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# CAMERON DALE NORMAN

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Citizenship: Canadian  
Born: Calgary, Alberta Canada

## Current Position & Appointments:

08/15 – present: **Principal & President**  
Cense Ltd.

12/16 – present: **Lecturer**  
Faculty of Design, Graduate Studies  
OCAD University

01/12 – present: **Adjunct Professor**  
Dalla Lana School of Public Health  
University of Toronto

## Education:

09/11 – 01/14: **Master of Design: Strategic Foresight & Innovation**  
OCAD University, Toronto, ON Canada

11/04 – 08/06: **Post-Doctoral Fellowship: Systems Thinking & Knowledge Translation**  
Centre for Clinical Epidemiology & Evaluation, Vancouver Coastal Health Research Institute and Department of Health Care & Epidemiology, University of British Columbia, Vancouver, BC & Centre for Global eHealth Innovation, University Health Network, Toronto, ON

09/98 – 05/05: **Doctor of Philosophy: Public Health Sciences**  
University of Toronto, Toronto, ON

09/00 – 05/01: **Post-Graduate Teaching Certificate: Health Sciences**  
Institute of Medical Sciences, Faculty of Medicine, University of Toronto, Toronto, ON

09/96 – 09/98: **Master of Arts: Community Psychology**  
Wilfrid Laurier University, Waterloo, ON

09/92 – 05/96: **Bachelor of Arts (Honours): Psychology**  
University of Regina, Regina, SK

### Professional Certifications

01/13:	<a href="#">Credentialed Evaluator (CE)</a> Canadian Evaluation Society
09/10 - 05/12:	<a href="#">Developmental Evaluation Certificate</a> University of Waterloo School of Environment, Enterprise and Development, Waterloo, ON Canada
08/10:	<a href="#">NCI Charrette System Certification</a> Graduate School of Design, Harvard University Cambridge, MA
11/09 & 02/11:	<a href="#">Accredited Practitioner</a> Knowledge management & organizational development Cognitive Edge Systems
01/01 - 03/01	<a href="#">Post-Secondary &amp; Graduate Teaching Certificate</a> Teaching Assistant Training Program University of Toronto, Toronto, ON

### Academic Employment & Community Service Appointments

06/14 - 12/18:	<a href="#">Thought Leader Program Member</a> Tamarack Institute for Community Engagement
02/05 - 08/16:	<a href="#">Principal</a> Cense Research + Design
03/01 - 04/16:	<a href="#">Investigator</a> Ontario Tobacco Research Unit, Toronto, ON
01/10 - 04/16:	<a href="#">Editorial Board Member</a> Journal of Complexity and Health / Journal of Evaluation and Clinical Practice Complexity & Health Forum
08/15 - 12/15:	<a href="#">Senior Researcher (full time)</a> Odette School of Business University of Windsor
10/14 - 07/15:	<a href="#">Senior Researcher (full time)</a> Ivey Centre for International Health Innovation Western University

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- 09/10 – 06/15: [Resource Centre Advisory Committee Member](#)  
Public Health Ontario
- 09/06- 12/11 (FT) [Assistant Professor](#)  
Dalla Lana School of Public Health  
University of Toronto
- 08/08 – 12/12: [Global Health Affiliated Scholar](#)  
Peter A. Silverman Centre for International Health
- 09/06 – 12/11: [Assistant Professor \(Full time\)](#)  
Dalla Lana School of Public Health  
University of Toronto
- 07/08 – 12/12: [Board Member](#)  
Canadian Action Network for the Advancement, Dissemination  
and Adoption of Practice-informed Tobacco Treatment (CAN-  
ADAPTT)
- 06/08 – 12/12: [Research Advisor](#)  
Evolution Health, Toronto, ON
- 01/07 – 12/11: [Academic Advisor \(Health Issues\)](#)  
TakingITGlobal (NGO)
- 08/09 – 01/11: [Collaborator & Member](#)  
The Technology Enabled Knowledge Translation Investigative  
Centre (TEKTIC), University of British Columbia
- 02/09 – 05/09: [Co-Chair](#) (with Lorraine Ferris, PhD LLM LLM)  
eHealth Privacy & Security Roundtable  
The Identity, Privacy & Security Initiative, University of Toronto
- 10/08 – 07/09: [Co-Chair](#) (with Suzanne Jackson, PhD)  
Health Promotion Summer School (Theme: eHealth Promotion)  
Centre for Health Promotion, University of Toronto
- 09/06 – 07/09: [Fellow](#)  
Centre for Health Promotion  
University of Toronto
- 03/07 – 12/08: [Guest Editor](#)  
Journal of Medical Internet Research  
Special Issue on Web-assisted Tobacco Interventions
- 06/02 – 10/13: [Chair, Community Psychology Section \(Section 3\)](#)  
Canadian Psychological Association, Ottawa, ON
- 10/98 - 02/00 [Associate Editor \(Public Policy\)](#)

Newsletter of the American Psychological Association of Graduate Students (APAGS), (circulation: 55,000)  
American Psychological Association, Washington, DC.

#### Research Leadership Positions:

- 09/06 - 12/11: **Director of Evaluation**  
Peter A. Silverman Global eHealth Program
- 09/06 - 12/11: **Principal Investigator**  
CoNEKTR Collaboratories  
& Youth Voices Research Group  
University of Toronto, Toronto, ON
- 01/05 - 08/06: **Co-Investigator**  
TeenNet Project, Department of Public Health Sciences,  
University of Toronto, ON
- 09/98 - 12/04: **Research Associate**  
TeenNet Research Project, Department of Public Health  
Sciences, University of Toronto, Toronto, ON  
Supervisor: Harvey Skinner, PhD., CPsych
- 09/96 - 04/97 &  
08/97 - 11/98: **Research Assistant**  
Family Wellness Project & Department of Psychology, Wilfrid  
Laurier University, Waterloo, ON  
Supervisor: Isaac Prilleltensky, PhD.
- 09/97 - 06/98: **Research Associate**  
History of Psychology Research Review Project  
Department of Psychology, Wilfrid Laurier University,  
Waterloo, ON  
Supervisor: Richard Walsh-Bowers, PhD.
- 01/96 - 04/96: **Research Assistant**  
Breast cancer recovery treatment program  
Luther College, University of Regina, Regina, SK  
Supervisor: Paul Antrobus, PhD., CPsych
- 05/94 - 11/95: **Research Coordinator & Laboratory Manager**  
Organizational and Social Psychology Research Unit, University  
of Regina, Regina, SK

#### Academic Governance Offices Held

- 10/98 - 08/01: **Member (Graduate Student)**, Faculty of Medicine Council  
University of Toronto, Toronto, ON

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09/98 - 10/00: Graduate Council Member (Community Health)  
University of Toronto, Toronto, ON

09/97 - 05/98: Senate member  
Wilfrid Laurier University, Waterloo, ON

#### Funding and Awards:

#### Operational Research Grants & Contracts (Academic, Non-Commercial)

04/19 - 06/22: *Future-proofing young people with disabilities*  
Funded by: Social Science & Humanities Research Council of  
Canada (SSHRC): \$247,361  
Investigators: Jetha, A., Gignac, M., Bultmann, U., Smith, P.,  
Tomba, E., Bonaccio, S., Banks, C., Tucker, L., & **Norman, C.D.**

06/13 - 08/17: *Effect of a Smartphone Intervention on Quitting Smoking in a  
Young Adult Population of Smokers: A Randomized Controlled  
Trial*  
Funded by: Canadian Institutes of Health Research (CIHR)  
(\$326,000)  
Investigators: Baskerville, N.B. & Hammond, D.G. (Co-PI's)  
Brown, K., Burns, C., Guindon, G., **Norman, C.D.**, Whittaker, R.

04/11 - 03/13: *Design thinking for complex problem solving.*  
Funded by: Social Science & Humanities Research Council of  
Canada (SSHRC): (\$35,810)  
Investigator: **Norman, C.D.**

04/11 - 04/12: Social media in support of the CCS tobacco cessation mandate  
Funded by: Canadian Cancer Society (\$124,837)  
Investigators: Baskerville, N.B., **Norman, C.D.** (Co-PI's), Cameron,  
A.J.R., Lee, S. & Brown, S.

03/11 - 08/13: *Development evaluation for eHealth and egovernment*  
Funded by: International Development Research Centre  
(\$160,000)  
Investigators: **Norman, C.D.** & Jadad, A.R.

01/11 - 12/11: *Core competencies for youth engagement through the arts:  
Developing a learning framework*  
Funded by: Social Science & Humanities Research Council of  
Canada (SSHRC): (\$24,510)  
Investigator: **Norman, C.D.**

03/10 - 03/11: *Food for Health Equity in Diverse Communities: Creating  
Pathways to Advantage Through Food Innovation Networks*

- Funded by: Canadian Institutes for Health Research (CIHR) and the Population Health Improvement Network (PHIRN) (\$74,902)  
Investigators: **Norman, C.D.**, Haque, N., Ahmad, F., & Jadad, A.R.
- 02/10 – 03/11: *Engaging New Canadians for Health*  
Funded by: Citizen & Immigration Canada (\$1,350,000)  
Investigators: Jadad, A.R., & **Norman, C.D.** (Co-Principal Applicants)
- 03/10 – 03/15: *Reducing disease burden and health inequalities arising from chronic dental disease among Indigenous children: an early childhood caries intervention*  
Funded by: Canadian Institutes for Health Research International Indigenous Health Research Partnership (ICIHRP) Program (\$1,186,899)  
Investigators: Lawrence, H., **Norman, C.D.** & Hoffman-Goetz, L.
- 02/10 – 03/10: *Access to Tobacco, Access to Treatment: A Youth Consultation Project.*  
Funded by: Ontario Ministry of Health Promotion (\$100,000)  
Investigators: **Norman, C.D.**, Selby, P.
- 10/09 – 10/10: *Youth, Gambling and Web 2.0: Towards and Understanding of the Net Generation and How they Gamble*  
Funded by: Ontario Problem Gambling Research Centre Level 1 Program (\$10,000)  
Investigators: **Norman, C.D.**, Korn, D. (co-PIs), Reynolds, J.
- 07/09 – 06/10: *Tell me about breast cancer: A review of communication practices within primary care*  
Funded by: Canadian Breast Cancer Foundation Ontario Branch) Community Based Research Grants Program (\$20,000)  
Investigators: Willow Breast Cancer Services (community partner) & **Norman, C.D.** (academic partner)
- 06/09 – 06/12: *Evidence on Tap Knowledge Synthesis Team*  
Accepted by: Canadian Institutes of Health Research (no dollar value)  
Investigators: **Norman, C.D.**, Bader, P., Ahmad, F., Skinner, W., & Skinner, H.A.
- 06/09 – 06/11: *Research on Academic Research: Study of the Impact of Interdisciplinary Research Environments on Knowledge Translation in Health Sciences (Renewal)*  
Funded by: University of British Columbia, Research Grant-in-Aid (\$420,000)  
Investigators: A. Buchan, **C.D. Norman**, T. Huerta, S. Mortimer, & A. Best.

- 05/09 – 06/12: *CIHR Training Grant in Population Intervention for Chronic Disease Prevention: A Pan-Canadian Program.*  
 Funded by: Canadian Institutes of Health Research (\$1,950,000)  
 Investigators: R. Cameron, B. Riley, R. Ferrence, K. Raine, C. Gotlay, R. Plotnikoff. Co-applicants: 58 additional mentors including **C.D. Norman**
- 06/09 – 12/10: *Understanding Canadian tobacco control policy through provincial policy network analysis.* Funded by: Canadian Tobacco Control Research Initiative. (\$80,000). Church, J., Cohen, J., Nykiforuk, C., **Norman, C.D.**, Moore, S.
- 02/09 – 03/09: *Youth Leaders: Food 4 Health*  
 Funded by: Ontario Ministry of Health Promotion (\$250,000)  
 Investigators: **C.D. Norman**, A.R. Jadad & R. McLaughlin
- 02/09 – 03/10: *Technology Enabled Interdisciplinary Team based learning and practice in health: Optimal strategy and accreditation approaches.*  
 Funded by: TEKTIK & University of British Columbia Continuing Medical Education Seed Grant Programme (\$10,000)  
 Investigators: K. Ho, C. Campbell, S. Jarvis-Selinger, H. Novak-Lauscher, L. Li, L., **C.D. Norman**, F. Harwick, B. Maslow, G. Kane, & C. Cressman.
- 11/08 – 11/09: *Evaluation of a Global eLearning Program in Behavioural Neurology on Learners and Organizations in the Middle East and Canada*  
 Funded by: Continuing Education and Professional Development, Faculty of Medicine, University of Toronto (\$5,000)  
 Investigators: **C.D. Norman**, M. Freedman, T. Patterson, A. Sriharan, S. Black, and A. Noyek
- 06/08 – 06/09: *Government and Industry Interconnectedness on Gambling: A public health examination*  
 Funded by: Ontario Problem Gambling Research Centre (\$42,000)  
 Investigators: D. Korn, **C.D. Norman**, & J. Reynolds
- 04/08 – 04/11: *Canadian Action Network for the Advancement, Dissemination and Adoption of Practice-informed Tobacco Treatment*  
 Funded by: Health Canada (\$1,500,000)  
 Investigators: P. Selby, M. Franciscipalli, R. Ferrence, P. McDonald, **C.D. Norman**, M. Tremblay
- 04/08 – 12/08: *YMCA YGAP - Youth Voices Research Collaboration on Gambling Support Systems for Ontario Youth Health Promotion* (\$80,000)  
 Funded by: Ontario Ministry of Health Promotion  
 Investigators: YMCA of Greater Toronto, **C.D. Norman**

- 08/07 – 06/08: *Journey to Our Good Health: A Youth Leadership Program to Support Healthy Living in the Age of the Internet*  
Funded by: Agricultural Adaptation Council (\$124,932)  
Investigators: **C.D. Norman** & A.R. Jadad
- 05/07-04/08: *Youth Engagement in Ontario: Towards a Community of Practice*  
Funded by: Public Health Agency of Canada: (\$105,000)  
Investigator: **C.D. Norman**
- 03/07 -03/08: *Web-assisted tobacco interventions 2.0: Exploring young adults use of information technology for smoking cessation*  
Funded by: Ontario Tobacco Research Unit (\$20,000)  
Investigator: **C.D. Norman**
- 01/07 – 12/07: *The 5 E's for Health: Understanding eLiteracies for eLearning in Electronic Educational Environments*  
Funded by: Canadian Council on Learning (\$69,788)  
Investigators: **C.D. Norman**, Skinner, H.A., Jackson, S. & Larkin, J.
- 12/06 – 03/07: *Building links in the tobacco control community: A workshop in Web-assisted tobacco interventions*  
Funded by: Canadian Tobacco Control Research Initiative (\$7000)  
Investigators: P. Selby (PI), **C.D. Norman**, S.McIntosh, & T.R. Huerta
- 10/06 – 03/07: *Web-assisted tobacco interventions; A global resource review.*  
Funded by: Health Canada (\$10,000)  
Investigator: **C.D. Norman**
- 10/06 – 03/07: *Web-assisted tobacco intervention (WATI III): Knowledge translation through technology integration in tobacco control*  
Funded by: Health Canada (\$48,169)  
Investigators: P. Selby, **C.D. Norman**, S. McIntosh, & G. Eysenbach
- 06/06 – 06/09: *Research on Academic Research: Study of the Impact of Interdisciplinary Research Environments on Knowledge Translation in Health Sciences*  
Funded by: University of British Columbia, Research Grant-in-Aid (\$420,000)  
Investigators: A. Buchan, G.A. Best, **C.D. Norman**, & T. Huerta.
- 01/06 – 01/07: *Mapping National Implementation of the FPT Minister's National Strategy for Tobacco Control Interdisciplinary Capacity Enhancement Grant*



Funded by: Canadian Tobacco Control Research Initiative (\$5000, declined)

Investigators: T.R. Huerta, **C.D. Norman**, J. Garcia, S. Viehbeck, S. Papadakis & S. Di Cori.

01/05 – 04/05: *Better practices for interpersonal support components of comprehensive community based approaches to adult smoking cessation for vulnerable populations.*

Funded By: Canadian Tobacco Control Research Initiative, Knowledge Synthesis Programme Planning Grant, # 016046 (\$5,000)

Investigators: G.A. Best, J. Millar, S. Campbell, M. FitzGerald, P. McDonald, G. Moor, **C.D. Norman**, T. Huerta

06/04 – 04/05: *Quitlines: Better Practices for Technology-Assisted Smoking Cessation*

Funded By: Canadian Tobacco Control Research Initiative, Knowledge Synthesis Programme Planning Grant (\$4,925)

Investigators: G.A. Best, A.R. Jadad & **C.D. Norman**

#### **Commercial Contract Clients (Selected – Last 5 Years)**

American Evaluation Association  
 Canadian Cancer Society  
 Canadian Partnership Against Cancer  
 Canadian Public Health Association  
 Centre for Addiction & Mental Health  
 Daily Bread Food Bank  
 Dietitians of Canada  
 Dress for Success (Orillia & Barrie)  
 Durham Region Public Health Department  
 Global Centre for Pluralism  
 Government of Canada: Employment & Social Development Canada  
 Government of Canada: Canadian Heritage  
 Government of Canada: Elections Canada  
 Government of Ontario: Ontario Public Service  
 Health Commons Population Health Solutions Lab  
 Holland Bloorview Kids Rehabilitation Hospital  
 The Inspirit Foundation  
 Jack.org  
 MaRS Discovery District  
 Ontario Association of Food Banks  
 Public Health Ontario  
 Reos Partners  
 Rick Hansen Institute  
 Toronto Region Conservation Authority  
 University of Toronto

**Honours and Awards**

- 09/17: Arbor Award for Alumni Excellence  
University of Toronto
- 06/13: Canadian Community Psychology Award  
(in honour of leadership and contributions to the field)  
Canadian Psychological Association
- 12/09: Robin Badgley Teaching Excellence Award - Early Stage (Awarded  
to the most outstanding teacher and educational scholar in  
public health at the University of Toronto)
- 12/09: Sharing the Flame award for excellence in health and learning,  
Canadian Council on Learning (awarded to the Youth Voices  
Research Group, **Cameron Norman** PI).
- 06/08: Best Paper of the Year, International Medical Informatics  
Association (for **Norman, C.D.** & Skinner, H.A. (2006). eHEALS:  
The eHealth Literacy Scale. *Journal of Medical Internet  
Research*, 8, 4, e27.)
- 10/06: Volunteer Service Award, Ontario Physical Health and Education  
Association
- 04/06: Best Conference Paper with Practical Application Award, 5<sup>th</sup>  
International Conference on Organizational Behaviour in Health  
Care. Aberdeen, Scotland (for: Best, A., Trochim, W., Moor, G.,  
Haggerty, J., **Norman, C.D.**, Cabrera, D. & Logan, H. (2006, April).  
*Systems thinking for knowledge integration: New models for  
policy research collaboration*)
- 03/05: Gordon Cressy Leadership Award, University of Toronto
- 06/04: Canadian Public Health Association 2004 Student of the Year  
Award (Renamed John Hastings Award, 2005)

**Personnel & Training Awards****Faculty**

- 12/10: Faculty Support Award  
CIHR Pathways to Health Equity Project  
Centre for Urban Health Initiatives (\$4,000)
- 12/09: Faculty Support Award  
Research on Academic Research Project  
University of British Columbia (\$12,000)

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03/07: *Web-Assisted Tobacco Interventions: Better Practices (and Better Tools) for Engaging Young Adults in Smoking Cessation*  
Funded by: Canadian Institutes for Health Research Tobacco Use in Special Populations (TUSP) Programme New Researcher Career Award : (\$32,000)

### **Post-Doctoral Training**

04/05: Canadian Institutes for Health Research Strategic Training Program in Tobacco Research Post-Doctoral Fellowship (Competitive Renewal) (Allan Best & Alex Jadad, Co-supervisors) (\$36,750)

03/04: Canadian Institutes for Health Research Strategic Training Program in Tobacco Research Post-Doctoral Fellowship (Allan Best & Alex Jadad, Co-supervisors) (\$36,750)

03/04: Canadian Institutes for Health Research Training Program in Tobacco Use in Special Populations Post-Doctoral Fellowship (Allan Best & Alex Jadad, Co-supervisors) (\$36,750, *declined in order to accept alternative award*)

### **Abstracts & Submission Reviews (selected)**

1. American Evaluation Association annual conference (2014-present)
2. Canadian Psychological Association Convention (2002 – 2013)
3. Society for Research on Nicotine & Tobacco Annual Conference (2004 – 2008)
4. World Congress on Tobacco or Health, Mumbai India (2006)
5. Ontario Tobacco Control Conference (2006)
6. Med 2.0 (2009-2013)

### **Grant Review Activity**

2015: Reviewer, The Netherlands Organisation for Scientific Research, Social Innovation Review Panel.

2009 – 2011: Reviewer, CAN-ADAPTT Seed Grant Competitions, Toronto, ON

2006 – 2010: Review Panel Member, Ontario Tobacco Research Unit (Studentship & Investigator Award Programs), Toronto, ON

2007, 2009 (March): Expert Reviewer, The Netherlands Organisation for Health Research and Development (ZonMw), Research Grant Competition (Chronic Disease Prevention Program)

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The Hague, the Netherlands
- 2008 (November) Expert Reviewer, Natural Sciences & Engineering Research Council of Canada
- 2006 (May): Reviewer, Wellesley Central Health Corporation (Community-Based Academic Partnerships Program), Toronto, ON
- 2005 (November): Expert Reviewer, The Netherlands Organisation for Health Research and Development (ZonMw), Research Grant Competition (Health Promotion & Information Technology Program)  
The Hague, the Netherlands
- 2005 (April) Reviewer, Ontario Tobacco Research Unit (Studentship & Investigator Award Programs), Toronto, ON
- 2005 (June) Reviewer, Canadian Tobacco Control Research Initiative (Operational Grants Program), Toronto, ON

#### Other Academic Activities:

- 06/10: Academic Advisor  
Institute Without Boundaries Design Charrette  
George Brown College, Toronto ON
- 09/09 – 02/10: Social Media Trainer and Consultant  
Cancer Care Ontario
- 05/08 – 12/08: Expert Reviewer  
“On the Road to Quitting” Program  
Health Canada / V-CC  
Toronto, ON
- 01/05 – 12/06: Panel Member  
National Cancer Institute of Canada Joint Working Group on  
Translational Research and Knowledge Transfer  
Toronto, ON / Washington, DC
- 07/05 Participant-Advisor  
Canada-US Cancer Control Alliance Consultation on Knowledge  
Integration & Primary Health Care  
Seattle, WA
- 09/05: Expert Reviewer (Smoking Cessation & Adolescents)  
Health Canada Youth Tobacco Control and the Internet Project  
Ottawa, ON

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- 09/04 - 11/04: [Expert Reviewer](#) (Tobacco Control)  
Programme Training & Consultation Centre  
Waterloo, ON
- 09/99 - 05/01: [Member](#), Chair's Advisory Council  
Department of Public Health Sciences, University of Toronto,  
Toronto, ON
- 09/99 - 02/00: [Member](#), Public Health Science Psychology and Applied Social  
Science (PASS) Task Force  
Department of Public Health Sciences, University of Toronto,  
Toronto, ON
- 10/98 - 02/00: [Member](#), Communication and New Technology Advisory  
Committee  
Faculty of Medicine, University of Toronto, Toronto, ON
- 01/99 - 06/99: [Member](#), Department of Public Health Sciences' Development  
Task Force  
University of Toronto, Toronto, ON

#### **Professional Affiliations:**

Academy of Management  
AIGA: The Professional Association for Design  
American Evaluation Association  
Association for Psychological Science  
Canadian Evaluation Society  
Canadian Psychological Association

#### **Professional Development Activities:**

##### ***Issue-specific:***

- 01/12: Social Network Analysis for Evaluators (eStudy: 4 weeks)  
American Evaluation Society
- 01/10 Complexity science methods in primary care research  
Research Methods and Statistics in Primary Care, 22-24, 2010-  
02-07, San Antonio, TX
- 07/08 Systems Dynamics Modeling Software  
Systems Dynamic Society Conference, Athens, Greece
- 06/07 Systems Dynamics Modeling  
University of Michigan, Ann Arbor, MI

14	Instructor: Jack Homer, PhD, Bobby Millstein, PhD & Nate Osgood, PhD
06/07	Complex Systems and Population Health Conference, 31/07 – 01/08, University of Michigan, Ann Arbor, MI
12/04	Prostate Cancer Informatics, 12/12/04 -13/12/04, Toronto, ON Coordinator: Gunther Eysenbach, MD MPH
10/03	Multilevel Modelling and Tobacco Research (1-Day Workshop) University of Waterloo, Waterloo, ON Instructor: Scott Novak, PhD
05/03	Multilevel Modelling (2-Day Workshop) University of Toronto, Toronto, ON Instructors: Blair Wheaton, PhD & Lisa Strohshien, PhD
06/02	Knowledge Translation (3-Day Workshop) CIHR Institute of Child Health University of Calgary, Calgary, AB Coordinators: Karen Benzies, PhD & Ted Weiden, PhD
06/99	Dual Scaling & Categorical Data Analysis (2-day Workshop) OISE / University of Toronto, Toronto, ON Instructor: Shizuhiko Nishisato, PhD

## Teaching & Academic Supervision

### ***Trainees Supervised:***

#### **Doctoral Level Trainees (completed)**

2018 - Kevin Black, PhD, Dalla Lana School of Public Health, U of Toronto (co-supervising with Dr. Margaret McNeill)

#### ***Thesis & Dissertation Committees (in progress):***

None at present

#### **Masters Level Trainees**

##### ***Primary supervisor (completed)***

Andrea Polonijo, MHSc, University of Toronto  
Rachel Wortzman, MHSc, University of Toronto  
Annie Roy, MHSc, University of Toronto  
Jessica Patterson, MPH, University of Toronto  
Andrea Yip, MPH, University of Toronto  
Deanne Duplessis, MPH, University of Toronto  
Emma Firsten-Kaufman, MPH, University of Toronto  
Alison Crepinsek, MPH, University of Toronto  
Shaylyn Streach, MPH, University of Toronto  
Jennifer Gray, MPH, University of Toronto

Catrina Remocker, MPH, University of Toronto  
 Gabriella Heymann, MPH, University of Toronto  
 Sherry Stein, MPH, University of Toronto  
 Victoria Zwicker, MPH, University of Toronto  
 Sara Keenan-Dacks, MPH, University of Toronto  
 Alison Schure, MPH, University of Toronto  
 Jackie Quirk, MPH, University of Toronto  
 Mythri Vijendran, MPH, University of Toronto

***Thesis, Comprehensive Examination & Dissertation Committees (completed):***

2009 - Karen McQueen PhD, Lawrence Bloomberg Faculty of Nursing, U of Toronto  
 2010 – Paola Calvasina MSc, Graduate Department of Dentistry, U of Toronto  
 2011 – Chris Buse PhD Candidate, Dalla Lana School of Public Health, U of Toronto  
 2012 - Subha Ramanathan PhD, Dalla Lana School of Public Health, U of Toronto  
 2012 – Emma Richardson PhD Candidate, Dalla Lana School of Public Health, U of Toronto (External examiner)  
 2013 - Dania Sabbahi PhD, Graduate Department of Dentistry, U of Toronto  
 2013 - Jaime Sapag PhD, Dalla Lana School of Public Health, U of Toronto  
 2015 - Earl Nowgesic, PhD, Dalla Lana School of Public Health, U of Toronto  
 2016 -Jennifer Reynolds, PhD, Dalla Lana School of Public Health, U of Toronto  
 2016 - Suryani Hamdani, PhD, Dalla Lana School of Public Health, U of Toronto

***Practicum or Internship supervisor / Co-supervisor (completed)***

Kristin Haefner, University of Machteburg (Germany),  
 Debbi Christacou, University of Athens (Greece),  
 Wiebke Stopplemann, University of Machteburg (Germany),  
 Christine Plenert, MHSc, University of Toronto  
 Caitlin Etherington, MHSc, University of Toronto  
 Cindy Duval, MPH Candidate, University of Toronto  
 Shannon Lane, MHSc, University of Toronto (with David Korn)  
 Monika Goodluck, MPH, University of Toronto (with Suzanne Jackson)  
 Nadia Fazal, MPH, University of Toronto (with Suzanne Jackson)  
 Michael Keenan Mak MD, University of Toronto (with Alex Jadad)

***External Examiner on Thesis Examination Committees:***

2011: Kathryn Frasier, MA (School of Health and Human Performance, Dalhousie University). *The Wants and Needs of Older Cancer Survivors When Searching for Online Social Support*. August 4, 2011. External Examiner

Kadia Petreccia, MSc (Department of Health Policy, Management & Evaluation, University of Toronto). *District Health Planning and Priority Setting in Ethiopia: A systems analysis of strategy implementation and strengthening procedural fairness (proposal)*. February 8, 2011. External Examiner.

2010: Shuo Wang, MSc (Department of Health Policy, Management & Evaluation, University of Toronto). *Development of the Diabetes Complication Surveillance System (DCSS)*. March 8, 2010. External Examiner.

2009: Kelly Fenn, MA (School of Health and Human Performance, Dalhousie University). *Moving Evidence into Action: A Qualitative Approach to Understanding Knowledge Translation as Experienced by Psychosocial Cancer Researchers*. July 20, 2009. External Examiner.

Jill Levine, MSc (Graduate Department of Dentistry, University of Toronto). *Development and Validation of a Shortened Questionnaire to Assess Stress and Social Support in Adult Patients with Periodontal Disease*. March 6, 2009. External Examiner.

2007: Dania Sabbahi, MSc (Graduate Department of Dentistry, University of Toronto). *Development and Evaluation of an Oral Health Literacy Instrument for Adults*. December 6, 2007. External Examiner.

### **Courses Taught (Graduate unless specified):**

- 01/18 – present: [Course Instructor](#), DHEA 6002: Health Context. OCAD University, Faculty of Design (2 terms)
- 01/17 – present: [Course Instructor \(with Peter Jones\)](#), DHEA 6010: Systems & Services. OCAD University, Faculty of Design. (3 terms)
- 05-17 – 12/17: [Course Instructor](#): CHL 7001: Advanced Seminar in Program Evaluation. University of Toronto, Dalla Lana School of Public Health.
- 01/17 – 05/17: [Course Instructor](#), CHL5110H: *Theory and Practice of Programme Evaluation*. University of Toronto, Dalla Lana School of Public Health.
- 05/14 – 04/16: [Systems Thinking for Change Leadership](#): MaRS Discovery District (professional)
- 11/14 – 11/15 [Health Innovation Design: Instructor](#): Ivey School of Business / Odette School of Management Executive Program in Health Leadership (Executive Program, 4 days, 3 Cohorts)
- 05/11 – 08/11: [Course Instructor](#) (with Suzanne Jackson): CHL 7001: Program Planning in Health Promotion (Directed studies course)
- 09/09 – 04/11: [Course Instructor](#): CHL 7001: *Systems Science Perspectives on Public Health* (Graduate seminar course)
- 10/06 – 12/10: [Course Instructor](#), CHL 5804H: *Health Behaviour Change* Dalla Lana School of Public Health, University of Toronto



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- 09/09: **Tutor**, CHL 5004: *Introduction to Public Health Sciences* (Joanna Cohen, PhD & Fran Scott, MD, course coordinators)  
Dalla Lana School of Public Health, University of Toronto
- 01/09 **Course Instructor**: CHL 7001: *Public-Private Partnerships in Public Health* (Directed studies course)
- 09/07 – 12/07: **Course Instructor**, CHL 7001: *Professional Development Issues in Health Promotion Practice*  
Department of Public Health Sciences, University of Toronto, Toronto, ON
- 09/07: **Tutor**, CHL 5004: *Introduction to Public Health Sciences* (John Frank, MD, course coordinator)  
Department of Public Health Sciences, University of Toronto, Toronto, ON
- 05/07 – 08/07: **Course Instructor**: CHL 7001: *Complexity Science, Systems Thinking and Networks in Population Health Promotion*
- 09/02 - 12/03 **Course Instructor** (with Ted Myers, PhD), CHL5110H: *Theory and Practice of Programme Evaluation* (Graduate course, Health Promotion and Health & Behavioural Science stream)  
Department of Public Health Sciences, University of Toronto, Toronto, ON (2 terms)

#### Guest Course Lectures:

*At Dalla Lana School of Public Health, University of Toronto unless otherwise noted*

- 2017: *Social Innovation*. Guest Lecture in *Innovation Design*, Graduate School Srishti School of Design, Bangalore, India.
- 2016: *Innovation in public health*. In CHL5004H: *Introduction to Public Health Sciences*. September 2016.
- 2015: *Systems and Design thinking for health promotion and social innovation*. In CHL5014: *Health Promotion Strategies*.
- 2014: *Social media, communications and public engagement*. In CHL5004H: *Introduction to Public Health Sciences*.
- 2013: *Social media, communications and public engagement*. In CHL5004H: *Introduction to Public Health Sciences*.
- 2013: *Public eHealth: Behaviour Change & Health Informatics*. In MHI2003: *Health Informatics*. Department of Health Policy,

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Management & Evaluation, University of Toronto. Instructor: Emily Seto, PhD.

2012: *Public eHealth: Behaviour Change & Health Informatics*. In MHI2003: Health Informatics. Department of Health Policy, Management & Evaluation, University of Toronto. Instructor: Gunther Eysenbach, MD MPH.

2011: *eHealth and Behaviour Change*. In CHL5804H: Health Behaviour Change, DLSPH, U of Toronto, Instructor: Lorraine Ferris, PhD

*Outcome evaluation*, In CHL 5110H: Theory and Practice of Programme Evaluation, DLSPH, University of Toronto. Instructor: Ted Myers, PhD.

*eHealth Behaviour Change*. In Psc 333: Health Psychology (2 lectures), University of Toronto. Instructor: Jill Einstein.

*Public eHealth: Behaviour Change & Health Informatics*. In MHI2003: Health Informatics. Department of Health Policy, Management & Evaluation, University of Toronto. Instructor: Gunther Eysenbach, MD MPH.

2010: *Public eHealth: Behaviour Change & Health Informatics*. In MHI2003: Health Informatics. Department of Health Policy, Management & Evaluation, University of Toronto. Instructor: Gunther Eysenbach, MD MPH.

*Introduction to Public & Community Health*. In Healthcare Operations Management II (MBA Program), Texas Tech University, Instructor: Timothy Huerta, PhD

*Systems Thinking Approaches to Health*. In Healthcare Operations Management I (MD/MBA Program), Texas Tech University, Instructor: Timothy Huerta, PhD

*eHealth behaviour change*, In Psc333 : Health Psychology Department of Psychology, University of Toronto, Instructor: Gillian Einstein, PhD

*Outcome evaluation*, In CHL 5110H: Theory and Practice of Programme Evaluation, DLSPH, University of Toronto. Instructor: Ted Myers, PhD.

*Systems thinking in health promotion*, In CHL5801: Introduction to Health Promotion. Instructor: Farah Ahmad, MD PhD

*Systems thinking and health promotion*, In CHL5805: Critical Issues in Health Promotion.

Instructor: Michael Goodstadt, PhD.

2009:

*Youth & Health*, CHL 5004H: Introduction to Public Health  
Leaders: Joanna Cohen, PhD & Fran Scott, MD

*Complexity Science & Systems Thinking* (4 lectures). CHL 5805H:  
Critical Issues in Health Promotion  
Instructor: Michael Goodstadt, PhD

*Social Network Analysis*, in CHL 7001: Infectious disease  
epidemiology.  
Instructors: David Fisman, MD & Dionne Gesnick-Law, PhD

*Systems thinking in health promotion*, In CHL5801: Introduction  
to Health Promotion.  
Instructor: Farah Ahmad, MD PhD

*eHealth behaviour change*, In Pysc333 : Health Psychology  
Department of Psychology, University of Toronto,  
Instructor: Gillian Einstein, PhD

*Outcome evaluation*, In CHL5110H: Theory and Practice of  
Programme Evaluation  
Instructor: Ted Myers, PhD

*International Peace Building for Health & Wellbeing*. University of  
College, University of Toronto. Instructor: Joy Fitzgibbon, PhD

*Public eHealth*. In MHI2003: Health Informatics. Department of  
Health Policy, Management & Evaluation, University of Toronto.  
Instructor: Gunther Eysenbach, MD MPH.

*Complexity Science & Systems Thinking Perspectives on  
Research & Evidence*. In SWK6308H: Designing and  
Implementing Quantitative Social Work Research. Factor-  
Inwentash School of Social Work, University of Toronto  
Instructor: Aron Shlonsky, PhD

2008:

*eHealth Promotion and Public Engagement*. In CHL5801: Health  
Promotion. Dalla Lana School of Public Health  
Instructor: Farah Ahmad, MD PhD

*Outcome Evaluation*. In CHL5110H: Theory and Practice of  
Programme Evaluation  
Instructors: Ted Myers, PhD

*Program Evaluation in the Health Professions*  
McMaster School of Medicine Community Medicine Residency  
Hamilton, ON

Chief Resident: Paul Lewin, MD

2007: *Public Engagement in Health Communication*. In JXP 5807: Health Communications (Graduate). Department of Exercise Sciences, University of Toronto.

Instructors: Margaret MacNeil, PhD & Larry Hershfield

*Complexity Science & Systems Thinking*: In SWK 4501: Issues in Evidence Based Practice in Social Work (Graduate)

Factor-Inwentash School of Social Work, University of Toronto, Instructor: Aron Shlonsky, PhD

*Health Psychology Online: Using the Web to Change Health Behaviours*. In Pysc333 : Health Psychology (undergraduate)

Department of Psychology, University of Toronto,

Instructor: Gillian Einstein, PhD

2006: *Process Evaluation*. In CHL5110H: Theory and Practice of Programme Evaluation (Graduate course, Health Promotion and Health & Behavioural Science stream)

Department of Public Health Sciences, University of Toronto, Toronto, ON

Instructors: Ted Myers, PhD & Philip Bigelow, PhD

*A Web of Influence: Information Technology, Behaviour Change, and Public Health*. In: CHL 5804H: *Health Behaviour Change* graduate course, Department of Public Health Sciences,

University of Toronto, Toronto, ON. (November 25, 2005).

Instructors: Harvey Skinner, PhD & Curtis Breslin, PhD

2004: *The Internet as a Tool for Health Behaviour Change: An example from the Smoking Zine randomized trial*. In: CHL 5804H: *Health Behaviour Change* graduate course, Department of Public Health Sciences, University of Toronto, Toronto, ON. (November 12, 2004)

Instructors: Harvey Skinner, PhD & Curtis Breslin, PhD

2003: *Multivariate, Multi-level Data Analysis: A Case Study* (with H. Skinner & D. Thiruchelvam), In: CHL 5222H: *Longitudinal Data Analysis* graduate course, Dept. of Public Health Sciences,

University of Toronto, Toronto, ON

Instructor: James Stafford, PhD

*Use of theory in Behavioural Science Research*. In: CHL 7001H *Social Psychological Perspectives on Health Attitudes and Behaviours* graduate course, Dept. of Public Health Sciences,

University of Toronto, Toronto, ON

Instructor: Lorraine Ferris, PhD

*eHealth Evaluation: A Case Study Examining Adolescent Smoking Cessation* In: CHL 5804H: *Health Behaviour Change* graduate course, Dept. of Public Health Sciences, University of Toronto, Toronto, ON

Instructors: Harvey Skinner, PhD. & Curtis Breslin, PhD

2001: *Evaluation of eHealth*. In: CHL5804H: *Health Behaviour Change* graduate course, Department of Public Health Sciences, University of Toronto, Toronto, ON

Instructors: Harvey Skinner, PhD., Curtis Breslin, PhD, & Joan Brewster, PhD

1999: *Community Psychology*. In: CHL 5100: *Social Psychology of Health* Graduate Course, Graduate Department of Community Health, University of Toronto, Toronto, ON

Instructors: Lorraine Ferris, PhD. & Joan Eakin, PhD

#### **Other Teaching Activities:**

2016 – Present: [Instructor and Curriculum Designer](#)  
The Design Loft Micro Conference  
American Evaluation Association

2014 – 2016: [Faculty](#)  
Studio Y / MaRS Discovery District

2000- 2005: [Instructor \(contract\)](#)  
Community-based Research Certificate Programme  
Wellesley Institute, Toronto, ON

07/98 [Special Education Resource Instructor](#)  
Summer School Programme (Secondary school Grades 10-OAC)  
Waterloo Region District School Board, Waterloo, ON  
Supervisor: David Shaver (Principal)

09/96 - 04/97 [Field Placement Coordinator](#), Undergraduate Practica  
Dept. of Psychology, Wilfrid Laurier University, Waterloo, ON  
Supervisor: Paul Davock, MA.

#### **Professional Practice Activities**

As Principal and President of Cense Ltd. I consult widely with health service, non-profit, and governmental organizations on issues of innovation, evaluation, design, strategy, and communications. See client list (earlier in this document). I've also been active as a reviewer for and contributor to scholarly journals, conferences, and other academic enterprises.

**Peer reviewed (published or in press):**

1. **Norman, C.D.**, & Haresign, H., Forer, B., Mehling, C., Krajnak, J., Bloomberg, H., Howe, A., & Legare, J. (in press). Engagement, innovation and impact in a dietitian contact centre: The Eat Right Ontario experience. *Canadian Journal of Dietetic Practice and Research*.
2. Knight, A. T., Cook, C. N., Redford, K. H., Biggs, D., Romero, C., Ortega-Argueta, A., **Norman, C.D.**, Parson, B., Reynolds, M., Eoyang, G., Keene, M. (2019). Improving conservation practice with principles and tools from systems thinking and evaluation. *Sustainability Science*,
3. Silva, D. S., Smith, M. J., & **Norman, C. D.** (2018). Systems thinking and ethics in public health: a necessary and mutually beneficial partnership. *Monash Bioethics Review*, 36(0123456789), 54–67.
4. Baskerville, N. B., Struik, L. L., Guindon, G. E., **Norman, C. D.**, Whittaker, R., Burns, C., ... Brown, K. S. (2018). Effect of a Mobile Phone Intervention on Quitting Smoking in a Young Adult Population of Smokers: Randomized Controlled Trial. *JMIR MHealth and UHealth*, 6(10), e10893.
5. Ungar, T., **Norman, C. D.**, & Knaak, S. (2017). Think You Can Shrink? A Proof-of-Concept Study for Men's Health Education Through Edutainment. *Journal of Technology in Behavioral Science*, 1–6.
6. **Norman, C.D.**, Haresign, H., Mehling, C., & Bloomberg, H. (2016). Exploring the Feasibility and Potential of Virtual Panels for Soliciting Feedback on Nutrition Education Materials. *JMIR Public Health and Surveillance*, 2 (1), e18.
7. Baskerville, N.B., Azagba, S., **Norman, C.D.**, McKeown, K., & Brown, K.S. (2016). Effect of a social media campaign on young adult smoking cessation. *Nicotine & Tobacco Research*, 18 (3), 351-360.
8. Calvasina, P., Lawrence, H.P., Hoffman-Goetz, L., & **Norman, C.D.** (2016). Brazilian immigrants' oral health literacy and participation in oral health care in Canada. *BMC Oral Health*, 1–7. \*
9. van der Tempel, J., Noormohamed, A., Schwartz, R., **Norman, C. D.**, Malas, M., & Zawertailo, L. (2016). Vape, quit, tweet? Electronic cigarettes and smoking cessation on Twitter. *International Journal of Public Health*, 1–8.
10. Baskerville, N.B., Struik, L.L., Hammond, D., **Norman, C.D.**, Guindon, E., Whittaker, R., Burns, C.M., Grindrod, K.A., Brown, K.S. (2015). Effect of a mobile phone intervention on quitting smoking in a young adult population of smokers: Randomized controlled trial study protocol. *JMIR Research Protocols*, 4 (1), e10.
11. **Norman, C.D.** (2013). Teaching systems thinking and complexity theory in health sciences. *Journal of Evaluation in Clinical Practice*, 19,(6) 1087-9. .

12. **Norman, C.D.** & Yip, A.L. (2012). eHealth promotion and social innovation with youth: Using social and visual media to engage diverse communities. *Studies in Health Technology Informatics*, 172, 54-70.
13. Ahmad, F., **Norman, C.D.**, & O'Campo, P. (2012). What is needed to implement a computer-assisted health risk assessment tool? An exploratory concept mapping study. *BMC Medical Informatics and Decision Making*, 12, e149.
14. Ahmad F, Shakya Y, Li J, Karyan K, **Norman C.D.**, Lou W, Abuelaish I, Ahmadzi M (2012) Primary Care as a Setting to Integrate Medical and Social Refugee Care: A Pilot with of Computer-assisted Psychosocial Risk-assessment. *BMC Public Health*, 12, e71.
15. Riley, B., **Norman, C.D.** & Best, A. (2012). Knowledge Integration in Public Health: A Rapid Review using Systems Thinking. *Evidence & Policy*, 8, (4), 417-431.
16. Cheng, H.-M., **Norman, C. D.**, & Koo, M. (2012). Psychometric evaluation of Chinese version of the eHealth Literacy Scale (eHEALS) in school age children. *International Electronic Journal of Health Education*, 15, 29-36.
17. Baumwol, K., Mortimer, S., Huerta, T.R., **Norman, C.D.**, & Buchan, A.M.J. (2011). Promoting interdisciplinarity in the life sciences: a case study. *Research Evaluation*, 20 (4), 283-292.
18. **Norman, C.D.** (2011). Consumer directed telehealth. *Otolaryngological Clinics of North America*, 44, (6), 1289-1296.
19. Krupinski, E.A., Patterson, T., **Norman, C.D.**, Roth, Y., Elnasser, Z., Abdeen, Z., Noyek, A., Sriharan, A., Ignatieff, A., Black, S., Freedman, M., (2011). Successful models for telehealth. *Otolaryngological Clinics of North America*, 44, (6), 1275-1288.
20. Hamdani, Y., Jetha, A., & **Norman, C.D.** (2011). Systems thinking perspectives applied to healthcare transition for youth with disabilities: a paradigm shift for practice, policy and research. *Child Care Health Development*, 37, (6), 806-814. \*
21. De Pinho Campos, K., **Norman, C.D.**, Jadad, A.R. (2011). Product development private-public partnerships for public health: A systematic review using qualitative data. *Social Science & Medicine*, 73, (7), 986-994. \*
22. **Norman, C.D.**, Huerta, T.R., Mortimer, S., & Buchan, A. (2011). Evaluating the science of discovery in complex health systems. *American Journal of Evaluation*, 32, (1), 70-84.
23. McQueen, K., Dennis, C-L., Stremler, R., & **Norman, C.D.** (2011). A pilot randomized controlled trial of a breastfeeding self-efficacy intervention with primiparous mothers. *Journal of Obstetric, Gynecologic & Neonatal Nursing*, 40, 35-46. \*



24. **Norman, C.D.**, Charnaw-Burger, J., Yip, A., Saad, S., & Lombardo, C. (2010). Designing health innovation networks using complexity science and systems thinking: The CoNEKTR Model. *Journal of Evaluation in Clinical Practice*, *16*, 1016-1023.
25. Ho, K., Jarvis-Sellinger, S., **Norman, C.D.**, Li, L., Olatunbosun, T., Cressman, C., & Nguyen, A. (2010). Electronic Community of Practice: Guidelines from a project. *Journal of Continuing Education in the Health Professions*, *30* (2), 139-143.
26. Best, A., Terpstra, J., Moor, G., Riley, B., **Norman, C.D.**, & Glasgow, R. (2009). Building knowledge integration systems for evidence-informed decisions. *Journal of Health Organization Management*, *23* (6), 627-641.
27. **Norman, C.D.** (2009). Health promotion as a systems science and practice. *Journal of Evaluation in Clinical Practice*, *15* (5), 868-872.
28. **Norman, C.D.**, Maley, O., Li, X., & Skinner, H.A. (2008). Using the Internet to initiate and assist smoking prevention in schools: A randomized controlled trial. *Health Psychology*, *27* (6), 799-810.
29. Best, A., Hiatt, R. & **Norman, C.D.** (2008). Knowledge integration: Conceptualizing Communications in Cancer Control Systems. *Patient Education & Counselling*, *71* (3), 319-327.
30. **Norman, C.D.** & Skinner, H.A. (2007). Engaging youth in eHealth promotion: Lessons learned from a decade of TeenNet Research. *Adolescent Medicine: State of the Art Reviews*, *18* (2), 357-369.
31. **Norman, C.D.** (2007). Using information technology to support smoking-related health behaviour change: Web-assisted tobacco interventions. *Smoking Cessation Rounds*, *1* (6), e1. Invited paper. <http://www.smokingcessationrounds.ca>.
32. Leatherdale, S., Viehbeck, S., Murphy, C., **Norman, C.D.**, & Schultz, A. (2007). The tobacco control community of tomorrow: A vision for training. *Canadian Journal of Public Health*, *98* (1), 30-32.
33. **Norman, C.D.** & Skinner, H.A. (2006). eHEALS: The eHealth Literacy Scale. *Journal of Medical Internet Research*, *8*, 4, e27. \*\* *International Medical Informatics Association Best Paper of the Year*
34. **Norman, C.D.** & Huerta, T. (2006). Knowledge transfer and exchange through social networks: Community of practice building within tobacco control. *Implementation Science*, *1*, 20.
35. Skinner, H.A., Maley, O. & **Norman, C.D.** (2006). Developing Internet-Based eHealth Promotion Programs: The Spiral Technology Action Research (STAR) Model. *Health Promotion Practice*, *7* (4), (406-417).



36. **Norman, C.D.** & Skinner, H.A. (2006). eHealth literacy: Essential skills for consumer health in a networked world. *Journal of Medical Internet Research*, 8 (2), e9.
37. **Norman, C.D.** (2004). CATCH-IT Report: Review of Feil et al. (2003) - Evaluation of an Internet-based smoking cessation program: lessons learned from a pilot study. *Journal of Medical Internet Research*, 6, (4) e47.
38. Rucklos-Hampton, M., & **Norman, C.D.** (1997). Community building in a peer support centre. *Journal of College Student Development*, 38, (4) 357-364.

\* - denotes a publication led by a trainee

#### **Peer reviewed (submitted)**

1. **Norman, C.D.**, Haresign, H., Legare, J. (submitted). Engagement, innovation, and impact in a dietitian contact centre: The Eat Right Ontario Experience. *Canadian Journal of Dietetic Practice and Research*.

#### **Editorials & Invited Manuscripts:**

1. Ungar, T., Knack, S. & **Norman, C.D.** (2017). Re: Suicide on TV: minimising the risk to vulnerable viewers. Editorial Letter. *BMJ*, 358.
2. **Norman, C.D.** (2012). Social media and health promotion. *Global Health Promotion*, 19 (4), 3-6. .
3. **Norman, C.D.**, (2011). EHealth literacy 2.0 Problems and opportunities with an evolving concept. *Journal of Medical Internet Research*, 13 (4), e125.
4. **Norman, C.D.** & Best, A. (2009). The whole is not the sum of its parts: The complex system of family interventions for smoking cessation (Commentary on 'Family-based programmes for preventing smoking by children and adolescents'). *Evidence-Based Child Health: A Cochrane Review Journal*, 4, (2), 890-892.
5. **Norman, C.D.**, (2009). A review of Complex Responsive Processes in Organizations: Learning and Knowledge Creation. *Complicity: Journal of Complexity & Education*, 6 (2),159-162.
6. **Norman, C.D.**, McIntosh, S., Selby, P., & Eysenbach, G. (2008). Web-assisted tobacco interventions: MPOWERing change in the global fight for public (e)Health. *Journal of Medical Internet Research*, 10 (5), e48.
7. Eysenbach, G. & **Norman, C.D.** (2004). CATCH-IT Reports Introduction to CATCH-IT Reports: Critically Appraised Topics in Communication, Health Informatics, and Technology: Editorial. *Journal of Medical Internet Research*, 6, 4, e49.

8. **Norman, C.D.** (2004). Broadening our perspective of health (& building a community health psychology). *Psynopsis: Canada's Psychology Newspaper*, 26 (2), Spring, 2004. Canadian Psychological Association. (circulation: 3500)
9. **Norman, C.D.**, Maley, O., & Skinner, H.A. (2000). CyberIsle: Using information technology to promote health in youth. *CyberMed Catalyst: Journal of the Association of Medical Internet Professionals*, (www.amip.org/catalyst).
10. **Norman, C.D.** (1999). 21st century psychology: The role of information technology and telehealth. *American Psychological Association of Graduate Students (APAGS) Newsletter*, 11, 4, 11-12. (circulation: 50,000)
11. **Norman, C.D.** (1998). Radical steps to a more equitable public policy. *American Psychological Association of Graduate Students (APAGS) Newsletter*, 10, 3, 15-17. (circulation: 50,000)
12. **Norman, C.D.** (1996). Radicalizing undergraduate education: Building a future for psychology. *RadPsyNews*, 13, July 1996. Radical Psychology Network.

**Published abstracts (peer reviewed):**

**Norman, C.D.** & Skinner, H.A. (2000). Where is the consumer in the evaluation of on-line consumer health information? *Canadian Psychology*, 41, 2a, 34.

**Books & book chapters (\*\* denotes peer reviewed):**

1. **Norman, C.D.** (in press). Social media and health promotion. In A. Vollman (Ed.) *Canadian Community as Partner: Theory & Multidisciplinary Practice (6<sup>th</sup> Edition)*. New York, NY: Wolters Kreuter. \*\*
2. **Norman, C.D.** (2016). Social media and health promotion. In A. Vollman (Ed.) *Canadian Community as Partner: Theory & Multidisciplinary Practice (5<sup>th</sup> Edition)*. New York, NY: Wolters Kreuter. \*\*
3. **Norman, C.D.** & Yip, A.L. (2013). Designing for health promotion, social innovation and complexity: The CoNEKTR Model for Wicked Problems, pp.581-594. In JP Sturmburg & C Martin (Eds). *Handbook of Systems and Complexity in Health*. New York, NY: Springer. \*\*
4. **Norman, C.D.** (2011). Bridging online and offline social networks to promote health innovation: The CoNEKTR Model. In Biswas, R., & Martin, C. (Eds.) . *Utilizing Collaborative Social Networks and Technologies*. IGI Books. \*\*
5. Hamden, S., Lombardo, C., **Norman, C.D.**, & Skinner, H.A., (2010). Building Cooperation with Arab and Israeli youth: The Global Youth Voices Model. In S. Muntaseer (Ed.) *Children and War*.

6. **Norman, C.D.** (2009). Skills essential for eHealth. Health literacy and eHealth. In *Health literacy, eHealth, and communication: Putting the Consumer First*, 10-13. U.S. Institute of Medicine, Washington, DC: National Academies of Science.\*\*
7. **Norman, C.D.**, Guta, A.G., & Flicker, S (2008). Engaging youth in health promotion using multimedia technologies: Reflecting on 10 years of TeenNet research, ethics and practice. Chapter 20 in R. Luppincini, & R. Adell (Eds.) *Handbook of Research on Technoethics*, pp.295-315 . Hershey, PA: IGI Global Books
8. Best, A., Trochim, W. Moor, G., Haggerty, J., **Norman, C.D.**, Cabrera, D., & Logan, H. (2008). Systems thinking for knowledge integration: New models for policy-research collaboration. In Casebeer A, Harrison A, Mark AE (eds.). *Organizing and Reorganizing: Power and Change in Health Care Organizations*. London: Palgrave MacMillan.
9. **Norman, C.D.** (2006). *A user's guide to the Smoking Zine: Supporting schools in preventing smoking & helping students quit using the Internet*. Toronto, ON: TeenNet Research Project & Ontario Physical Health and Education Association, University of Toronto.
10. **Norman, C.D.**, Chirrey, G.S., & Skinner, H.A. (2002). Consumer perspectives in e-Health. In H.A. Skinner *Promoting health through organizational change*. Chapter 18, pp. 315-334. San Francisco, CA: Benjamin Cummings.

#### **Technical & Research Reports:**

1. **Norman, C.D.** (2012). *Social media for health promotion with youth and young adult substance abuse*. Toronto, ON: CENSE Research + Design
2. **Norman, C.D.** (2009). *Youth Leaders: Food4Health*. Final report submitted to the Ontario Ministry of Health Promotion.
3. Jegare, J., Rootman, I, Kranjiak, J. & **Norman, C.D.**, (2007). *Final report on the evaluation of the Eat Right Ontario Dietician Advisory Service*. Submitted to the Ministry of Health Promotion of Ontario.
4. **Norman, C.D.** & Huerta, T.R. (2007). *Final report on the evaluation of the Third WATI Workshop*. Technical report submitted to Health Canada. Ottawa, ON.
5. Best, A., Riley, B. & **Norman, C.D.** (2007). *Evidence Informed Public Health Policy and Practice through a Complexity Lens: A Rapid Review*. Technical report on a Knowledge Synthesis. Submitted to the Public Health Agency of Canada. Ottawa, ON.
6. **Norman, C.D.** (2007). Web-assisted tobacco interventions: A global resource review. Technical report. Submitted to Health Canada, Office of Programs and Mass Media, Tobacco Control Programme, Healthy Environments and Consumer Safety Branch. Ottawa, ON.
7. **Norman, C.D.** & Huerta, T. (2006). *Building a learning community to foster innovation: A first report on the evaluation of the Web-Assisted Tobacco*

*Intervention meeting*. Submitted jointly to Health Canada and the U.S. National Cancer Institute. Toronto, ON: The eTobacco Project.

8. **Norman, C.D.** (1998). *Program evaluation for the Bridges Program/Dreams Project for high- risk adolescents*. Technical report submitted to the Bridges Learning Initiative of the Waterloo Region District School Board, Waterloo Region Catholic District School Board, and Family and Childrens Service Association. Kitchener/Waterloo, ON: Waterloo Region District School Board/Author.

### Presentations:

#### Invited Presentations:

1. Niquette, M. & **Norman, C.D.** (2016, October). *Enabling ourselves to have more control over our health*. Invited presentation to the 6<sup>th</sup> Global Forum on Health Promotion, Charlottetown, PEI (Canada), October 17, 2016.
2. **Norman, C.D.**, (2016, May). *Design thinking and developmental evaluation: New thinking for public sector innovation and impact*. Keynote address at the Ontario Public Service learning forum, Toronto, ON: May 31, 2016.
3. **Norman, C.D.** (2016, March). *Design thinking and developmental evaluation for public sector transformation*. Keynote address at the Ontario Public Service Leadership and Management Forum, Toronto, ON: March, 1, 2016.
4. **Norman, C.D.**, (2015, November). *Designing for health innovation: Foreign lands, familiar problems, new opportunities*. Keynote address at the 2015 Think Toronto Global Health Case Competition and Conference. Toronto, ON: November 28, 2015.
5. **Norman, C.D.** (2015, June). *Here be Dragons: Public health communications in the age of social media*. Invited presentation to the Durham Region Public Health leadership team. Whitby, ON: June 22, 2015.
6. **Norman, C.D.** (2015, March). *Points of Departure: A research journey*. Keynote address at the 2015 Western University Undergraduate Research Conference, London, ON: March 21, 2015.
7. **Norman, C.D.**, (2015, February). *Social Innovation 101*. Invited address to the Catalyst X community, Centre for Social Innovation, Toronto, ON: February 25, 2015.
8. **Norman, C.D.** (2014, April). *Systems perspectives on CQI and public health*. Invited keynote presentation at the Niagara Public Health Education Day, Niagara Falls, ON: April 16, 2014.
9. **Norman, C.D.** (2014, April). *Systems thinking about healthcare quality and innovation*. Invited keynote address at the Niagara Health Quality Symposium, Niagara-on-the-lake, ON: April 4, 2014.
10. **Norman, C.D.** (2014, February). *Social innovation in health promotion: Designing*

*your way to more innovative, creative and fun programming options.* Invited keynote address at the Tobacco Prevention Networking and Knowledge Exchange Forum, Toronto, ON: February 5, 2014.

11. **Norman, C.D.** (2013, November). *Public policy, design and health.* Invited presentation at Design Meets Public Policy. Toronto, ON: November 24, 2013.
12. **Norman, C.D.** (2013, September). *Systems perspectives on CQI and public health.* Invited presentation to the first meeting to advance CQI in public health in Ontario. Toronto, ON: September 20, 2013.
13. **Norman, C.D.** (2013, March). *Designing creative conversations through social media.* Invited Keynote address to the Recreation Connections 2013 Conference. Winnipeg, MB: March 3, 2013.
14. **Norman, C.D.** (2013, May). *Designing creative conversations through social media.* Invited keynote address at the Manitoba Conversations in Motion Conference, Winnipeg, MB: May 9, 2012.
15. **Norman, C.D.**, (2012, December). *Developmental evaluation.* Invited presentation to the annual learning day of Toronto Regional Conservation Authority, Toronto, ON: December 12, 2012.
16. **Norman, C.D.** (2012, June). *Social Media & Public Health: Potential, Pitfalls and Possibilities.* Keynote address at the Peel Region: Health at Home Conference. Mississauga, ON: June 7, 2012.
17. **Norman, C.D.** (2012, March). *Using social media to induce behaviour change in smokers.* Invited presentation to the Alberta Respiratory Disease Symposium 2012 conference. Edmonton, AB: March 3, 2012.
18. **Norman, C.D.** (2011, November). *Putting knowledge into action: Social networks in the context of mental health promotion.* Invited presentation to the Social Aetiology of Mental Illness Training Program, Centre for Addiction and Mental Health, Toronto, ON: November 10, 2011.
19. **Norman, C.D.** (2011, October). *How to use social media for knowledge exchange.* Invited presentation at The Art and Science of Knowledge Exchange conference. Toronto, ON: October 20, 2011.
20. **Norman, C.D.** (2011, September). *Systems thinking about what we eat: The role of social media, networks and youth engagement.* Invited presentation to the Population Health Intervention Research Network conference on Building a Healthier Ontario, Toronto, ON: September 30, 2011.
21. **Norman, C.D.** & Yip, A.L. (2011, June). *Innovation Research for youth Health Promotion - Social Media and Participatory Engagement of End Users.* Invited presentation at the Cure4Kids Global Summit, St. Judes Children's Hospital, Memphis, TN: June 9, 2011.

22. **Norman, C.D.** (2011, April). *Designing for eHealth literacy: the role of systems, social media and networks*. Invited presentation at the Canadian Lung Association 2011 Canadian Respiratory Conference. Niagara Falls, ON: April 28, 2011.
23. **Norman, C.D.** (2011, February). *New Frontiers in Smoking Cessation: Social Media*. Invited presentations at the Ottawa Model Conference on Smoking Cessation, Ottawa, ON: February 4, 2011.
24. **Norman, C.D.** (2011, January). *Food4health Equity Engaging Diversity For Socially Inclusive Policy and Action*. CHNet Fireside Chat Webinar, Ottawa, ON: January 21, 2011.
25. **Norman, C.D.** (2010, November). *A view to the future for a health literate Canada*. Invited keynote presentation at the Public Health Agency of Canada's Roundtable meeting on Health Literacy in Canada, Ottawa, ON: November 24, 2010.
26. **Norman, C.D.** & Jadad, A.R. (2010, November). *Creating youth leadership networks through eHealth technologies*. Invited presentation as part of the Department of Health Policy, Management & Evaluation speaker series on eHealth, Toronto, ON: November 17, 2010.
27. **Norman, C.D.** (2010, November). *Putting knowledge into action: social networks in the context of mental health promotion*. Invited presentation to the Social Aetiology of Mental Health (SAMI) Training Program, Toronto, ON: November 4, 2010.
28. **Norman, C.D.**, Cortinois, A., Lombardo, C., Nunes, M., & Barrett, S.W.A. (2010, September). *Engaging newcomer Canadians in navigating the health system: Youth4Health initiative*. Invited presentation at InformCanada, Toronto, ON: September 26, 2010.
29. **Norman, C.D.** (2009, September). *Social media for tobacco control. Invited presentation to the annual meeting of Cancer Care Ontario's LEARN community of practice for youth tobacco control*. Toronto, ON: September 28, 2009.
30. **Norman, C.D.** (2009, September). *Using information and communication technologies for "healthy" public engagement*. Invited address at the annual TEKTIK Workshop on eHealth. Vancouver, British Columbia: September 10, 2009.
31. **Norman, C.D.** (2009, August). *Youth Engagement Strategies for Health Promotion in a Networked World*. Invited address at the CINTEL 4th Encuentro de Investigacion Innovation e Ingernieria, Bogota, Colombia: August 27, 2009.
32. **Norman, C.D.** (2009, July). *Skills for learning and living health promotion online: eHealth literacy*. Core Session Address at the 16<sup>th</sup> Annual Health Promotion Summer School. Markham, ON: July 9, 2009.



33. **Norman, C.D.** (2009, July). *Health promotion in the age of the Internet*. Keynote address at the 16<sup>th</sup> Annual Health Promotion Summer School. Markham, ON: July 8, 2009.
34. **Norman, C.D.** (2008, November). *Wikis: A collaborative method for developing better practice guidelines*. Annual General Meeting of the Canadian Action Network for the Advancement, Dissemination and Adoption of Practice-informed Tobacco Treatment , Toronto, ON, November 13, 2008.
35. **Norman, C.D.** & Jadad, A.R. (2008, November). *Ushering in the age of public eHealth*. Keynote address at: Towards public eHealth: The Dalla Lana School of Public Health in the age of the Internet, social networks and mobile communications. Toronto, ON, November 5, 2008.
36. **Norman, C.D.** (2008, September). *Literacy skills for safe online interaction*. Invited address to the York Region District School Board Secondary School Senior Administration, Toronto, ON October, 16, 2008.
37. **Norman, C.D.** (2008, September). *Literacy skills for safe online interaction*. Invited address at Youth Privacy Online: A special forum exploring approaches to safeguarding the privacy of youth online, hosted by the Privacy Commissioner's Office of Ontario Toronto, ON, September 4, 2008.
38. **Norman, C.D.** (2008, June). Youth engagement in health promotion: Challenges and opportunities. Keynote address at the YMCA Toronto Senior Leadership Retreat, Orillia, ON.
39. **Norman, C.D.** (2008, June). *eHealth Literacy: Essential Skills for Navigating the electronic health environment*. Keynote address at the Roundtable on eHealth literacy and Health Information, Nanhua University, Taiwan, June 5, 2008.
40. **Norman, C.D.** (2008, March). *eHealth Literacy: Essential Skills for Navigating the electronic health environment*. Invited address to the Institute of Medicine Roundtable on Health Literacy, National Academies of Sciences, Washington, DC, March 17, 2008.
41. **Norman, C.D.** (2007, March). *Use and Usability of the BC Health Guide program: The role of literacy in supporting integrated self-care and eHealth promotion*. Invited presentation at the Centre for Clinical Epidemiology & Evaluation Clinical Rounds, Vancouver Coastal Health Research Institute, Vancouver, BC, Canada. March 12, 2007.
42. **Norman, C.D.** (2007, February). *The WATI global community of practice*. Invited presentation at the Web-assisted tobacco intervention workshop at the annual meeting of the Society for Research on Nicotine and Tobacco. Austin, TX. February 21, 2007.
43. **Norman, C.D.** (2007, February). *The wide world of Web-assisted tobacco interventions*. Invited presentation as part of the Transdisciplinary Tobacco

- Rounds, Centre for Addiction and Mental Health. Toronto, ON, Canada. February 16, 2007.
44. Huerta, T. & **Norman, C.D.** (2006, October). *Towards a community of practice in tobacco control*. Invited presentation at the 3<sup>rd</sup> Annual Invitational Symposium for Research to Inform Tobacco Control. Toronto, ON, Canada. November 14, 2006.
  45. **Norman, C.D.** (2006, March). *Systems thinking for health systems change: Transforming knowledge into action in public and population health*. Invited presentation at the University of Northern British Columbia, Prince George, BC, Canada. March 24, 2006.
  46. **Norman, C.D.** (2006, January). *From best practices to learning systems: Strategies for putting evidence into action in public and population health*. Invited presentation for Health Care & Epidemiology Grand Rounds for the Faculty of Medicine, University of British Columbia. Vancouver, BC, January 27, 2006. (Accredited activity for maintenance of certification by the Royal College of Physicians and Surgeons of Canada)
  47. **Norman, C.D.** (2005, November). *From evidence to action in tobacco control: Systems thinking about the knowledge box*. Invited presentation at the 2<sup>nd</sup> Annual Invitational Symposium for Research to Inform Tobacco Control. Toronto, ON, Canada. November 11, 2005.
  48. **Norman, C.D.** (2005, April). *The web of influence; Information technology, behaviour change, and public health*. Invited presentation in the Departments of Health Studies and Psychology at the University of Waterloo, Waterloo, ON, April 28, 2005.
  49. **Norman, C.D.** (2005, February). *Internet-assisted health behaviour change: The challenges and opportunities of eHealth*. Invited presentation at the Centre for Clinical Epidemiology & Evaluation Clinical Rounds, Vancouver Coastal Health Research Institute, Vancouver, BC, Canada, February 14, 2005.
  50. **Norman, C.D.** (2004, December). *Knowledge networks and tobacco control: An agenda for research and practice*. Invited presentation at the 1<sup>st</sup> Annual Invitational Symposium for Research to Inform Tobacco Control. Toronto, ON, Canada. December 3, 2004.
  51. **Norman, C.D.** (2004, October). *Getting the most from your data: Responding to research challenges with creative solutions*. Invited presentation to the Social and Behavioural Sciences Student Seminar Series, Department of Public Health Sciences, University of Toronto, Toronto, ON. October 26, 2004.
  52. Skinner, H.A. & **Norman, C.D.**, Maley, O., Li, X. & Thiruchelvam, D. (2004, May). *Findings, frustrations and futures: School-based RCT of the Smoking Zine website intervention for youth smoking prevention and cessation*. Invited presentation, Health Behaviour Research Group, University of Waterloo, Waterloo, ON.



53. Skinner, HA, **Norman C.D.** & Maley O. (2003, October) *Using the Internet for smoking prevention and cessation with youth*. Invited presentation. University of Washington, Seattle, WA.
54. **Norman, C.D.** (2001, May). *The Internet and health: Why we know so little*. Presentation at the annual Graduate Sociology Student Association conference, University of Toronto, Toronto, ON.
55. Skinner, H.A. & **Norman, C.D.** (2000, October). *Where is the consumer? Evaluating telehealth initiatives*. Invited presentation, Canada e-Health 2000 Conference, Ottawa, ON.
56. Lawson, R., Braithwaite, S., & **Norman, C.D.** (1996, April). *The effectiveness of student support systems*. Invited colloquium presentation, Luther College, University of Regina, Regina, SK.
57. **Norman, C.D.** (1994, August). *The importance of community in students' experiences at university*. Invited address at the annual meeting of the Luther College Board of Regents, Regina, SK.

#### **Oral Presentations:**

1. Ungar, T., **Norman, C.D.**, Knaak, S. (2018, May). Think You Can Shrink? Using reality TV and edutainment to reduce mental stigma and improve outcomes. The Brian D. Hodges Symposium, University Health Network, Toronto, ON.
2. Hamdani Y, Gibson B, **Norman C.D.**, Renwick R. (2017, May 3) *Problematizing transition to adulthood in public policies: Implications for youth with developmental disabilities and their parents*. Nordic Network of Disability Research Conference, Orebro, Sweden.
3. Hamdani Y, Gibson B, **Norman C.D.**, Renwick R. (2017, June 22) *Examining transition policies and practices for youth with disabilities*. Canadian Association of Occupational Therapists (CAOT) Annual Conference. Charlottetown, PEI.
4. **Norman, C.D.** (2016). *Transformative evaluation: Bringing design thinking to developmental evaluation*. American Evaluation Association, Atlanta, GA, October 28, 2016.
5. **Norman, C.D.** (2016). *Evaluation's role in high-impact design*. American Evaluation Association, Atlanta, GA, October 27, 2016.
6. Cook, C. Knight, A., Keene, M., Redford, K., **Norman, C.D.** et al. (2015, August) *How can evaluative thinking help conservation biology learn to be more effective?* International Congress on Conservation Biology, Montpellier, FR: August 3, 2015

7. Baskerville, N.B., Struik, L.L., Hammond, D., **Norman, C.D.**, Guindon, E., Whittaker, R., Burns, C., Grindrod, K., & Brown, K.S. (2014, November). *Effect of Crush The Crave on quitting smoking in a young adult population of smokers: Randomized controlled trial study protocol*. Medicine 2.0 Summit and World Congress, Maui, HI: November 13, 2014. 1
8. **Norman, C.D.**, Vink, J., Huynh, T., Kachur, O., Sellen, K. (2014, April). *Co-creating community wellbeing with the Sandbox Model: Facilitating empathic engagements*. Embracing Empathy: An ACM Workshop. Toronto, ON: April 27, 2014.
9. **Norman, C.D.**, Baskerville, N.B., Korstanje, N., Brown, S., Zupko, B., & Squire, L. (2013). *Evaluation of a social media-based intervention on young adult utilization of Smokers' Help Services (Break it Off)*. Canadian Evaluation Society, Toronto, ON: June 13, 2013.
10. Baskerville, N.B., Filsinger, S., Hammond, D., Guindon, E., & **Norman, C.D.** (2013). *Crush the Crave: A social media intervention and mHealth quit smoking intervention for young adult smokers*. Canadian Public Health Association, Ottawa, ON: June 12, 2013.
11. **Norman, C.D.** & Yip, A. (2011, July). *Youth4Health Design Charrette: Mental Health Navigation Tools*. 2<sup>nd</sup> Design for Health Conference, Sheffield, UK: July 14, 2011.
12. **Norman, C.D.** & Yip, A. (2011, July). *Design as a social determinant of health*. 2<sup>nd</sup> Design for Health Conference, Sheffield, UK: July 14, 2011
13. **Norman, C.D.** (2011, March). *Social media evaluation*. Invited webinar presentation for Cancer Care Ontario, Webinar (provincial), March 22, 2011.
14. **Norman, C.D.** (2011, January). *Social media strategy*. Invited webinar presentation for Cancer Care Ontario, Webinar (provincial), February 25, 2011.
15. **Norman, C.D.**, (2011, January). *Food4Health Equity: Engaging social networks for food security with New Canadians*. Invited webinar presentation to the CHNET-Works! PHIRN Fireside Chat, Webinar (national), January 21, 2011.
16. Buchan, A., Huerta, T.R., Mortimer, S., **Norman, C.D.** (2010, November). *Evaluating health research teams*. American Evaluation Association, San Antonio, TX, November 11, 2010.
17. **Norman, C.D.** & Selby, P. (2010, June). *CAN-ADAPTT: Developing a Canadian Smoking Cessation Guideline*. Canadian Psychological Association, Winnipeg, MB, June 3, 2010.
18. **Norman, C.D.** (2009, June). *Health promotion in the age of social networks: Youth perspectives on new media for health*. Canadian Public Health Association, Winnipeg, MB, June 2010.

19. **Norman, C.D.** (2008, November). *Wikis: A collaborative method for developing better practice guidelines*. Tobacco Control for the 21<sup>st</sup> Century, Ontario Tobacco Research Unit, Toronto, ON, November 10, 2008.
20. **Norman, C.D.**, Sriharan, A., Freedman, M., Patterson, T., & Noyek, A. (2008, June). *Crossing borders for global health: Delivery and evaluation of a videoconference-based program for diagnosis and treatment education linking Canada and the Middle East*. CME Congress 2008, Vancouver, BC.
21. **Norman, C.D.** & Huerta, T.R. (2007, October). *Global eHealth Innovation in Tobacco Control: The Web-Assisted Tobacco Intervention initiative*. National Conference on Tobacco or Health. Edmonton, AB: October 2, 2007.
22. **Norman, C.D.** (2007, June). *eHealth literacy: Essential skills for Internet-based health promotion*. 19<sup>th</sup> Conference of the International Union for Health Promotion and Education, Vancouver, BC, June 15, 2007.
23. **Norman, C.D.**, Lombardo, C., & Hamden, S. (2007, June). *Youth Voices: Expression and action through media arts and technologies*. 19<sup>th</sup> Conference of the International Union for Health Promotion and Education, Vancouver, BC, June 11, 2007.
24. **Norman, C.D.** (2007, June). *Population health psychology: A transdisciplinary approach to community health and wellbeing*. Canadian Psychological Association Congress, Ottawa, ON, June 7, 2007.
25. **Norman, C.D.** (2006, October). *Web-assisted tobacco interventions: From theory to evidence*. 13<sup>th</sup> MEDNET congress: the World Congress on the Internet and Medicine. Toronto, ON, October 16, 2006.
26. **Norman, C.D.** (2006, October). *The Smoking Zine*. 3<sup>rd</sup> Web-Assisted Tobacco Intervention meeting. Toronto, ON, October 14, 2006.
27. **Norman, C.D.** (2006, October). *Smoking prevention and cessation in schools: The Smoking Zine program*. Kids Health Conference of the Ontario Physical Health and Education Association Conference, Alliston, ON, October, 13, 2006.
28. **Norman, C.D.** (2006, June). *Population health psychology: A time whose come?* P Canadian Psychological Association, Calgary, AB, June 8, 2006.
29. Best, A., Trochim, W., Moor, G., Haggerty, J., **Norman, C.D.**, Cabrera, D. & Logan, H. (2006, April). *Systems thinking for knowledge integration: New models for policy research collaboration*. 5<sup>th</sup> International Conference on Organizational Behaviour in Health Care. Aberdeen, Scotland.
30. **Norman, C.D.** (2005, September). *Using Systems Thinking to Advance Public Health in Canada*. Canadian Public Health Association, Ottawa, ON, September 19, 2005.

31. **Norman, C.D.** (2005, September). *Supporting Knowledge Exchange Through eHealth Networks*. Canadian Association of Health Services and Policy Research, Montreal, PQ, September 18, 2005.
32. **Norman, C.D.** & Best, A. (2005, June). *A systems approach to knowledge exchange and translation in tobacco control*. Canadian National Conference on Tobacco or Health, Ottawa, ON, June 21, 2005.
33. **Norman, C.D.** (2005, June). *Community building in the service of knowledge creation, transfer, and exchange*. Canadian Psychological Association, Montreal, PQ, June 10, 2005.
34. **Norman, C.D.** (2005, May). *A systems approach to knowledge translation: A case from tobacco control*. CIHR Strategic Training Programs in Cancer Research conference, Mont Tremblant, PQ, May 10, 2005.
35. **Norman, C.D.** & Maley, O. (2005, May). *Web-based interventions for youth smoking prevention and cessation*. Canada's Health Informatics Association (COACH), Toronto, ON, May 1, 2005.
36. Skinner, H.A., **Norman, C.D.**, Maley, O., & Li, X. (2004, November). *Randomized controlled trial of a Web-based tobacco intervention for adolescents*. American Public Health Association, Washington, DC. November 9, 2004.
37. **Norman, C.D.**, Maley, O. & Skinner, H.A. (2004, October). *Promoting eHealth literacy with adolescents*. 2<sup>nd</sup> Canadian Conference on Literacy and Health, Ottawa, ON. October 17, 2004.
38. Skinner, H.A., **Norman, C.D.** & Maley, O. (2004, June). *Evaluating a web-based smoking intervention for adolescents: Results from a randomized trial*. Canadian Public Health Association, St. John's, NF.
39. **Norman, C.D.**, Skinner, H.A., & Maley, O. (2004, June). *Fostering (e)health literacy in adolescents: A randomized trial*. Canadian Public Health Association, St. John's, NF.
40. **Norman, C.D.** & Skinner, H.A. (2004, June). *Community health psychology: Future directions and a case study*. Canadian Psychological Association, St. John's, NF.
41. **Norman, C.D.** (2004, June). *Empowering evaluation and literacy: Theories and methods for promoting community (e)health*. Canadian Psychological Association, St. John's, NF.
42. **Norman, C.D.**, Koo, M., & Skinner, H.A. (2004, May). *Youth smoking prevention and cessation using the Internet: The Smoking Zine website*. 2004 Ontario Tobacco Control Conference, Toronto, ON.
43. **Norman, C.D.** & Skinner, H.A. (2002, June). *Challenges for eHealth Evaluation*. Canadian Evaluation Society, Halifax, NS.

44. **Norman, C.D.**, Skinner, H.A. & Maley, O. (2001, November). *Evaluating a web-based tobacco intervention for youth: Processes and outcomes*. U.S. National Conference on Tobacco or Health, New Orleans, LA.
45. Skinner, H.A., Maley, O.M. & **Norman, C.D.** (2000, August). *Web-Based Interventions: Smoking Zine for Youth Smoking Prevention and Cessation*. American Psychological Association, Washington, DC.
46. **Norman, C.D.** & Skinner, H.A. (2000, May). *Evaluating health-related information technologies: Theories and methods for chasing an elusive gold standard*. Canadian Evaluation Society Conference 2000, Montreal, PQ.
47. **Norman, C.D.** (2000, February). *Using information technology to connect communities to health resources*. Community Health Research Day, Faculty of Medicine, University of Toronto, Toronto, ON.
48. **Norman, C.D.** (1998, June). *Those who misrepresent history are doomed to repeat it: Psychology's promotion of the status quo in history of psychology texts*. Canadian Psychological Association, Edmonton, AB.
49. Rucklos-Hampton, M., & **Norman, C.D.** (1997, April). *Community building in a peer support centre*. Academic Skills Conference, University of Regina, Regina, SK.
50. **Norman, C.D.** (1996, May). *Creating a sense of community in the university college residence: Student's experiences, perceptions and ideas*. Presentation at the annual Department of Psychology Honours Symposium, University of Regina, Regina, SK.
51. **Norman, C.D.** (1996, April). *University students' sense of community in a college residence: Experiences, perceptions and ideas for community enhancement*. Presentation at the fifteenth annual Prairie Undergraduate Research Conference in Psychology, University of Winnipeg, Winnipeg, MB.
52. Lawson, R., Braithwaite, S., & **Norman, C.D.** (1996, April). *Student peer support systems: Research, development and experiences*. Presentation at the annual Academic Skills Conference, Brandon University, Brandon, MB.
53. Stark (Adamec), C., MacLennan, R., Vogel-Stone, C., & **Norman, C.D.** (1995, June). *Hard times in Academia: Female faculty and graduate student perceptions and recommendations*. Presentation at the twelfth annual institute of the Canadian Psychological Association's Section on Women and Psychology (SWAP), Charlottetown, PEI.
54. **Norman, C.D.** (1995, April). *Cross-cultural organizational psychology: An East-Asian perspective*. Presentation at the fourteenth annual Prairie Undergraduate Research Conference in Psychology, University of Winnipeg, Winnipeg, MB.

**Poster Presentations:**

1. Baskerville, N.B., **Norman, C.D.**, Brown, S., McKeown, K., Korstanje, N., Zupko, B., & Squire, L. (2014). *Evaluation of a digital and social media smoking cessation campaign to reach young adults*. Poster presented at the annual meeting of the Society for Research on Nicotine and Tobacco, Seattle, WA.
2. Baskerville, N.B., Zupko, B., Brown, S., Squire, L., **Norman, C.D.**, Korstanje, N., McKeown, K. (2013). *Evaluation of a social media campaign targeting young adult smokers*. Poster presentation at the Canadian Cancer Research Alliance conference, Toronto, ON: November 4, 2013.
3. Ahmad F, Shakya Y, Li J, Karyan K, **Norman C.D.**, Lou W, Abuelaish I, Ahmadzi M- Primary Care as a Setting to Integrate Medical and Social Refugee Care: A Pilot with of Computer-assisted Psychosocial Risk-assessment (poster). *Building Healthy Ontario Conference, Population health Intervention Research Network, Toronto*, Sept 30, 2012
4. **Norman, C.D.**, Charnaw-Burger, J., Lombardo, C., Saad, S., & Yip., A. (2010, June). Creating capacity for collaboration in food systems and public health practice: The Food4Health Project. Poster presentation at the annual meeting of the Canadian Public Health Association, Toronto, ON. June 17, 2010.
5. **Norman, C.D.**, Fazal, N., Sriharan, A., Abdeen, Z., Black, S., El Nasser, Z., Freedman, M., Patterson, T., Roth, Y., & Noyek, A., (2010, April). Using eHealth strategies to build global partnerships through continuing education. Poster presentation at the annual University of Toronto Continuing Education Symposium, Toronto, ON. April 20, 2010.
6. **Norman, C.D.**, Huerta, T.R., Mortimer, S., & Buchan, A., (2010, April). *Advancing the science of evaluating team science outcomes: The Research on Academic Research (RoAR) Initiative – Part 1: Sociometrics*. Poster presentation at the first annual Science of Team Science Conference, Northwestern University, Chicago, IL, April 21-24, 2010.
7. Mortimer, S., Huerta, T.R., **Norman, C.D.**, & Buchan, A., (2010, April). *Advancing the science of evaluating team science outcomes: The Research on Academic Research (RoAR) Initiative – Part 2: Bibliometric Analysis*. Poster presentation at the first annual Science of Team Science Conference, Northwestern University, Chicago, IL, April 21-24, 2010.
8. Huerta, T.R., **Norman, C.D.**, Mortimer, S., & Buchan, A., (2010, April). *Advancing the science of evaluating team science outcomes: The Research on Academic Research (RoAR) Initiative – Part 3: Social Network Analysis*. Poster presentation at the first annual Science of Team Science Conference, Northwestern University, Chicago, IL, April 21-24, 2010.
9. Cervantes, B., Mortimer, S., Huerta, T.R., **Norman, C.D.**, & Buchan, A., (2010, April). *Advancing the science of evaluating team science outcomes: The Research on Academic Research (RoAR) Initiative – Part 4: Research Funding*.



- Poster presentation at the first annual Science of Team Science Conference, Northwestern University, Chicago, IL, April 21-24, 2010.
10. Calvasina, P., Lawrence, H.P., **Norman, C.D.**, Hoffman-Goetz, L. (2010, June). *The effect of oral health literacy on immigrants' participation in the oral health care process*. Poster presentation at Canadian Association of Public Health Dentistry.
  11. Buchan, A., Mortimer, S., Best, A., Huerta, T., **Norman, C.D.**, Moor, G., Cervantes, B. & Michael, G. (2008, January). Studying interdisciplinary research in the Life Sciences Institute at UBC: Research on Academic Research (RoAR). Poster presentation at the annual Life Sciences graduate research day, University of British Columbia, Vancouver, BC, January 29, 2008.
  12. **Norman, C.D.** (2007, September). *eHealth literacy and promoting health in online environments*. Poster presentation at the annual meeting of the Canadian Public Health Association Conference, Ottawa, ON, September 24-26, 2007.
  13. **Norman, C.D.**, Lombardo, C., Jackson, S., & Skinner, HA (2007, September). *Youth Voices: Engaging youth and young adults in global eHealth promotion*. Poster presentation at the annual meeting of the Canadian Public Health Association Conference, Ottawa, ON, September 24-26, 2007.
  14. McIntosh, S., Selby, P., **Norman, C.D.**, Huerta, T.R., Chow, V. & Kapsak, G. (2007, February). *Web-assisted tobacco interventions: Lessons learned from three international workshops*. Poster presentation at the 13<sup>th</sup> annual meeting of the Society for Research on Nicotine and Tobacco. Austin, TX, February 24, 2007.
  15. Buchan, A., Huerta, T.R., **Norman, C.D.**, & Best, A. (2006, October). *Evaluating the impact of transdisciplinary research networks on science practice and knowledge translation*. Poster presentation at the National Institutes of Health Science of Team Science meeting, Bethesda, MD, October 30-31, 2006.
  16. Viebeck, S., Leatherdale, S, **Norman, C.D.**, Schultz, A., & Murphy, C., (2006, October). *The tobacco control community of tomorrow: A vision for training*. Poster presentation at A Celebration of Partnership Meeting: CIHR and the University of Toronto. Toronto, ON, Canada. October 11, 2006.
  17. **Norman, C.D.** & Huerta, T.R. (2006, July). *Creating a community of practice within tobacco control; A case study*. Poster presentation at the 13<sup>th</sup> Annual World Conference on Tobacco or Health. Washington, DC, July 14, 2006.
  18. **Norman, C.D.**, Maley, O., & Skinner, H.A. (2006, July). *A randomized controlled trial of the Smoking Zine Web-based prevention program*. Poster presentation at the 13<sup>th</sup> Annual World Conference on Tobacco or Health. Washington, DC, July 14, 2006.
  19. Charnaw-Burger, J., **Norman, C.D.**, Lombardo, C., & Skinner, H.A. (2006, July). *Virtual classroom on tobacco control*. Poster presentation at the 13<sup>th</sup> Annual World Conference on Tobacco or Health. Washington, DC, July 14, 2006

20. Peterson, S., **Norman, C.D.** & Loomis, C. (2006, May). *Community Psychology needs you!* Poster presentation at the Third Biennial Meeting of the Community Psychology Training Programs in Canada. Waterloo, ON, May 13, 2006.
21. **Norman, C.D.** & Huerta, T.R. (2006, February). *Creating a community of practice within tobacco control; A case study.* Poster presentation at the Annual meeting of the Society for Research on Nicotine and Tobacco, Orlando, FL, U.S.. February 16, 2006.
22. Viebeck, S., Leatherdale, S, **Norman, C.D.**, Schultz, A., & Murphy, C., (2005, November). *The tobacco control community of tomorrow: A vision for training.* Poster presentation at the 2<sup>nd</sup> Annual Invitational Symposium for Research to Inform Tobacco Control. Toronto, ON, Canada. November 10, 2005.
23. Viebeck, S., Leatherdale, S, Murphy, C., **Norman, C.D.**, & Schultz, A. (2005, June). *The tobacco control community of tomorrow: A vision for training.* Poster presentation at the Canadian National Tobacco or Health Conference, Ottawa, ON, June 20, 2005.
24. **Norman, C.D.**, Skinner, H.A. & Thiruchelvam, D. (2004, June). *Measuring health behaviour change in adolescents: The Likelihood of Action Scale.* Poster presentation at the annual meeting of the Canadian Public Health Association, St. John's, NF.
25. **Norman, C.D.**, Skinner, H.A., Maley, O. & Li, X. (2004, June). *Randomized controlled trial of a web-based smoking intervention for adolescents.* Poster presentation at the annual meeting of the Canadian Psychological Association, St. John's, NF.
26. **Norman, C.D.**, Skinner, H.A. & Thiruchelvam, D. (2004, June). *Measuring health behaviour change in adolescents: The Likelihood of Action Scale.* Poster presentation at the annual meeting of the Canadian Psychological Association, St. John's, NF.
27. **Norman, C.D.**, Maley, O., Skinner, H.A., & Li, X. (2004, May). *Fostering eHealth literacy in Adolescents: A randomized trial.* Poster presentation at the 2004 Ontario Tobacco Control Conference, Toronto, ON.
28. **Norman, C.D.**, Skinner, H.A. & Thiruchelvam, D. (2004, May). *Measuring health behaviour change in adolescents: The Likelihood of Action Scale.* Poster presentation at the 2004 Ontario Tobacco Control Conference, Toronto, ON.
29. Skinner, H.A., **Norman, C.D.**, & Maley, O. (2004, May). *A Web-based Intervention for Youth Smoking Prevention and Cessation: The Smoking Zine.* Poster presentation at the 2004 Ontario Tobacco Control Conference, Toronto, ON.
30. Skinner, H.A., **Norman, C.D.**, & Maley, O. (2003, February). *A Web-based Intervention for Youth Smoking Prevention and Cessation: The Smoking Zine.* Poster presentation at the annual Public Health Sciences Research Day, Faculty of Medicine, University of Toronto, Toronto, ON.



31. Skinner, H.A., **Norman, C.D.**, & Maley, O. (2002, October). *A Web-based Intervention for Youth Smoking Prevention and Cessation: The Smoking Zine*. Poster presentation at the 2002 American Public Health Association Conference, Philadelphia, PA.
32. **Norman, C.D.** & Skinner, H.A. (2002, March). *Using the Internet for Adolescent Smoking Prevention and Cessation*. Poster presentation at the XXIV Banff International Conference on Behavioural Science, Banff, Alberta.
33. Skinner, H.A., Maley, O. & **Norman, C.D.** (2001, November). *A web-based intervention for youth smoking prevention and cessation*. Poster presentation at the 2001 U.S. National Conference on Tobacco or Health, New Orleans, LA.
34. **Norman, C.D.** & Skinner, H.A. (2001, April). *Measurement of tobacco-related behaviour change in youth: Development of the Likelihood of Action Index*. Poster presentation at the Cancer Care Ontario 2001 Preventive Oncology Seminar, Toronto, ON.
35. **Norman, C.D.** & Skinner, H.A. (2001, March). *Where is the consumer in the evaluation of on-line consumer health information?* Poster presentation at the annual Community Health Research Day, Faculty of Medicine, University of Toronto, Toronto, ON.
36. **Norman, C.D.** (1999, May). *Perceptions and experiences of adolescents at-risk of professional and non-professional help*. Poster presentation at the annual meeting of the Canadian Psychological Association, Halifax, NS.
37. **Norman, C.D.** (1999, May). *Using qualitative methods to understand the process of delivering services to adolescents at-risk*. Poster presentation at the Canadian Evaluation Society Conference '99, Toronto, ON.
38. **Norman, C.D.** (1999, February). *Adolescent's perceptions and experiences of help and healing interventions*. Poster presentation at the annual Community Health Research Day, Faculty of Medicine, University of Toronto, Toronto, ON.
39. Cooke, S., **Norman, C.D.**, & Antrobus, P. (1996, April). *The psychosocial impact of the Internet on the individual and society*. Poster presentation at the fifteenth annual Prairie Undergraduate Research Conference in Psychology, University of Winnipeg, Winnipeg, MB.
40. **Norman, C.D.**, & Pelzer, M. (1994, April). *The services and benefits of a psychology students' association*. Poster presented at the annual meeting of the Psychological Society of Saskatchewan, Regina, SK.

#### **Workshops Delivered:**

1. **Norman, C.D.** (2016, October). *The Design Loft: Attractor Mapping*. American Evaluation Association annual conference: Atlanta, GA, October 28, 2016.

2. **Norman, C.D.** (2016, October). *The Design Loft: Bodystorming*. American Evaluation Association annual conference: Atlanta, GA, October 28, 2016.
3. **Norman, C.D.** (2016, October). *The Design Loft: User Personas*. American Evaluation Association annual conference: Atlanta, GA, October 28, 2016.
4. **Norman, C.D.** (2016, October). *The Design Loft: Journey Mapping*. American Evaluation Association annual conference: Atlanta, GA, October 28, 2016.
5. **Norman, C.D.** (2016, October). *The Design Loft: 'A Day in the Life' Technique*. American Evaluation Association annual conference: Atlanta, GA, October 28, 2016.
6. **Norman, C.D.** (2016, October). *The Design Loft: The Five Whys Technique*. American Evaluation Association annual conference: Atlanta, GA, October 28, 2016.
7. **Norman, C.D.** (2016, October). *The Design Loft: Paper Prototyping*. American Evaluation Association annual conference: Atlanta, GA, October 28, 2016.
8. **Norman, C.D.** (2016, October). *The Design Loft: 'Draw Your Experience' Technique*. American Evaluation Association annual conference: Atlanta, GA, October 28, 2016.
9. **Norman, C.D.** & Maclean, R. (2016, June). *Balancing Health Promotion, disease prevention and stigma reduction: Creating positive public health communication campaigns*. Canadian Public Health Association annual conference: Toronto, ON, June 15, 2016.
10. **Norman, C.D.** (2014, March). *Knowledge translation: Using social media for effective communication*. Dalla Lana School of Public Health, University of Toronto: Toronto, ON, March 27, 2014.
11. **Norman, C.D.** (2014, March). *Knowledge translation: Effective Communication for public health effectiveness*. Dalla Lana School of Public Health, University of Toronto: Toronto, ON, March 25, 2014.
12. **Norman, C.D.** (2014, March). *Evaluation for Social Innovation*. Toronto, ON: March 20, 2014.
13. **Norman, C.D.** (2013, August). *Developmental evaluation*. Toronto Region Conservation Authority, Toronto, ON, August 28, 2013.
14. **Norman, C.D.** (2013, April). *Developmental evaluation*. Toronto Regional Conservation Authority, Toronto, ON, April 25, 2013.
15. **Norman, C.D.** (2009, July). *Free and Easy-to-Use technologies to support health promotion*. Workshop delivered at the 16<sup>th</sup> Annual Health Promotion Summer School. Markham, ON, July 7, 2009.

16. **Norman, C.D.** (2008, June). *eHealth literacy. Essential skills for navigating the electronic health environment*. Workshop delivered to undergraduate students in health sciences at Nanhua University, Chiayi Taiwan, June 6, 2008.
17. **Norman, C.D.** (2008, June). *eHealth literacy. Essential skills for navigating the electronic health environment*. Workshop delivered to faculty and graduate students in health sciences at Nanhua University, Chiayi Taiwan, June 4, 2008.
18. **Norman, C.D.** (2005, June). *An introduction to population health for psychologists*. Workshop delivered as part of the annual meeting of the Canadian Psychological Association, Montreal, PQ. June 8, 2005.
19. **Norman, C.D.** & Flicker, S. (2004, December). *A Hands-on Approach to Developing Survey Tools in Community-Based Research*. Wellesley Urban Health Community-Based Research Workshop Series, Toronto, ON. December 7, 2004.
20. Flicker, S. & **Norman, C.D.** (2004, May). *A Hands-on Approach to Developing Survey Tools in Community-Based Research*. Wellesley Urban Health Community-Based Research Workshop Series, Toronto, ON.
21. **Norman, C.D.**, Maley, O., & Skinner, H.A. (2004, May). *Implementing and evaluating a web-based smoking prevention and cessation program (The Smoking Zine) in schools*. Workshop delivered at the 2004 Ontario Tobacco Control Conference, Toronto, ON.
22. Maley, O., **Norman, C.D.**, & Skinner, H.A. (2003, December). *Randomized controlled trial of a Web-based youth smoking intervention*. Workshop presentation at the 2003 U.S. National Conference on Tobacco or Health, Boston, MA.
23. Skinner, H.A., **Norman, C.D.**, Maley, O., Goldberg, E. (2002, March). *The Smoking Zine: Web-based intervention for youth smoking prevention and cessation: Workshop 2: Telematic efforts connected to treatment*. First Prevnet Conference of Telematics in Addiction Prevention, Athens, March 13-16, 2002.
24. **Norman, C.D.** (2001, January). *Evaluating interactive health communications: The Smoking Zine*. University of Toronto Health Communication Unit Workshop Series, Toronto, ON.
25. **Norman, C.D.** (2000, June). *Issues in evaluating health information websites*. University of Toronto Health Communication Unit Workshop Series, Toronto, ON.