

HEATHER SANSOM

Contact : 613-258-4866 heather@heathersansom.ca Web profile: www.heathersansom.ca

Profile Summary: Bilingual leader seeking roles in wellbeing promotion. Open to Contracts/ p/t.
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 & Rural Recreation</i> , Kemptville/Guelph, ON	<i>In final edits</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>1999/06</i>
BA, <i>McGill University</i> , Montreal, QC, First Class, Dean`s Honour, ad Personam-History of Ideas	<i>1996/06</i>

PROFESSIONAL EXPERIENCE:

Current: Interim Executive Director, <i>Serena Canada</i> , (fertility education charity), Ottawa, ON	<i>Start 2017/09</i>
Recent: Recreation Therapist, <i>Royal Ottawa Mental Health Centre</i> , intern, Ottawa, ON	<i>2017 09-2017 12</i>
Consultant, <i>HeatherSansom.ca</i> , Kemptville, ON	<i>2013/04 – 2017/08</i>
<ul style="list-style-type: none">▪ 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	
<ul style="list-style-type: none">▪ 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>
<ul style="list-style-type: none">▪ 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>
<ul style="list-style-type: none">▪ Responsible for strategic planning, transition and program growth (300%) for coach & athlete training, and long term athlete development programs; pilot project featured on CBC National News▪ 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

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>
Imaging the Traumatized Brain & Brain Imaging Series, ROH, Ottawa, ON	<i>Fall 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)*

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 Main portfolio & resilience research site
- www.moveyourmind.ca Recreation therapy and coaching
- www.equifitt.com Sport coaching (equestrian)
- www.moveforwardnow.ca Life coaching

SEE APPENDIX FOR PRESENTATIONS & PUBLICATIONS

APPENDIX: List of Presentations & Publications

PRESENTATIONS & FACILITATION

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

Some Teaching & Training:

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

PUBLICATIONS

Peer Reviewed- Academic:

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

Peer Reviewed- Professional:

The Case for Core Training. <i>Running Room Magazine.</i> Volume 22, issue 4, July/August 2016, p.42	2016 07
Fit to Ride in Nine Weeks. (book)Trafalgar Square Publishing, North Pomfret, VT	2016 05
Columnist: 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)

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

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

Knowledge Mobilization and Transfer- Articles & Columns:

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

Popular Audience- Reviewed Articles:

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

Popular Audience- Books and Book Chapters:

Sansom, H. Ten Years that Changed my Life . (pp.188-189) and A Campus is a Community (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. My Horse My Teacher . (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. My Anna . (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