

# HEATHER SANSOM, PhD

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## Experience Summary:

- 15+ years leadership in non-profit & private sectors: strategic planning, staff performance, program development & evaluation, policy
- Successful collaboration with and on non-profit/charity boards, stakeholder teams
- Program & business development: marketing & sales, fundraising, NFP program growth
- Research: PhD in psycho-social outcomes and resilience, rural public health
- Additional education in psychology and therapeutic recreation
- Communication: speaking, meeting/workshop facilitation, published writing
- Bilingual (French), speak some German, Spanish, Swedish
- Secret Clearance II (2016, 2006)

## EDUCATION:

MA Counselling Psychology, <i>Yorkville University</i> , Fredericton, NB	<i>In progress</i>
Diploma Therapeutic Recreation, <i>Canadore College</i> , North Bay, ON	<i>Near completion</i>
PhD, <i>University of Guelph</i> , dissertation: <i>Resilience &amp; Rural Recreation</i> , Guelph, ON	<i>Completed 2018 07</i>
MBA, <i>Université de Montréal (HEC)</i> , courses toward MBA. Degree not completed Montréal, QC	<i>2000-2002</i>
MA, <i>McGill University</i> , Montreal, QC, First Class, (completed summer 1998)	<i>Completed 1998 08</i>
BA, <i>McGill University</i> , Montreal, QC, First Class, Dean's Honour, ad Personam-History of Ideas	<i>Completed 1996 04</i>

## PROFESSIONAL EXPERIENCE:

Current: Course Facilitator, Fitness & Wellness, <i>Algonquin College</i> , Ottawa, ON	<i>2018/09- present</i>
Spiritual Care Intern, <i>The Ottawa Hospital, Civic Hospital</i> , Ottawa, ON	
Recent: Interim Executive Director, <i>Serena Canada</i> , (fertility education charity), Ottawa, ON	<i>2017/09 - 2018/08</i>
Recreation Therapist, <i>Royal Ottawa Mental Health Centre</i> , intern, Ottawa, ON	<i>2017/05 - 2018/03</i>
Consultant, <i>HeatherSansom.ca</i> , Kemptville, ON	<i>2013/04 - 2017/08</i>
▪ Governance policy development, business analysis and strategic advising, charity sector	
▪ Program evaluation plan & resilience research for non-profit youth leadership program (4-H)	
▪ Committee Advisor: accessible rural recreation committee (joint Municipal/Public Health)	
▪ Research design, Eastern Ontario Public Health youth sedentariness & wellbeing project	
▪ Facilitated strategic planning (non-profit sector: housing insecurity & women's health)	
Founder & Coach, <i>MoveYourMind.ca</i> (2016), <i>Equifitt.com</i> (2007), Kemptville, ON	<i>2007/08- present</i>
Life coaching, therapeutic recreation, fitness and equestrian coaching	
▪ Competitive & amateur athletes, seniors, persons with disability/autism, wellbeing coaching	
▪ Communication & Education: speaking, publishing, interviews on CBC radio	
Director of Fundraising, <i>Habitat for Humanity1000 Islands</i> , Brockville, ON(volunteer)	<i>2014/10 -2015/02</i>
▪ Created fundraising plan & community awareness campaign, organizational analysis & report	
▪ Planned, managed and curated poverty and housing awareness campaigns	
Coaching Manager, <i>Equestrian Canada</i> , Ottawa, ON (national sport program director)	<i>2010/06 - 2013/04</i>
▪ Responsible for strategic planning, transition and program growth (300%) for coach & athlete training,	
▪ Extensive experience with teams of stakeholders, project funding and reporting (approx 200K), integration Sport Canada framework with national policy	
Marketing Manager, <i>Cognos Inc.</i> , Ottawa, ON (termed contract)	<i>2006/11 - 2007/07</i>
Director, Sales and Marketing, <i>The IT Department Inc.</i> , Ottawa, ON	<i>2004/08 - 2006/08</i>
Management Consultant, various process analysis projects, Montreal, QC	<i>2002/10 - 2004/08</i>
National Sales Trainer & Training Manager, <i>Van Houtte Café Inc.</i> , Montreal, QC	<i>2000/08 - 2002/10</i>
Regional Sales Territory Manager, Higher Education, <i>Pearson Education</i> , Montreal, QC	<i>1998/08 - 2000/08</i>

## **ADDITIONAL LEADERSHIP & VOLUNTEER EXPERIENCE:**

Royal Ottawa Mental Health Centre, recreation therapy volunteer	<i>Summer 2017, current</i>
Ferguson Forest Corporation, member contributing to recreation committee	<i>Sept 2016-May 2017</i>
Rural Recreation Association, Executive Board member, North Grenville, ON a Leeds-Grenville Public Health sub-committee	<i>Fall 2014- Spring 2016</i>
Affordable Housing Sub-Committee, Municipality of North Grenville, ON	<i>Spring 2015</i>
Eastern Ontario Physical Activity Network, research consultant, Kemptville, ON	<i>Fall 2014- Fall 2015</i>
Accessible Recreation Committee, Brockville Project design consultant	<i>Fall 2014- Early 2016</i>
Habitat for Humanity Thousand Islands, Director/Chair of Fundraising, Brockville, ON	<i>2014/10 -2015/02</i>
Habitat for Humanity Thousand Islands, strategic planning facilitator, Director at Large	<i>Spring 2013-2014/10</i>
First Place Options women's health centre, strategic planning facilitator, Ottawa, ON	<i>May 2013</i>
The IT Department Executive Advisory Board, Advisor, Ottawa, ON	<i>2006/08- 2007/02</i>
Ottawa Business Journal Editorial Board, Member, Ottawa, ON	<i>2004/08 – 2006/08</i>
International Student Buddy Volunteer, McGill University, Montreal, QC	<i>1995/09-1998/05</i>
International Student Friendship Group, Leadership Team volunteer, Montreal, QC	<i>1993/09-1997/04</i>

## **Professional Certifications & Training**

### **Mental Health & Wellbeing**

Cognitive Processing Therapy <i>Web training</i> , Medical University of south Carolina	<i>Oct. 2018</i>
Essentials of CBT II, Implementing CBT, Ottawa Institute of CBT, Ottawa, ON	<i>June 2018</i>
Essentials of Cognitive Behavioural Therapy Level 1, Ottawa Institute of CBT, Ottawa, ON	<i>April 2018</i>
Attachment, Psychotherapy and Change, Canadian Counselling & Psychotherapy Assoc., Ottawa, ON	<i>April 2018</i>
Role of Attunement in Fostering Intimate Relationships, CCPA, Ottawa, ON	<i>April 2018</i>
Evidence Based Treatment for Mood Disorders, The Royal Mental Health Research, Ottawa, ON	<i>April 2018</i>
Introduction to Neuroimaging, The Royal Mental Health Research, Ottawa, ON	<i>April 2018</i>
De-escalating Potentially Violent Situations, Crisis & Trauma Institute, Ottawa, ON	<i>March 2018</i>
Strategies for Resolving Impact of Post-Traumatic Stress, Crisis & Trauma Institute, Ottawa, ON	<i>Feb. 2018</i>
Integrated and Experiential Cognitive Behavioural Therapy, ROH, Ottawa, ON	<i>Feb. 2018</i>
Applied Suicide Intervention Skills Training (ASIST), Royal Ottawa Mental Health, Ottawa, ON	<i>Nov. 2017</i>
Beyond Dementia: Exploring Senior Mental Health in Long Term Care, ROH, Ottawa, ON	<i>Sept. 2017</i>
Equine Assisted Interactions Professional Development, University of Denver, Colorado	<i>July 2017</i>
Nature, Spirituality and Mental Health, Royal Ottawa Mental Health Centre(ROH), Ottawa, ON	<i>May 2017</i>
Music Therapy for Survivors of Trauma, Royal Ottawa Mental Health Centre (ROH), Ottawa, ON	<i>March 2017</i>
Mental Health First Aid, Mental Health Commission of Canada course, Ottawa, ON	<i>Dec. 2016</i>
Pastoral Care, Ecumenical training, Ottawa Pastoral Care, Ottawa, ON	<i>Nov. 2016</i>
Healthy Minds for Healthy Children, High Five, Ottawa, ON	<i>Sept. 2016</i>
High Five, (applied positive youth development)Parks and Recreation Ontario, Beckwith, ON	<i>July 2016</i>
Certified Coach Practitioner, Life Coach, Certified Coaches Federation, Ottawa, ON	<i>Aug. 2015</i>
Riding Out of Your Mind Sport Psychology, (course) Body Mind Motion, Calgary, AB	<i>Nov. 2014</i>
Certificate in Adaptive Training for athletes with disabilities, Peter Morel/TopShape, Ottawa, ON	<i>Fall 2009</i>
Mind Games Sport Psychology Intensive, Psy-Santé, Montreal, QC	<i>Feb. 2008</i>

### **Other Professional Certifications**

Youth Program Evaluation, YouthREX Certification, York University, Toronto, ON	<i>Jan. 2017</i>
Secret Security Clearance Level II, RCMP, Ottawa, ON (also obtained in 2006)	<i>Aug. 2016</i>
Certificate, Gestion de Projets(Altitude Project Management certificate), University of Ottawa	<i>Feb. 2015</i>
German Language Certificate Level A2, Goethe Institute, Ottawa, ON	<i>Dec. 2014</i>
Six-Sigma Basic training, The Home Depot, Atlanta, Georgia	<i>Jul 2002</i>
Certified Trainer New Brunswick Community College, course design and delivery for adult learning	<i>Spring 2001</i>

### **Other Professional Training**

Program Evaluation (Graduate course, applied case project: 4-H leadership camp) Guelph, ON	<i>Summer 2016</i>
Knowledge Translation and Transfer, University of Guelph, Guelph, ON	<i>April 2016</i>
Project Management Training (Mitacs, met requirement for PMI CAPM) Kingston & Guelph, ON	<i>March 2016</i>
Rédaction Stratégique (Strategic Writing), University of Ottawa, Ottawa, ON	<i>March 2015</i>
Project Management Skills and Tools, University of Ottawa, Ottawa, ON	<i>Feb. 2015</i>
Skills for University Teaching Assistants, University of Ottawa workshop, Ottawa, ON	<i>Jan. 2015</i>
NCCP Learning Facilitator Training for Master Learning Facilitators, CAC, Kemptville, ON	<i>June 2012</i>

### **Sport and Recreation Certifications**

Certified Hike Leader, Hike Ontario, Ottawa, ON	<i>Oct. 2015</i>
National Coaching Certification Program (NCCP) Equestrian Coach, Equestrian Canada	<i>June 2013</i>
Wilderness First Aid, SOLO, Stowe, Vermont	<i>May 2013</i>
Riding Instructor, Centered Riding International, Ottawa, ON	<i>Sept. 2010</i>
First Aid, Standard maintained since 2007 (Ottawa)	<i>since 2007</i>
Personal Trainer Specialist, Canfit Pro, Ottawa, ON	<i>Sept. 2007</i>

### **Other Professional Development:** *(workshops taken, see appendix for presentations given)*

Young Researcher's Conference: Technology & Mental Health, Royal IMHR, Ottawa, ON	<i>May 2018</i>
Animals on the Mind: neurodiversity and human-animal interaction, Denver, CO	<i>May 2018</i>
High Performance Coaching, Analyzing Performance (NCCP), Equestrian Canada, Ottawa, ON	<i>April 2018</i>
Charity and Not-for-profit Law Seminar, Carters Law, Ottawa, ON	<i>Feb. 2018</i>
Grenville Rural Summit, Kemptville, ON	<i>Nov. 2016</i>
Leeds Grenville Rural Recreation Regional Summit, Kemptville, ON	<i>Nov. 2015</i>
Association for Non Profit and Social Economy Research (ANSER) at Social Sciences and Humanities Congress, Ottawa, ON	<i>June 2015</i>
Community Economic Development 101, OMAFRA, Kemptville, ON (Ontario Ministry of Agriculture, Food and Rural Affairs)	<i>March 2015</i>
Researching Resilience in Challenging Contexts & Using Visual Methods in Challenging Contexts, Halifax, NS, workshops run by Resilience Research Centre at Dalhousie University	<i>April/May 2014</i>
Leeds Grenville Rural Recreation Regional Summit, Kemptville, ON	<i>Nov. 2014</i>
Leeds Grenville Economic Development Summit, Kemptville, ON	<i>Nov. 2014</i>
Sport Canada Research Initiative Conference (SCRIC), Ottawa, ON	<i>Oct. 2014</i>
Starting Your Own Small Business, John Abbot College, Ste-Anne-de-Bellevue, QC	<i>Winter 2003</i>
French Language Studies, University of Toronto, Toronto, ON	<i>1992-1993</i>

### **Other: my websites**

- [www.heathersansom.ca](http://www.heathersansom.ca) Main portfolio & resilience research site
- [www.moveyourmind.ca](http://www.moveyourmind.ca) Recreation therapy and coaching
- [www.equifitt.com](http://www.equifitt.com) Sport coaching (equestrian)
- [www.moveforwardnow.ca](http://www.moveforwardnow.ca) Life coaching

*SEE APPENDIX FOR PRESENTATIONS & PUBLICATIONS*

## APPENDIX: List of Presentations & Publications

### PRESENTATIONS & FACILITATION

<b>IMHR Young Researchers' Conference: Making a (bio) mark: Interactions between Physiology and Mental Health, Ottawa, ON.</b> Royal Ottawa Mental Health Centre. Poster presentation.	<i>May 2017</i>
<b>4-H Ontario Volunteer AGM, Alliston, ON.</b> The 4-H Resilience Research Project: Learn to do by Doing	<i>March 2017</i>
<b>Equine Futures, Stockholm, Sweden.</b> Presentation: Building Resilience with Equine-Based Youth Programs	<i>Oct. 2016</i>
<b>Building Vibrant Rural Futures: Mobilizing Knowledge and Informing Policy, Guelph, ON.</b> Canadian Rural Revitalization Federation. Presentation: Building Resilient Rural Communities	<i>Oct. 2016</i>
<b>Mental Health for All, Toronto, ON.</b> Sport for Resilience, Exploring Physical Activity as a Vehicle for Fostering Resilience- poster presentation (Canadian Mental Health Association national conference)	<i>Sept. 2016</i>
<b>International Human Science Research Conference, Ottawa, ON.</b> Nature Based Physical Activity as a Source for Resilience, Exploring Participant Experience	<i>July 2016</i>
<b>4-H Ontario Annual General Meeting, Alliston, ON.</b> The Unique Contribution of 4-H in the Current Rural Climate, and Researching Resilience	<i>March 2016</i>
<b>Canadian Sport for Life Conference, Gatineau, Quebec.</b> Sport for Resilience: The Canadian Wellbeing Crisis and Sport Based Support.	<i>Jan. 2016</i>
<b>Sport Canada Research Initiative Conference, Gatineau, QC.</b> Poster: rural sport for resilience	<i>Oct. 2015</i>
<b>Pathways to Resilience, Halifax, NS.</b> Poster and session presentations: Sport for Resilience- rurality and youth resilience through equine-based activity	<i>June 2015</i>
<b>Exploring Our Potential, University of Guelph, School of Environmental Design &amp; Rural Development Guelph, ON.</b> 'Rural sport-for-development: fostering rural youth resilience through participation in equine based physical activity'	<i>April 2015</i>
<b>European Association of Animal Production, Copenhagen, Denmark.</b> Invited speaker: 'State of the Equine Industry in Canada', presentation also published as a book chapter	<i>Aug. 2014</i>
<b>Researching Resilience in Challenging Contexts, Halifax, NS.</b> Poster presentation 'rural youth adversity and building resilience through animal-assisted physical activity'	<i>April 2014</i>
<b>Certified Horsemanship Association International Conference, Buffalo, NY</b> Long Term Athlete Development and Rider Fitness Basics for Equestrian Coaches	<i>Oct. 2013</i>
<b>Equine Canada Annual National Conventions, Ottawa (2), ON &amp; St-John's, NFLD</b> strategic plan/vision sharing, athlete development gaps, coaching and athlete development programs and structure	<i>2011- 2013</i>
<b>International Group for Equestrian Qualifications, Stromsholm, Sweden.</b> The Canadian equestrian coaching system and long term athlete development	<i>Oct. 2012</i>
<b>Coaching Association of Canada annual National Sport Organization leadership Conference, Ottawa, ON</b> Best practices in coaching program development	<i>June 2012</i>
<b>Canadian Pony Club Annual National AGM, Toronto, ON</b> The rider as an athlete: fitness for teenage athletes	<i>Nov. 2009</i>
<b>University of Guelph Balance in Motion Symposium, Kemptville, ON</b> Developing equestrian athletic abilities	<i>Oct. 2008</i>
<b>Interviews with CBC Radio,</b> Riding as exercise option for older adults & Importance of fitness	<i>2008 &amp; 2009</i>
<b>Can-Am Equine Conference, London, ON</b> Equestrian biomechanics and fitness	<i>March 2008</i>
<b>Various Convention &amp; Corporate Presentations, Montreal, Toronto, Ottawa</b> Sales & marketing product and strategy	<i>1998-2006</i>

## Some Teaching & Training:

<b>Kemptville Physiotherapy Clinic, Kemptville, ON</b> course designer and instructor: spine stability and mobility, biomechanics and training for injury prevention and recovery	2010-2013
<b>Various Workshops &amp; Clinics</b> , guest biomechanics and conditioning clinician various locations: Alberta, Newfoundland, Nova Scotia, Ontario. Approx. 20 events.	2007-2011
<b>Van Houtte Coffee B2B Sales Training, Montreal, QC</b> Corporate trainer/training designer	2000-2002
<b>English as a Second Language adult courses, Montreal, QC</b> Teacher	1997-1998

## **PUBLICATIONS**

### Peer Reviewed- Academic:

Sansom, H. (2017). <b>Community Recreation as Therapeutic: The 4-H Resilience Research Project.</b> <i>Therapeutic Recreation Practice and Research: Journal of Therapeutic Recreation Ontario</i> , 12, 30-45.	2017 06
Sansom, H. (2016). <b>State of the Equine Industry in Canada.</b> In Evans R, Vial C. (Eds.). <i>The New Equine Economy in the 21<sup>st</sup> Century.</i> (pp.237-254). Wageningen, The Netherlands: Wageningen Academic Publishers.	2016 01
Sansom, H. (2015) <b>Heather Sansom- abstract on Sport-for-resilience: Understanding rural youth resilience through participation in 4-H horse programs.</b> <i>CRRF E-Newsletter.</i> Emerging Research Edition. Canadian Rural Revitalization Foundation (CRRF) Halifax, NS.	2015 12
Sansom, H., Cummings, H., Levac, L. poster: <b>'Sport-for-resilience: Addressing Rural Youth Wellbeing, resilience and equine based physical activity.</b> Pathways to Resilience. Halifax, NS	2015 06
Sansom, H. (2015) <b>Heather Sansom- abstract on rural youth recreation and resilience.</b> <i>CRRF E-Newsletter Student Research Edition 2015.</i> Canadian Rural Revitalization Foundation (CRRF) Halifax, NS.	2015 03
Sansom, H, Wilton BL. (2014) <b>The Equine industry in Canada: developing resiliency in a diverse and complex landscape.</b> In EAAP Scientific Committee (Eds.). <i>Book of Abstracts of the 65<sup>th</sup> Annual Meeting of the European Federation of Animal Science.</i> (p.75). Wageningen, The Netherlands: Wageningen Academic Publishers.	2014 08

### Peer Reviewed- Professional:

<b>The Case for Core Training.</b> <i>Running Room Magazine.</i> Volume 22, issue 4, July/August 2016, p.42	2016 07
<b>Fit to Ride in Nine Weeks.</b> (book)Trafalgar Square Publishing, North Pomfret, VT	2016 05
<b>Columnist:</b> National and international journals, on fitness, conditioning, & equestrian coaching.	2007-2016

#### **Some Regular Columns:**

<i>The Rider</i> (Ont., provincial, monthly)	105 articles	2007-present
<i>Equine Canada Magazine</i> (national)	12 articles	2010-2013
<i>Chaff Chat</i> (Australia, international)	20 articles	2009-present
<i>Dressage Today</i> (USA, international, monthly)	60 articles	2009-2012
<i>Ecogold Newsletter</i> (Cda, international, monthly)	20 articles	2009-2011
<i>Canadian Horse Journal</i> (Cda, national, bi-monthly)	17 articles	2008-2011
<i>Horse Sport</i> (Cda, national, monthly column)	11 articles	2009-2010

**Occasional Columns:(20)** *Horse-Canada* (Cda), *Hunter & Sport Horse* (USA), *Hoofbeats* (Aus)

<b>Coaching Courses and athlete reference materials:</b> Editor for Equine Canada manuals (approx. 15 manuals)	2010-2013
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### Knowledge Mobilization and Transfer- Books:

<b>Killer Core Workout for Riders</b> , ebook ISBN 978-0-9813391-7-7	2015
<b>Killer Core Workout for Runners</b> , ebook ISBN 978-0-9813391-5-3	2013
<b>Gentle Workout for Mature Riders</b> , ebook ISBN 978-0-9813391-2-2	2013
<b>Fit to Ride: Collected Equestrian Fitness Tips and Articles Volume II</b> , ebook ISBN 978-0-9813391-4-6	2013
<b>Fit to Ride: Collected Equestrian Fitness Tips and Articles Volume I</b> , ebook ISBN 978-0-9813391-3-9	2010
<b>Handy Stretching Guide for Riders</b> , ebook ISBN 978-0-9813391-1-5	2009

### **Knowledge Mobilization and Transfer- Articles & Columns:**

<b>Resilience Research</b> , Leadership in Action, 4-H Ontario, 16(2), p. 12	2016 06
<b>Think About What Food Security Really Means</b> , North Grenville Times 4(2), p.16	2016 01 13
<b>Accessible Recreation</b> , recreation for all income brackets in our community, North Grenville Times 3(50), p.27	2015 12 16
<b>Growing but Not Green</b> , local development and sustainability. North Grenville Times 3(42), p.8	2015 10 21
<b>Animal Sports and the Reduction of Violence</b> . Sport and Development ENewsletter. v. 143, June. Available at: <a href="http://sportanddev.org/en/newsnviews/newsletter/">http://sportanddev.org/en/newsnviews/newsletter/</a>	2015 06
<b>Be Safe on Area Snowmobile Trails, Use Them Responsibly</b> , Kemptville Advance Feb. 26, 2015, p.7	2015 02 26
<b>Citizens, not Consumer or Taxpayer</b> , Letter to the Editor, North Grenville Times 3(2), pp.5-6	2015 02 11
<b>Our Municipal Budget, Recreation and Public Health</b> , North Grenville Times 3(2), p.7	2015 01 14
<b>Time to be Grateful</b> , rural poverty and insecure housing, North Grenville Times 3(1), p.10	2015 01 08
<b>Impressive Seminar With BR+E Alliance</b> , green assets, active transport & sustainable dev. NG Times 2(39)	2014 10 01
<b>Reflections on my visit to equine-assisted activity farms in Finland</b> . Finnish website <a href="http://www.hevostoiminta.net/36">www.hevostoiminta.net/36</a>	2014 09 21
<b>A Positive Approach to Young People</b> , inclusion vs. marginalizing public discourse, North Grenville Times 2(17)	2014 04 30
<b>How Important is Our Future II</b> , planning our future- preserving rural assets, North Grenville Times 2(12)	2014 03 26

### **Popular Audience- Reviewed Articles:**

<b>Share the Love Art Exhibit and Auction</b> , article with photo, Kemptville Advance Feb. 12, 2015, p.K4	2015 02 12
<b>Exhibit and Auction</b> , article, Kemptville Advance Feb. 12, 2015, p.K13	2015 02 12

### **Popular Audience- Books and Book Chapters:**

Sansom, H. <b>Ten Years that Changed my Life</b> . (pp.188-189) and <b>A Campus is a Community</b> (pp.190-191) In Stark, J. (Ed.) <i>Those Were the Days</i> . Janet Stark. Kemptville, ON.2016. (ISBN 978-0-995—2005)	2016
Sansom, H. <b>My Horse My Teacher</b> . (pp.127-134)In Marlewski-Probert B, Stafford S. (Eds.) <i>Horse Tales for the Soul</i> v7. K&B Products, Yellville, AR: K&B Products. 2007	2007
Sansom, H. <b>My Anna</b> . (pp.51-56)In Marlewski-Probert B, Stafford S. (Eds.) <i>Horse Tales for the Soul</i> v6. K&B Products, Yellville, AR: K&B Products. 2007	2007