



## Growth and Renewal

### CNRC's Governance & Structural Reorganization

The Canadian Network for Asthma Care (CNAC) was founded in 1994 as an umbrella organization for associations and organizations with an interest in asthma care and education.

These organizations came together with a desire to work in a collaborative way to improve asthma care in Canada.

One of CNAC's first initiatives was a national conference on asthma care and education. Many of you may not know that ASER actually stands for "asthma education". The very first conference was held in Toronto in 1993. There were 358 delegates in attendance.

One of CNRC's most important programs has, of course, been the creation of the Certified Asthma Educator (CAE) designation. The first CAE exam took place in 1999. 265 healthcare professionals were awarded their CAE designation that year.

As the scope of practice broadened through the years, CNAC responded to the needs of the CAEs and added the Certified Respiratory Educator (CRE) designation in 2007 – for educators of both asthma and Chronic Obstructive Pulmonary Disease (COPD).

Today, there are 428 CAEs and 457 CREs in Canada, representing a variety of healthcare professionals (including respiratory therapists, pharmacists, nurses and physiotherapists). We expect we will be close to the 1,000 mark after the results of the November 6th exams are known.

Because CNAC was structured as a "trade association", the members of CNAC were the organizations, not the CAEs and CREs. This led to a disconnect between the Board of Directors and the governance of the organization and the certified educators, who were not well represented on the Board.

### Governance Review Conducted

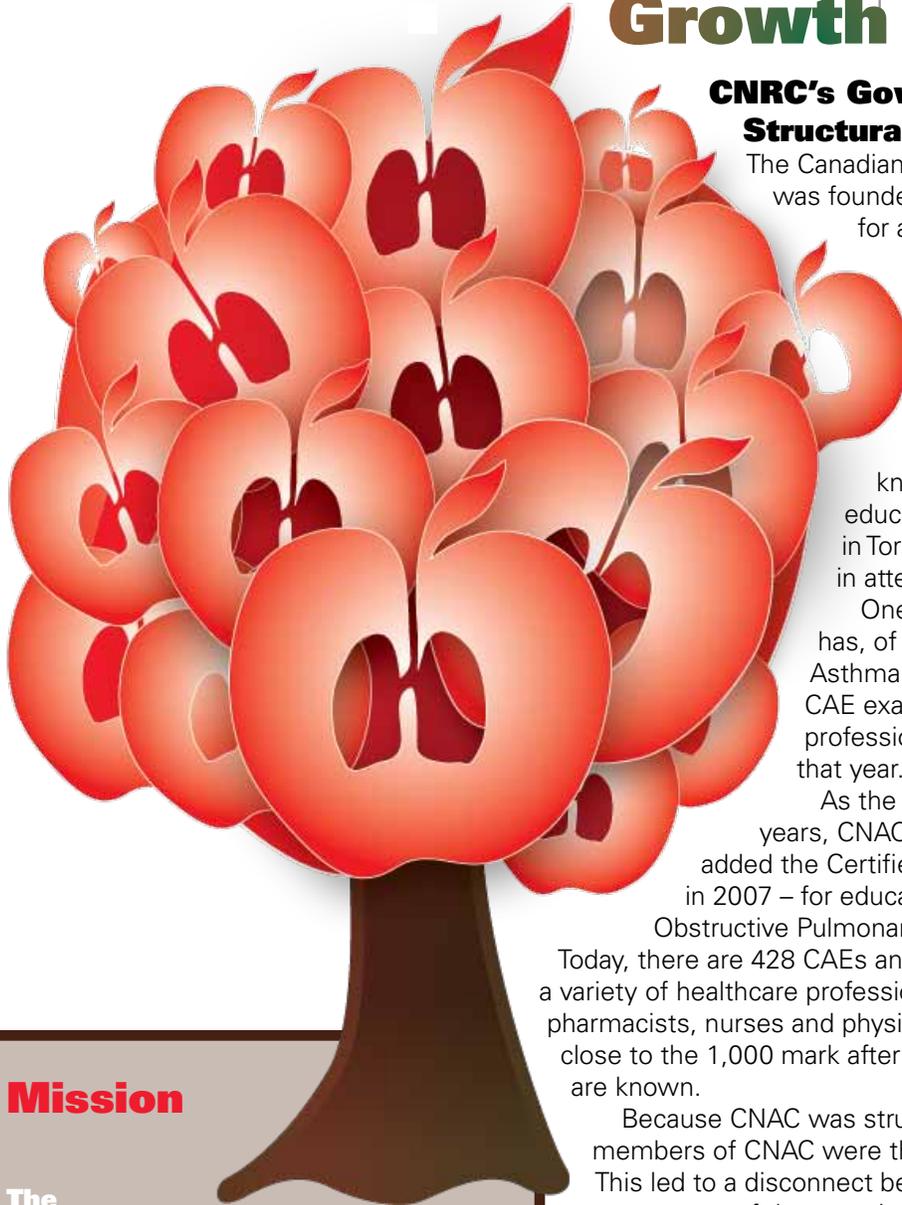
In October 2009, CNAC hired an outside consultant, Paulette Vinette, of Solution Studio Inc., to conduct a governance review of the organization. The purpose of the governance review was to look at how CNAC should be structured and managed with the goal of best meeting the needs of the CAEs and CREs.

Telephone interviews were conducted with the existing CNAC Board of Directors as well as key stakeholders. In addition, an online survey was conducted of CAEs and CREs.

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### Mission

The Canadian Network for Respiratory Care (CNRC) is a non-profit association and registered charity. CNRC, through its certified educators and member organizations, works to improve the quality of life for Canadians and their families living with respiratory disease, by developing, promoting, and advocating the highest standards of quality respiratory healthcare and innovative education.



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The online CAE/CRE survey resulted in a 51% response rate. This high of a response rate is absolutely unheard of for associations these days. Most associations today are pleased if they have 5-10% response rate on their surveys.

The online survey of CAEs and CREs revealed some interesting information:

- Most CAEs and CREs were unaware that they were currently not members of CNAC. (41.9% were completely unaware. 28.4% had limited awareness & understanding)
- CAEs and CREs overwhelmingly stated that they felt that CAEs & CREs should be formally represented on the CNAC Board of Directors. (92.4%)
- Many CAEs & CREs felt that CNAC should increase its role to advocate on behalf of and promote the work of CAEs and CREs in Canada (94%)
- CAEs & CREs continue to support CNAC continuing to offer a conference based on the unique needs of asthma and respiratory educators. (85.9% felt it was important or very important).

The telephone interviews with the current Board of Directors revealed that:

- The organizations still found value in participating in CNAC.
- CNAC should restructure its governance to better represent the Certified Asthma and Respiratory Educators.

### **CNAC Board of Directors Votes to Move Forward with New Governance Structure & Name Change**

At a meeting of the CNAC Board of Directors in November 2009, the Board of Directors voted unanimously to move forward with the governance and organizational changes. They also voted to change the name of the organization to the Canadian Network for Respiratory Care, to better reflect its current mandate.

### **To summarize the key changes:**

- A new individual membership category was created. Current CAEs and CREs are automatically voting members of CNRC. There will not be a membership fee for CAEs and CREs. Membership will be automatic upon becoming a CAE or CRE. CAEs and CREs must keep their credentials current to remain members.
- The organizations created an organizational membership category. A new Council of Organizations was created. This body will develop their own Terms of Reference and continue to work together on projects of interest and continue to be a valuable resource for knowledge transfer/exchange and networking. Dr. Alan Kaplan, of the Family Physicians Airways Group, will Chair the new Council. Their first meeting will take place on December 10th.
- A small, competency-based Board of Directors was elected in 2009. This competency-based Board reflects current association management best practices. A committee was formed to draft the Terms of Reference for the new competency-based Board. Generally, however, it was agreed that the new Board would consist of equal representation between CAEs and CREs and medical representation as well as key representation from the business community in order to seek out those competencies sought after in CNRC's new Board (e.g. experience/expertise in respiratory care & education, fundraising, advocacy, public relations/communications, legal, finance, technology, non-profit Board experience etc.)

### **Message from the Executive Director, Cheryl Connors**



At long last, I am pleased to present the second issue of "The Educator". Our apologies for taking so long to get this to you! Our limited resources remain an ongoing challenge.

2010 has been a busy year as we have worked

to finalize the governance changes to the organization and transitioned to the use of our new name, the Canadian Network for Respiratory Care, which better reflects our expanded mandate. Our educators continue to work with clients to improve asthma care, management and education but also COPD, allergy and smoking cessation.

As current CAEs and CREs are now voting members of CNRC, we invite you to participate in the governance of the organization by voting at the Annual General Meeting. This year's AGM will be held in Toronto on **Friday, December 10, 2010** at the **Toronto Airport Marriott Hotel, 901 Dixon Road, Toronto, ON from 6:00 to 7:00 pm**. CAEs and CREs who will be in the Toronto area are welcome to attend this opportunity to network in a fun, casual setting. Dinner will be served. If you can't attend the meeting, please complete the enclosed PROXY form and fax it to the office at **905-880-9733** or by email to **admin@cnrchome.net**.

### **Address Update**

Please review the enclosed address update and fax or email any changes back to the office. Most of our communication to members is by email so please make sure you provide an email contact. Some hospital servers block group emails so make sure you add the CNRC emails to your address lists. If you are not receiving our newsletter Eblasts (The Educator Online), you will find back copies in the CAE/CRE section of the website ([www.cnrchome.net](http://www.cnrchome.net)).

### **Policy Activism**

With the goal of continuing to advocate for the very important role that CAEs and CREs perform in Canada, we hired a government/public relations firm in July of this year. Skaling Knox has been working closely with the CNRC Executive Committee to further the goals of the organization. The initial focus of the firm has been on working with government and industry representatives to obtain support for the development of the smoking cessation certification program.

### **Allergic Living Currents Supplement Renewed**

We are thrilled to announce that GlaxoSmithKline Canada will once again be sponsoring the special CNRC **Currents**



supplement in Allergic Living magazine for another year. We are very appreciative of the support that GSK Canada has demonstrated towards CAEs and CREs by providing us with this special opportunity to showcase the tremendous skills and knowledge of our certified educators directly to patients through this high quality publication. Special thanks also must be extended to the publishers, editors and

writers at Allergic Living. It has been a pleasure to work with such a talented team who has allowed us to shine (by making us both look and sound so great).

The reason the supplement has been such a tremendous success is through the direct involvement of the many CAEs and CREs who have participated. We will be continuing to look for new story ideas, FAQs, True/False questions as well as contributions for the Kid's Corner so please keep sending your ideas to **ccconnors@cnrchome.net**.

Here's a sample of some of the feedback the editors at Allergic Living have received about the supplement:

#### **Krista F. – October 5, 2010**

*Thanks so much for your **Currents** supplement. It was useful for convincing my husband to finally get his asthma under control... He doesn't ever remember being able to take a true deep breath in his entire life (he's in his 40s) and he can finally do that! Thanks for giving me concrete evidence that breathing doesn't have to be like that.*

#### **Alison G. – April 12, 2010**

*Yes to the **Currents** section! Excellent articles! I kept nodding while I read each article. Now to show the pediatrician... I swear the educators know more.*

#### **Janice S. – September 27, 2010**

*I just renewed my subscription. Wish I could double renew it to say thank you for **Currents**. Really like the Q and A.*

#### **Sheree D. – June 8, 2010**

*I already loved Allergic Living – but the **Currents** supplement makes it even better. My son is 10 and we still struggle some days with asthma control. Gym class is still giving him issues and he gets down about this and is starting to hate gym. It's not easy to find information that's exactly what I need. Reading **Currents** made me realize we're not the only ones with control issues.*

#### **Hiebs – Aug. 17, 2010**

*Re: **Currents** in Allergic Living mag – We have to wait a year to see an allergist, but I really would like to get the asthma under control by eliminating the cause (which we can't pinpoint) now. So I was excited to learn about asthma educators in this new supplement. I'd heard about them – but didn't realize I could find one right in our local hospital (not far away) in Calgary. I am also very glad you put the CAE option out there. I hope others in my situation read this supplement and get the same great information out of it.*

#### **Susan – April 8, 2010**

*Loved the kids' corner section. I will be reading it with DD and let her know that she can ask questions, too. She's a smart girl, who always has questions.*

#### **Melanie – April 7, 2010**

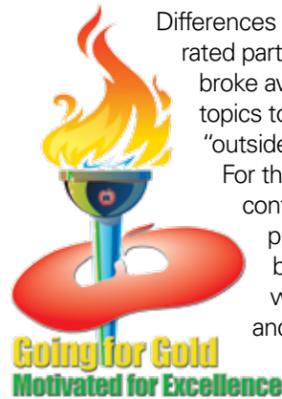
*I really liked this supplement and am thrilled to find that it will be a regular feature in Allergic Living's Magazine! Can't wait to see the next one.*



# ASED 9 Conference in Whistler Huge Success



More than 300 delegates made the trip to beautiful Whistler, British Columbia November 12-14, 2009 to attend ASED 9 ("Going for Gold: Motivated for Excellence"). Once again, the conference was a tremendous success, with 92% of delegates rating the conference as a five or six on a six-point scale. Keynote speakers Lorraine Wright ("From Suffering to Hope: How Do We Help Patients/Families Move to a Healing Place?"), Paul McDonald ("It Takes a Village to Raze a Disease: The Role of Human Organization and Connectedness in Respiratory Illness and Health") and Michael Reist ("Boys and Girls Learn Differently: How Gender



Differences Influence Learning and Behaviour") were all rated particularly highly. Delegates enjoyed that organizers broke away from the traditional medical knowledge topics to include a variety of speakers with some "outside-the-box" thought-provoking sessions. For those of you who were unable to attend the conference, we do have DVDs available of the plenary sessions. We will send information out by email on how to order these DVDs. The cost will be low (just enough to cover reproduction and mailing). You will be able to claim the hours as professional development (learning) activities for recertification.

## Upcoming CNRC Events

### CNRC Annual General Meeting

Friday, December 10, 2010  
6:00-7:00 pm  
Toronto Airport  
Marriott Hotel  
901 Dixon Road  
Toronto, ON  
(Open to all CAEs & CREs)

### ASED 10: National Respiratory Care & Education Conference

**Celebrating Our Past:  
Embracing Our Future**  
November 10-12, 2011  
Hilton Lac-Leamy  
Gatineau, Quebec

## Certified Respiratory Educator Maria Muirhead Publishes Second Book

A book for young girls entitled, Smoking = Problems (BIG Problems!) is now available through online retailers such as Barnes and Noble and Amazon. The story is told by Flora-Lee (through her journal entries) and explores the real-life consequences of smoking as Flora-Lee tries to understand her grandmother's Chronic Obstructive Pulmonary Disease (COPD).

"2010 is the Year of the Lung and COPD is a subject that isn't talked about a whole lot," said author and Certified Respiratory Educator, Maria Muirhead, "This book helps increase awareness of COPD and at the same time, sends out the message to young girls that smoking really isn't cool."

Smoking = Problems (BIG Problems!) is Maria Muirhead's second book about lung



health. Her daughter, Jessie, illustrated the cover and journal drawings. "Jessie's drawings and interest in the damage caused by smoking gives the book a real feeling of authenticity," said Muirhead. Her first

book, "My Asthma Book" is available at [www.chapters.indigo.ca](http://www.chapters.indigo.ca) and is perfect for children aged four to eight in that it teaches them about the relationship between asthma and asthma triggers.

*Maria Muirhead is a pharmacist, Certified Respiratory Educator, Certified Geriatric Pharmacist, and Certified Diabetes Educator who has a diploma in Public Relations. For more information, please visit [www.myasthmabook.com](http://www.myasthmabook.com).*

## THE A. LES MCDONALD AWARD FOR INNOVATION & EXCELLENCE IN RESPIRATORY CARE & EDUCATION

The A. Les McDonald Award for Innovation & Excellence in Respiratory Care & Education was created in 2004. This biennial award was created to honour Les, who served as CNAC Executive Director from 1994 to 2004. Les was also honoured as the very first recipient of this award for a long and distinguished career as a health educator.



This award is designed to recognize a healthcare professional who has made an outstanding contribution to respiratory care and education regionally, provincially, nationally and/or internationally through their practice and/or research.

**The A. Les McDonald Award Review Committee received numerous outstanding nominations in 2009. The committee took the unusual step of awarding two very deserving recipients, Sandra Small, RN, MScN, PhD(c), CRE, and Lisa Cicutto, PhD, ACNP, MScN, BSN, CAE.**

**Sandra and Lisa clearly demonstrate innovation and excellence in all of their work in Canadian respiratory care and education, whether it is at the academic level through their research and publications, or at the clinical level. And what is special about both Lisa and Sandra is their willingness to mentor other educators and share their tremendous knowledge. Both have contributed immeasurably to CNAC as volunteers.**

**The following are excerpts from Sandra and Lisa's nominating letters:**

### Lisa Cicutto (Nominator Nancy Garvey)



I have known Lisa for over 15 years and have the deepest respect for her knowledge, research and clinical skills and more particularly for her leadership and dedication to the field of asthma education. In her own words, she is passionate about improving the lives of adults but especially children who have asthma. And it is evident in her tireless efforts to develop programs, critically evaluate them and share results with her colleagues. Lisa was one of the first to become involved in the "asthma education movement" in Canada, contributing to the asthma educator certification process, both nationally and at a local level to the curriculum that had been developed for the Michener Institute's initial program. Lisa has been a principal and co-investigator on many asthma related research studies both in Ontario and in collaboration with researchers from other provinces and other fields.

### Sandra Small (Nominator Heather Sharpe)



I would like to encourage the selection committee to review Sandra's previous work with CNAC, and her ongoing commitment to respiratory care and education in Newfoundland and across the country. Any of her colleagues that have worked with Sandra on the various volunteer committees will tell you of her tireless dedication to CNAC, and the educators

it serves. Her Curriculum Vitae is incredibly impressive, and reads as a display of essentially all-important respiratory activities in the province of Newfoundland and the country. While her academic achievements and credentials are impressive, it is her volunteer activities that really make Sandra stand out among her peers. Her commitment and dedication is a shining example of how change occurs in health policy. Her professionalism and integrity has served as a model for me, demonstrating what I would like to achieve in an academic career and Sandra does it in a very unassuming way, not for recognition but because it is the right thing to do. Sandra is incredibly dedicated to ensuring the integrity of the Certified Respiratory Educator Program. I do not think it is exaggerating in stating that without Sandra, this program would not be what it is today. She has been a guiding force in the development of certification, re-certification, and maintaining the high standards of the process. For this reason, I would state that Sandra's dedication to respiratory education is second to none, and therefore, Sandra is an exceptional candidate for this most prestigious award.



# Certified Respiratory Educator Volunteers in Dominican Republic

By Margot Underwood, RN, BN, CRE

**(ED Note:** I spend a great deal of time speaking to government officials, industry representatives and healthcare professionals, advocating about the importance of our certified respiratory educator program and the critical work that our CAEs and CREs perform in Canada. A frequent comment I hear is that "you are so passionate about the CAEs and CREs." I always respond that it is easy to advocate for a group of healthcare professionals that are themselves so passionate about what they do. "You just have to meet the educators to understand what a remarkable group they are." They work tirelessly to improve the lives of their patients living with asthma, COPD and allergies and assist them with their smoking cessation efforts.

And I have had the pleasure of getting to know many of you personally as you also have dedicated countless volunteer hours to your profession through our certification and conference committees or contributing articles to Allergic Living magazine. One of these amazing volunteers is Margot Underwood. She currently sits on the CNRC Board of Directors, is Chair of the Recertification Committee, chaired ASED 9 last year, sits on the Certification Management Committee and is also working on her Master's degree. So what does this 2007 recipient of the A Les McDonald Award for Innovation & Excellence in Respiratory Care & Education do in her spare time? She volunteers in the Dominican Republic in an innovative lung health program. Margot made her first trip in 2004 and has made 14 trips since then. Read all about it!

Since 1991 the Calgary COPD & Asthma Program (CCAP) has been a leader in promoting and initiating quality lung health programs both locally and nationally. Its activities are now extending outward to address the needs of under-served communities. CCAP respiratory educators and physicians are using their experience and skills to improve the lung health of those living in poverty in the Dominican Republic.



CCAP colleague with young patients



Spirometer in use by medical student



Nursing student at lung health clinic

Lung diseases including asthma, COPD, respiratory infections, and tuberculosis are major health issues in the Dominican Republic. Environmental conditions (e.g.: unpaved roads, high levels of particulate matter, high humidity and crowded living conditions in poorer barrios) and malnutrition contribute to higher rates of respiratory problems. For example, children are often exposed to irritants from kerosene, cooking fires and second-hand cigarette smoke. Inadequate hygiene practices are also a risk factor, leading to the spread of respiratory infections.

Maria Auxiliadora, a barrio in the city of La Vega, Dominican Republic, is faced with many of these health challenges. Since 2006 CCAP has worked in partnership with healthcare professionals from La Vega to conduct respiratory health assessments and provide some basic healthcare in this barrio.

Over 235 people were seen in 2008 by the lung health team in the clinics offered in the Maria Auxiliadora barrio and at the La Vega public hospital. Those identified to have asthma or COPD were provided with education and medication. Training was also provided to the local healthcare team in the proper use of respiratory assessment tools (spirometry, peak flows, and questionnaires). Airway models, placebo devices and educational materials in Spanish were developed and supplied to this team. Data from the community survey is being analyzed and further initiatives will be based on these results. In February 2011, the first group of nursing students will spend 12 days doing a community health assessment in the same barrio.

Long-term goals are to work in partnership on lung health initiatives that will improve the lives of those living in poverty in the Maria Auxiliadora barrio. Funding for these initiatives has been received from GlaxoSmithKline, Partners In Deed Society of Alberta, Richards Ride for Asthma as well as corporate and individual donations.

**Celebrating Our Past  
Embracing Our Future**  
ASED 10:  
National Respiratory Care and  
Education Conference



## Call for PRESENTATIONS at ASED 10

### Submission Deadline is February 28, 2011

We are looking for CAEs and CREs to share ideas, knowledge, skills & solutions to educators at this year's conference. We are particularly interested in plenary session presentations that will showcase excellence in the critical thinking & application skills needed for today's asthma and respiratory educators.

Delegates to the conference come from across Canada. The majority of the expected 300-350 delegates are CAEs and CREs. The conference attracts both repeat and new attendees.

### Skills Required

- Excellent public speaking skills
- Experience speaking in front of large groups
- Strong current knowledge of respiratory care and education (particularly asthma, related allergy and COPD)

### Presentation Expectations

- The presentation should be 30 – 45 minutes and include time (15 minutes) for Q&A
- Preference will be given to presentations that focus on CAE and CRE National Learning Objectives

### Benefits of Being a Presenter

- Be publicly recognized for your skills/knowledge as an educator
- Build your reputation
- Develop new contacts and business relationships

### Submission Requirements

Please submit a brief proposal describing:

1. Your planned presentation (no more than 300 words)
2. Your large group presentation experience
3. References and/or any relevant conference/speaking feedback.
4. A copy of your current CV or resume



## Call for WORKSHOPS at ASED 10

### Submission Deadline is February 28, 2011

We are looking for CAE & CRE workshop facilitators and workshop ideas for our upcoming conference. We encourage CAEs and CREs to partner with colleagues to co-facilitate the workshops.

We are particularly interested in workshops that will showcase excellence and innovation in the critical thinking & application skills needed for today's asthma and respiratory educators.

Delegates to the conference come from across Canada. The majority of the expected 300-350 delegates are CAEs and CREs. The conference attracts both repeat and new attendees.

### Skills Required

- Excellent facilitation skills
- Strong current knowledge of respiratory care and education (particularly asthma, related allergy and COPD)

### Workshop Expectations

- Workshops will be 75 minutes in length and are expected to be as hands-on and interactive as possible (e.g. case studies, role-playing, Q&A, small group discussions etc.)

- Promote active experiential approaches to learning models – and be based on principles of adult learning & professional development (the sorts of learning experiences that can achieve a wide range of knowledge, skill, values & participation objectives)
- Lecture style input should be kept to a minimum and is always referred to as a "mini-lecture" (Allow 80% of the time for participant interaction.)
- The content of the workshop should meet the learning needs of the participants (novice to experts).
- Use a variety of learning experiences – based upon principles of adult learning & professional development.

### Benefits of Being a Workshop Facilitator

- Be publicly recognized for your skills/knowledge as an educator
- Build your reputation
- Develop new contacts and business relationships

### Submission Requirements

Please submit a brief proposal describing:

1. Your planned workshop (no more than 300 words)
2. Your workshop facilitation experience

**Submissions for Presentations and Workshops must be sent to: Cheryl Connors, Executive Director  
Canadian Network for Respiratory Care  
16851 Mount Wolfe Road, Caledon, ON L7E 3P6  
Or by email to: cconnors@cnrhome.net**

**SUBMISSIONS MUST BE RECEIVED  
NO LATER THAN  
FEBRUARY 28, 2011.**

**Celebrating Our Past  
Embracing Our Future**

ASED 10:  
National Respiratory Care and  
Education Conference



## Call for ABSTRACTS

The Canadian Network for Respiratory Care (CNRC) is presenting its 10th National Conference on Respiratory Care and Education in Gatineau, Quebec in November 2011. We invite you to submit abstracts in all areas related to research in respiratory care (for example: asthma, COPD, allergy, smoking cessation, pulmonary rehabilitation etc.) as well as descriptions of respiratory education programs, activities and tools.

### Instructions

1. The abstract must be a maximum of 300 words. Submit your abstract as a word attachment by email to the CNRC Executive Director, Cheryl Connors, at **cconnors@cnrhome.net**.
2. Include the title of the abstract in capital letters, followed by the names of the authors (identifying the presenting author) and the institution where the work was performed. Example:  
CHANGES IN SELF-MANAGEMENT BEHAVIOUR: AN EVALUATION OF AN OUTPATIENT ASTHMA EDUCATION PROGRAM. J. R. Smith (presenting author) & S.M. Jones. Royal General Hospital, Toronto, Ontario.
3. Include full address, telephone, fax number and email address.

4. The abstract should be as informative as possible and include:

#### For Research:

- Purpose and/or objectives
- Methods used
- Results (tables are permissible)
- Conclusions and implications

#### For Programs, Activities & Tools:

- Brief description
- Why it is innovative
- Results (outline success)
- Conclusions and implications

5. Abstract submissions not meeting the above criteria will be returned.

### Guidelines & Policies

1. By submitting an abstract, the submitter agrees to register for ASED 10 and pay all expenses related to attending the conference (e.g. registration fee, travel & hotel costs).
2. The presenting author must be available to present the abstract or poster and to answer questions in a poster session at the conference.
3. The maximum poster space is 48 inches high by 96 inches wide. No audiovisual equipment will be supplied for posters. (Tables will be supplied to display tools.)
4. The CNRC Abstract Review Committee will determine if an abstract is accepted. Authors of accepted abstracts will be notified by August 31, 2011.

**Deadline for Submissions: June 30, 2011.**



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