



OBJECTIVE: Contribute to public and/or environmental health through consulting services.

SUMMARY OF QUALIFICATIONS

Maude Downey RN BA MPH is a writer/editor with over 30 years of experience, specializing in knowledge transfer and clear and effective communication. Able to envision the big picture while meticulously attending to detail, she has excellent organizational and technical skills and is resourceful and creative in solving problems.

COMPETENCIES AND PRACTICES

Public Health Sciences; Assessment and Analysis: Incorporates broad awareness of the determinants of health and the effects of illness on individuals and groups. Assesses information and solutions within various contexts (ethical, political, scientific, socio-cultural and economic). Suggests health promotion strategies based on theory and sound evidence.

10 years hands-on nursing in a wide variety of settings in Canada, Australia and New Zealand.

Project/Program Planning, Implementation and Evaluation: Promotes accountability and sustainability. Aims to mitigate barriers to uptake; considers contingencies for likely unplanned outcomes. Includes tracking and evaluation measures early in process to foster timely adjustments.

Partnerships, Collaboration and Advocacy: Strong advocate for intersectoral and interdisciplinary collaboration. Skilled in eliciting and synthesizing a broad range of input to create acceptable, feasible and relevant solutions.

Diversity and Inclusiveness: Strong commitment to addressing diversity issues (access to services, bias and discrimination). Sensitive to needs and barriers particular to individuals or groups.

Languages: Anglophone; has **exempt status** for French with the Government of Canada.

Clear & Effective Communication (CEC): As an expert in this area, I have developed 9 principles to ensure content has the broadest reach and the best knowledge transfer/translation. Applying these early in a project also saves time and money over the lifecycle of the project.

- **My 9 Principles of Clear and Effective Communication.** Concise. Chunked, Scannable, Accurate, Complete, Relevant, Coherent, Inclusive, Accessible. See a description of my practice of [Clear and Effective Communication](#).
- **Writing/editing skills.** I write, edit and structure information using **industry and evidence-based standards**. Extensive experience with substantive/structural editing of large, complex documents that describe a topic or process. See also [my profile](#) at Editors Canada.
- **Target audience.** I develop content for policy makers, multidisciplinary professionals and the general public. Advise on the broadest target audience for your project and how to match the content to that audience.
- **Media/genres.** Ones I work on include multidisciplinary manuals and guidelines, research reports, exam questions, and educational/training material.

EDUCATION & TRAINING

Masters in Public Health — University of Waterloo (2012). Practicum with Evaluation Services, PHAC.
BA concentration en langues et lettres françaises — University of Ottawa (1992)

Diploma of Nursing — St. Clare's School of Nursing, St. John's, Nfld. (1976)

Conferences/seminars on various topics — evaluation, public health, health promotion, health literacy, plain language, editing, publishing. (1997–2016)

PROFESSIONAL MEMBERSHIPS

College of Nurses of Ontario
Editors Association of Canada
Plain Language International
Science Writers & Communicators of Canada

KEY CLIENTS

Canada Mortgage and Housing Association	Health Canada
Canadian International Development Agency	International Council of Nurses
Canadian Payments Association	Maison de la Nature et de l'Environnement, Saint-Pierre et Miquelon
Canadian Public Health Association	Nursing Health Services Research Unit (McMaster)
Centre for Addiction and Mental Health	Nursing Sector Study Corporation
Centre for Behavioural Research and Program Evaluation (now Propel)	Osteoporosis Society of Canada
Comité Régional du Tourisme, Saint-Pierre et Miquelon	Physiotherapy Alliance of Canada
Conference Board of Canada	Sauvegarde du Patrimoine de l'Archipel (SPA), Saint-Pierre et Miquelon
Correctional Service of Canada	Victorian Order of Nurses, Canada
Federation of Canadian Municipalities	World Health Organization — Southeast Asia Regional Office
	World University Service Canada
	Yardstick Assessment Strategies

KEY SKILLS AND KEY PROJECTS

References and representative examples of documents are available on request, where possible.

► Project Manager, Coordinator

Aligns projects with relevant vision and mandate. Develops tools (logic models, databases, forms, etc.) to help plan, standardize, monitor, evaluate and report on projects, and to optimize everyone's input.

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| Key Projects | <ul style="list-style-type: none"> ▪ Nursing Project Manager. For various national guidelines, created a user-focused structure making them easier to adhere to and to modify. Reviewed over 150 national forms to eliminate redundancies, track and prioritize revisions, and improve standardization. ▪ Coordinator, Active & Safe Routes to School. Supported school and community groups in the promotion, implementation, sustainability and evaluation of the program. ▪ Coordinator. Prepared and piloted a program for osteoporosis prevention for girls ages 11–18, including a 90-page <i>Organizer's Manual & Resource Kit</i>, linking material to curriculum. |
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► Trainer — various topics and groups

Customizes material and course structure. In training sessions, quickly assesses where each person's starting point is and collaborates with them to set a realistic short-term learning goal.

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| ▪ Clear and Effective communication | Offers customized training to individuals or groups. Ideal attendees include researchers, reviewers, writers, editors, translators and designers. |
| ▪ MS Word | Delivers <i>Sharpen the Ax — Tips and Tools for MS Word</i> , guidance on how to improve efficiency and quality in writing and collaboration. |
| ▪ Standardized Patients | Have trained up to 150 standardized patients for OSCEs (Objective Structured Clinical Exams) for physicians and physiotherapists. |
| ▪ ESL/FLS | Have customized and taught ESL/FLS courses, with a focus on pronunciation using the International Phonetic Alphabet. |

► Designer

Proposes content, photos and graphics, keeping in mind the principles of Clear and Effective Communication. Produces the printer version as a PDF, from Word or **Indesign**.

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| Key Projects | <ul style="list-style-type: none"> ▪ Bilingual brochure (7 panels, in Indesign, French recto; English verso) to promote and facilitate a self-guided visit of an historic island. Also wrote and translated the content. ▪ Brochure (3 panel, in Word, unilingual, recto-verso) to promote tourism. |
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► Translation (French to English)

Suggests modifications to structure and content; proactive in verifying potential errors.

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| Key Projects | <ul style="list-style-type: none"> ▪ <i>Nature Guide: Discover 15 hiking trails in Saint-Pierre et Miquelon</i> (~ 33 000 words) ▪ Texts for exhibits in a new nature museum (~10 000 words). ▪ <i>Welcome to Saint-Pierre & Miquelon 2014</i> (~ 20 000 mots) ▪ Texts for exhibits for the 5 sites of Musée Archipelitude (~ 22 000 mots) |
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