

Jodi Thesenvitz Curriculum Vitae

Calgary, AB; T2Y 2N3; 403-966-4936; Jodi.thesenvitz@gmail.com

SUMMARY OF EXPERIENCE RELATED TO SPECIFIC SKILLS

Writing and Editing

- Improving the Nutritional Health of Young Children with NutriSTEP
http://www.nutritionrc.ca/programs/pdfs/nutristep_final-report_march2011.pdf
- Online Health Program Planner www.thcu.ca/ohpp ;
- Health Communication Message Review Tool
http://www.thcu.ca/infoandresources/health_comm_map.htm#8 ;
- Audience analysis profiles <http://www.thcu.ca/infoandresources/audienceprofiles.htm> ;
- Introduction to Social Media
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=1329&translateto=English
- Setting Priorities, Group Techniques
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=1285&translateto=English ;
- Obesity Messages – Making them Stick
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=1006&translateto=English ;
- Buzz for Behaviour Change: Use of Social Networking in Health Communication
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=838&translateto=English ;
- Changing Behaviours: A Practical Framework
http://www.thcu.ca/infoandresources/resource_display.cfm?resourceID=58&translateto=English
- Editing advice: It's the Daily Things that Count
http://www.dailythingscount.ca/pdfs/DailyThings201_Final.pdf ;
- Many other evaluation reports, promotional materials, PowerPoint presentations, etc. available upon request.

Health Communication, Social Marketing, Promotion

- Lead on development of client promotional materials for The Health Communication Unit (2000-11).
- Lead on development of promotional materials for the Online Health Promotion Planner (2008-10).
- Developed and focus tested EatSmart! Program workplace point of purchase messaging materials. (2008-10)
- Conducted focus groups and provided direction for obesity campaign for Hamilton Public Health. (2007)
- Developed, implemented and evaluated two social marketing pilot projects for the Canadian Health Network. Project included development of a proposal for a long-term social marketing strategy for the Canadian Health Network. (2005-07)
- Chaired Communication Committee for the Ontario Health Promotion Resource System. (2004)
- Other campaign experience prior to 2004: Respecting the Air we Breathe (Canadian Public Health Association); Kids Need Breathing Space (Central West Public Health Units); Kid Sid Bullying Prevention Campaign (Waterloo Public Health); Dietitians of Canada 2005 Nutrition Month

Jodi Thesenvitz

Curriculum Vitae

Calgary, AB; T2Y 2N3; 403-966-4936; Jodi.thesenvitz@gmail.com

SKILLS EXPERIENCE CONTINUED

Training and Facilitation

- As a THCU consultant, planned and delivered a number of Skills for Health Promotion, Health Communication, Message Development, Planning, Evaluation and Behaviour Change training sessions in both face to face and webinar formats.
- Facilitated many small and large group meetings for various strategic and program planning purposes (e.g., for Hamilton Public Health, Waterloo Public Health, and Nutrition Resource Centre).

Research and Evaluation

- Testing and revisions to Colour It Up participant evaluation tool for Nutrition Resource Centre. (2011)
- Formative evaluation of Eat Smart! workplace point of purchase promotional messages. (2008-2010)
- Focus testing of Daily Things That Count consumer information booklet for Hamilton Public Health. (2010)
- Usability testing of the Online Business Case Creator and Online Health Program Planner. (2011)
- Oversaw process evaluation of the Online Health Program Planner Sample Library. (2011)
- Formative and process evaluation for the Hamilton Public Health Obesity prevention campaign. (2009)
- Formative, process and summative evaluation for the CHN Social Marketing Pilot Projects. (2006-2007)
- Consumer survey about restaurant menu preferences to guide Eat Smart! restaurant program decisions. (2003)

Management of projects, people, finances, reporting

- As THCU product development lead was primary contact for 5-7 subcontractors at a time; managed product development, French language strategy, and resource centre budgets; developed a French language strategy which included hiring/training 2 consultants, assisted the Manager with hiring new consultants and assistants.
- Held primary responsibility for managing subcontractors and timelines for the development of the Online Health Program Planner and Online Business Case Creator and Intervention Mapping Online Prototype.
- As lead consultant, managed budget and deadlines for other projects including Canadian Health Network Social Marketing Projects, Haliburton Health for Life Project, and Health Canada Family Violence scan.
- As Team Coordinator for the Tobacco, Substance Abuse and Heart Health Programs, Hamilton-Wentworth Public Health Department, managed six professional, two secretarial and several casual staff members, managed program budget, screened and interviewed candidates for vacant positions.
- As Tobacco Use Prevention Promoter, Hamilton-Wentworth Public Health Department, managed multiple tobacco prevention, cessation and protection initiatives, coordinated implementation of new tobacco by-laws.
- As Media Campaign Coordinator for Hamilton, Niagara, Brantford, Halton and Hamilton, coordinated second-hand smoke campaign planning, message development, dissemination, evaluation and a \$130,000 budget.

Jodi Thesenvitz

Curriculum Vitae

Calgary, AB; T2Y 2N3; 403-966-4936; Jodi.thesenvitz@gmail.com

CONSULTING HIGHLIGHTS 2000-PRESENT

Online Business Case Creator and Online Health Program Planner development, promotion, user testing, user training and support

for National Collaborating Centre for Methods and Tools-NCCMT (2008-present)

Starting in 2008, Jodi worked with partners Larry Hershfield & Associates Inc. (senior consultant) and Media-Doc Inc. (IT firm), with funding from NCCMT to transform The Health Communication Unit's (THCU) long standing 6-step planning model into an online planning tool. The **Online Health Program Planner** (www.thcu.ca/ohpp) was launched in French and English in 2009. Continuing financial support and endorsement from the Ontario Agency for Health Protection and Promotion and NCCMT have allowed the team to offer ongoing client support and evaluation of this tool through THCU. There are over 1500 users of the tool. Jodi is also working with Larry Hershfield & Associates Inc. and Media-Doc Inc. to build an **Online Business Case Creator** with funding from NCCMT. Launch is planned for Spring 2011.

Intervention Mapping Online Prototype

for CAPTURE and Ontario Agency for Health Protection and Promotion, in Partnership with University of Texas School of Public Health (2009-2010)

In 2009, the CAPTURE PROJECT and the Agency for Health Protection and Promotion partnered to fund development of an online prototype of **OHPP-Intervention Mapping**. Intervention Mapping authors from Houston Texas (Drs. Kay Bartholomew and Maria Fernandez) consulted on the project. Jodi again worked with Larry Hershfield & Associates Inc. and Media-Doc Inc to build on the OHPP technology, incorporating decision-support intelligence, fueled by evidence-informed databases running in the background.

The Health Communication Unit Product Development Lead

at U of T, funded by Ontario Agency for Health Protection and Promotion (2000-2011)

At THCU, Jodi coordinated the product development team (5-7 subcontractors); developed a French language strategy and hired/trained 2 consultants; wrote and edited many training and education resources; provided consultation services to Ontario clients about planning, health communication, and evaluation; facilitated training events on health communication, planning, and behaviour change; managed product development budget; reported to funder. Notable products include Library of Sample Plans to support the Ontario Public Health Standards; Introduction to Social Media; Setting Priorities, Group Techniques; Searchable database of resources; Obesity Messages – Making them Stick; Buzz for Behaviour Change: Use of Social Networking in Health Communication; Changing Behaviours: A Practical Framework, Ontario Health Promotion Email Bulletin (OHPE).

CONSULTING HIGHLIGHTS CONTINUED 2000-PRESENT

Social marketing, evaluation and strategic planning support

for the Nutrition Resource Centre (2003-present)

For NRC, Jodi most recently wrote a communication piece summarizing the accomplishments of NRC's NutriSTEP pre-school nutrition program. She is also working on testing and re-designing the participant evaluation tool for NRC's Colour It Up program that teaches lower income women how to incorporate more vegetables/fruit into their diet. Jodi's long history with the NRC has included work on many other programs including EatSmart! (restaurant, recreation, workplaces). For EatSmart! She developed and tested workplace point of purchase messaging, evaluated the recreation pilot project, facilitated strategic planning (for example with the HSF Health Check program), and conducted consumer surveys about restaurant menu preferences.

Writing/re-writing, web design, development of practitioner capacity building tools

for the Canadian Best Practices Portal (2008-present)

The CBPP contains a database of well researched initiatives relating chronic disease prevention. Jodi has worked on a number of contracts for the Portal with partner Larry Hershfield & Associates. All of the contracts focused on how to help practitioners apply the contents of the intervention database to their work. To this end she has re-written text on the website (e.g. about the Population Health Approach), helped redesign the site structure, developed a Where to Find Evidence tool, developed an annotated list of resources to support evidence-informed decision-making and developed a user tutorial (animated slideshow).

Social marketing, evaluation and planning support

for Hamilton Public Health (2003-2010)

For HPH, Jodi most recently helped redesign a consumer Daily Things That Count booklet. To do this she conducted several rounds of focus testing and provided editing and re-writing advice. Several years ago she conducted a formative and process evaluation of an Obesity health communication campaign. Tasks included refining campaign objectives, focus testing messages, providing recommendations, designing website evaluation tool, collecting survey and web statistic data, analyzing data and developing recommendations.

Social marketing pilot projects

for Canadian Health Network, (2005-2007)

With partner Karly Holmes, Jodi designed, implemented and evaluated two social marketing pilot projects for the Canadian Health Network (CHN). Tasks included literature reviews on strategies for driving web traffic and best practices in online social marketing; designing pilot projects; coordinating project team; interpreting evaluation data; writing final report and strategy proposal. Jodi and Karly were contracted again in January 2007 to evaluate the 2007 version of the social marketing project: Healthy Lunches to Go. Tasks included setting evaluation objectives, developing evaluation tools, collecting and analyzing data.

WORK EXPERIENCE PRIOR TO 2000

Team Coordinator for the Tobacco, Substance Abuse and Heart Health Programs, *Hamilton-Wentworth Public Health Department (1999-2000)*

As Team Coordinator Jodi managed six professional, two secretarial and several casual staff members, managed program budget, screened and interviewed candidates for vacant positions.

Tobacco Use Prevention Promoter, *Hamilton-Wentworth Public Health Department, 1998-1999*

As Tobacco Use Prevention Promoter, Jodi managed multiple tobacco prevention, cessation and protection initiatives, coordinated implementation of new tobacco by-laws (enforcement & communication) and worked proactively and reactively with media on all projects (press releases, interviews, etc.).

Media Campaign Coordinator, *Departments of Public Health in Hamilton, Niagara, Brantford, Halton and Hamilton (1997)*

As Media Campaign Coordinator, Jodi coordinated second-hand smoke campaign planning, message development, dissemination, evaluation and budget.

Research assistant, *University of Waterloo, Waterloo Smoking and Heart Health Projects (1996-1997)*

As a research assistant, Jodi assembled a collection of current heart health promotion abstracts and conducted telephone interviews with tobacco and heart health promotion stakeholders.

EDUCATION

University of Waterloo; Hons. BSc. Health Studies program, 1996.