulson, M. Hammell, S. Wheler and S. Charlebois (Clinical Nutri-tion Services).

**Restoring a Path to Traditional Health and Wellness.** Investiga-tors: S. Cavers, C. Troupe, J. Bird and D. Lloyd (Aboriginal Health).

**Safety Culture in the RQHR Department of Pharmacy Practice: A Survey of Pharmacists and Pharmacy Technicians (SAPH-T).** Investigators: A. Carter, Dr. L. Sulz, D. Sellinger, L. Ruda, J. Top-pings and A. Bell (Clinical Pharmacy).

**Skills and attributes of dietitian preceptors desired by dietetic interns in Canada.** Investigators: R. Nasser, J. Coleman, S. Walker, S. Cook and J. Striha (Clinical Nutrition Services).

**The Measurement of Quality Indicators for Secondary Preven-tion of Stroke in Saskatchewan.** Investigators: Dr. G. Teare, J. Besse, J. Gerein, Dr. O. Sari, P. Cascagnette, N. Sidhu and N. Hudema (Health Quality Council).

**Time to Initiation of Antibiotics in Sepsis Patients in a Regina Emergency Room.** Investigators: Drs. S. Smith, J. Hanson, B. Jamison, V. Ramsden and S. McKay (Emergency Medicine).

**Tipping the Sliding Scales of Insulin Therapy: Analysis of the Implementation of a Standardized, Subcutaneous Basal Bolus Insulin With Corrective Factor Order Set Used in Hospitalized Patients.** Investigators: S.M. Gulka, Dr. W. Semchuk, A. Reaume, K. McDermaid, Dr. P. Duffy and Dr. J. Fitzgerald (Clinical Pharmacy Services).

**Triaging and Treatment of Upper Gastrointestinal Hemorrhage in Saskatoon and Regina Qu'Appelle Health Regions.** Investigators: Drs. J.L. Jones, M. O'Byrne and S. Bhasin (Gastroenterology).

**Do you have research news that you would like to share? Email us at: [research&performance@rqhealth.ca](mailto:research&performance@rqhealth.ca)**