



U OF R REPORT

P2 CHEER TEAM WIN

P3 SOLVENT ABUSE

P3 TALKIN' ABOUT SCHOOL

P4 WORKPLACE WELLNESS

Anti-racism fight needs more bite

Despite good intentions, many international anti-racism campaigns are not working to reducing racism says Magdalena Cismaru, associate professor of marketing.

She leads a team that reviewed 50 anti-racism initiatives from Western countries. The team includes Faculty of Business Administration Dean Anne Lavack, quantitative methods instructor Romulus Cismaru and psychology graduate student Gitte Jensen.

The team identified a number of reasons many anti-racism campaigns are ineffective and studied how prejudice reduction theories can create initiatives that successfully reduce or eliminate racism.

"With some of (the campaigns), you wonder if they are doing the right thing or if they are actually making the issue worse," says Magdalena.



(L to R) Magdalena Cismaru, associate professor of marketing; Romulus Cismaru, quantitative methods instructor; Anne Lavack, Faculty of Business Administration dean; and psychology graduate student Gitte Jensen identified why many anti-racism campaigns are ineffective and studied how prejudice reduction theories can be used to create marketing initiatives that successfully reduce or eliminate racism.

"That's what the literature shows. It shows that in many situations, just because of a lack of theory applied, those

good intentions are not translating. There are many situations in which it gets worse instead of becoming better."

In the late 1990s, for example, the Commission for Racial Equality (CRE) in the United Kingdom ran a bill-

board ad that showed the face of a black man appearing in the shadows. The caption, in large letters next to the image, read 'Scared? You should be.' In smaller print, the caption continued: 'He's a dentist.'

"It was meant to combat the belief that black people are uneducated, that they are gang members and so forth," explains Jensen. "What they (the CRE) didn't realize is – what if people pass that billboard and don't catch that small bit? What if they don't get it?"

Another campaign the team identified was Formula One's Every Race initiative.

Formula One is the highest tier of the graduated, open-wheel Formula racing sanctioned by the Fédération Internationale de l'Automobile. The Every Race initiative was

– continued on page 2

President's Forum

Faculty, staff and students are invited to join Dr. Vianne Timmons at a President's Forum as the University of Regina embarks on its strategic planning initiative.

Tuesday, Jan. 13, 2009
12 Noon – 1 p.m.
AdHum Pit

The strategic planning process marks the next stage in the University's history as we create a vision and define our direction for the next five years and beyond. Please plan to attend and find out how you can contribute as the University begins this important journey.

Naxi study examines effects of globalization

The brightly coloured shawl in Dongyan Blachford's office is more than an eye-catching decoration.

For Blachford and fellow researcher Marion Jones, it represents the focus of a major research project into the last surviving pictographic language in the world.

Blachford is an associate professor of Mandarin Chinese as well as the acting director for the Office of International Cooperation and Development. Jones is an associate professor in the Department of Economics.

The pictographs on the shawl, which Blachford bought in an area of China called the Lijiang Naxi Autonomous County, are a commercialized portrayal of the Naxi language.

There are only eight remaining Naxi religious leaders who can write the language.

Naxi refers to both the language and the people who speak it. Most of the 300,000 Naxi live in northwestern China, near the Himalayas; it is one of 56 ethnic groups recognized by the central government. While their language and culture have flourished, that could change.

"Naxi is taught in the public schools in the Naxi-concentrated areas, as well as Mandarin," Blachford says. "But now the central government has made it mandatory to also learn English, because of the pressure of globalization. I am concerned what that will do to the Naxi culture and identity, and their overall well-being."

Blachford and Jones have received a grant of \$92,000 over three years to study the impacts of the new language policy. Blachford, who is the associate dean of the Faculty



Dongyan Blachford displays a shawl from an area of China called the Lijiang Naxi Autonomous County showing the commercialized portrayal of the Naxi language. Blachford and her research partner Marion Jones are studying this last surviving pictographic language.

of Graduate Studies and Research, will investigate the effects from linguistic and sociological perspectives. Jones will examine any changes from an economic point of view since the policy change is supposed to lead to improved material well-being.

Blachford and Jones have already spent time in the three villages where they will conduct their research. One is a prosperous resort town popular with domestic and international tourists, while another is in the foothills and

– continued on page 2



Writ Large

Shalini Mathias
Visiting Scholar
Instructional Design

As the New Year rolls in, I look at 2008 as being an extraordinary year for me. It was filled with activities and events such that I can't help but grin from ear to ear. I am a recent graduate in Educational Technology with Computer Applications from Shreemati Nathibai Damodar Thackersey (SNDT) Women's University, Mumbai, India. During the course of my master's program I had the opportunity to visit the University of Regina. I was ecstatic. I had never been abroad. I was overwhelmed.

For three months at the U of R, I felt the energy of the University as I met with staff, and attended a conference and several workshops which helped me gauge the different teaching strategies that other instructional designers, teachers and researchers were adopting in the field of teaching and learning. Hence, I was thrilled when I received the invitation to come back as a visiting scholar for a whole year.

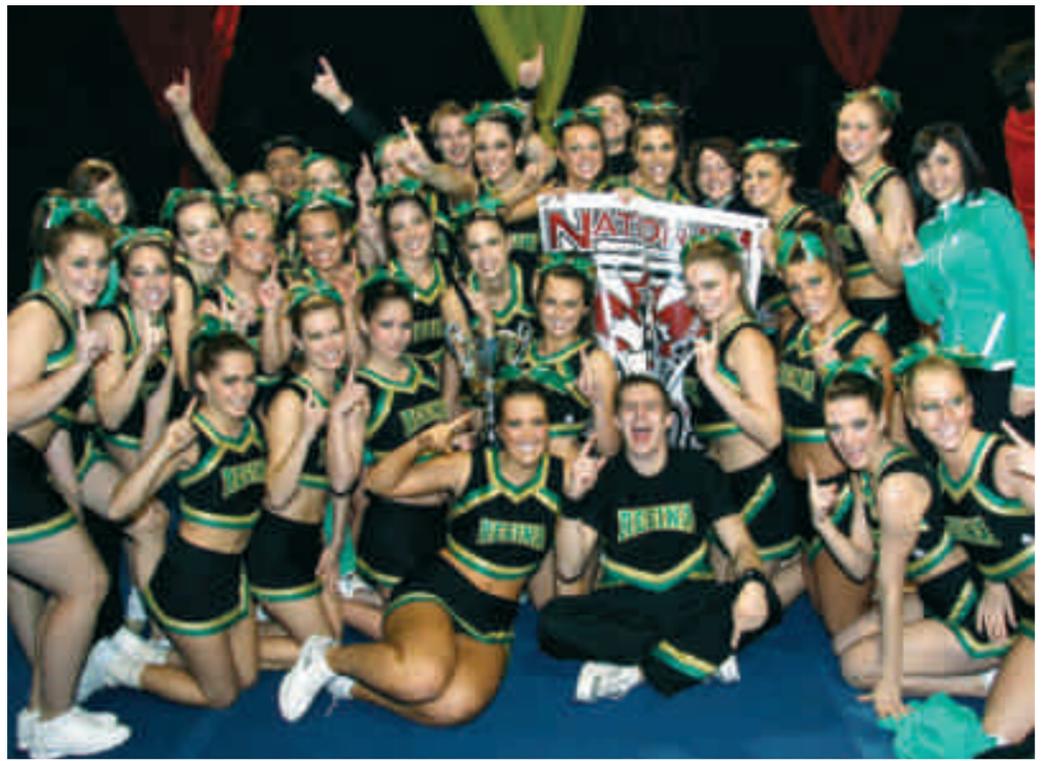
The U of R and SNDT Women's University, Mumbai has had a strong partnership for over 10 years. Collaborations between the Centre for Academic Technologies and the Distance Learning Division at the U of R with the Department of Educational Technology (DET), SNDT Mumbai have seen several annual student-staff exchanges. A win-win situation for both institutions, it is now much more than a simple exchange of knowledge. Merging of cultures, traditions, experiences and, above all, building personal relationships with people, take it a step further.

With the advent of new learning approaches in India whether distance or online, learning has become accessible, learner centric, geographically independent and cost effective. India's vast population, most often seen as a challenge, is a boon to society when it comes to delivering huge amounts of quality work at rapid speeds. In many ways, India is almost at par with the rest of the world as far as technology is concerned. Thanks to the World Wide Web, knowledge is growing at an exceptional rate. Knowledge grows when we connect with others around us. Thus, the value of global partnerships is many-fold. For me, being part of the U of R community as a visiting scholar, networking with amazing personalities and actively participating in Canadian culture is the hallmark of an international exchange.

Potential exists for advancing beyond the partnership between the U of R and SNDT, to develop and combine resources and infrastructure, which will cultivate a deeper understanding of different communities. Global educational partnerships will surely facilitate opportunities for collaboration, strengthen friendships and encourage change in traditional perspectives of education.

So, although I will cherish the year that was, I surely look forward to the year ahead at the U of R that will bring me as much, if not more exciting events to experience.

Writ Large is written by campus leaders and is intended to challenge readers to engage with and learn about the various 'parts' that make up the wider University of Regina community and connect us to the world. If you have a topic suggestion for Writ Large, please e-mail UofR.Report@uregina.ca and include your contact information. Please put "U of R Report" in the e-mail subject line.



Something to cheer about

The University of Regina Cheerleading Team finished 2008 with a Gold Medal win in the small coed team division at the Canadian University National Cheerleading Championships, held in Brampton, Ontario. It is the first time any team outside of Eastern Canada has taken home the national title. Previous to this the U of R team finished in third place three years in a row. The victory is also noteworthy because more than 60 per cent of the team is made of first-year members. The U of R also entered the tumbling competition and in the coed partner stunt competition, taking home second in the partner stunt competition.

– from page 1 *Anti-racism*
created after a group of spectators attended the Montmeló circuit in black face with signs claiming they were part of driver Lewis Hamilton's family.

The initiative consisted of only a one page anti-racism website – www.everyrace.net. Visitors to the site were invited to submit their names and email addresses to pledge support for the campaign's message that racing welcomes everyone irrespective of their gender, race or background. This approach was openly criticized by some of its drivers for being ineffective. The U of R researchers shared that view.

"There was no fundraising," says Jensen. "They didn't

do anything. Here was an organization that really had an opportunity to run with it and do something. They have a lot of fans who are willing to listen. And it was a one-page website. That was all. And (Formula One) got so much goodwill, so much publicity."

The U of R study identified a number of ways organizations can improve their campaigns. In addition to conducting formal evaluations before the launch of a campaign groups can target the beliefs that underlie negative stereotypes. They can also concentrate their efforts on a single minority group instead of many since ethnic minorities are not stereotyped in the same way. They are also encouraged

to use real representatives from minority groups and their stories, instead of paid actors and celebrities, to add authenticity to campaign messages.

Researchers also recommended that organizations consider the systemic issues of racism before they launch campaigns. Their efforts might be impaired if anti-discriminatory legislation, for example, is rejected by politicians or the court system. For this reason campaigns should have a component engaging audiences in activism that promotes anti-racist and anti-discriminatory policies.

The next step for the researchers, says Magdalena, is to create a campaign using what they have learned.

– from page 1 *Naxi study*
the third is an isolated and impoverished mountain village.

The two researchers will both spend about a week in each village each year of the study, interviewing educators, students and their parents and policy makers. They will also examine school and

country records to reveal responses to government policy over time.

During the three-year project, Blachford and Jones will present updates on their work at conferences and in publications.

"Adding English to the school curriculum makes a difference in so many areas of daily life but little research has

been done on this," says Blachford, "This study will be applicable to other minority groups – such as Aboriginal people in Canada – facing similar pressures from globalization. The results of this research will make a contribution to our understanding of what these people are facing."

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Promoting responsible management of the world's forests

Horses part of addiction recovery

Darlene Chalmers is part of a community-based research team studying how horses can assist in the healing of First Nations youth who abuse solvents.

Chalmers, a member of the Faculty of Social Work (Saskatoon Campus), has been involved for the past year in the collaborative project examining the effect of Equine Assisted Learning (EAL). The team members are from the University of Saskatchewan, White Buffalo Youth Inhalant Treatment Center, Cartier Equine Learning Center and the Youth Solvent Addiction Committee.

Horses, she explains, have been used in therapeutic contexts for decades. The research team will evaluate whether EAL contributes to the residential treatment and the biological, psychological, social and spiritual healing of the First Nations youth who are participating, and to what extent.

"As prey animals, horses are constantly attuned to their surroundings and the subtle communication within the herd as a response to ever-changing environments,"

explains Chalmers. "The horse has the ability to respond intuitively to human behaviour and intent, which can result in instant feedback from the animal, providing opportunities for a person to interact through thinking about and responding to the horse."

The study will look at youth receiving treatment at the White Buffalo Youth Inhalant Treatment Center, which is located on the Sturgeon Lake First Nation near Prince Albert.

White Buffalo has partnered with the Cartier Equine Centre to provide EAL as part of their treatment program.

Chalmers explains that many of the young people who enter treatment centres have experienced adverse life conditions, including histories of abuse, and as a result often have difficulty bonding with both individuals and the community because of a lack of trust in others and themselves. Through the Cartier EAL program, youth are given an opportunity to develop and test relationships with the horses, with the intent that this learning transfers to other areas of their lives.



Darlene Chalmers, a member of the U of R's Faculty of Social Work based out of Saskatoon was on campus this fall. She is collaborating on a project that examines the effect Equine Assisted Learning (EAL) has on the treatment of First Nations youth with solvent abuse issues.

The Cartier EAL Centre's educational program does not involve riding but focuses on ground work with the horse. The youth engage in structured, facilitator-led sessions that include constant feedback related to their experience. The youth might, for example, ask the horse to move through an obstacle course specifically set up to create opportunities for problem solving. The youth often work as part of a team that always includes the horse.

"This emphasizes skill in communication and leadership, as the youth have to sort through problems with this non-human being that communicates only through its body language," explains Chalmers. "It requires having to be attuned to the horse and the interaction that is occurring."

The research team is developing an exploratory evaluation study to determine the effect of the equine program on the participating

youth. After this is completed, the team will develop a longitudinal study to determine the relationship between people and horses in this context and what results from that.

"We are interested in the spiritual aspect of a connection with an animal, this particular animal, which is complex," says Chalmers. "It's difficult to describe and that's the purpose and intent of this, too – to figure out what, how and to what extent."

Education issues centre of discussion

A new discussion series – Talkin' About School & Society – has been created to bring academics and the public together to discuss schools, teaching and K to 12 education.

For Faculty of Education Dean James McNinch, the initiative is an important way for people who care about what happens to schools and the children in them to connect.

"Public schooling is premised on assumptions and values about democracy, citizenship, ethics, health and well-being," says McNinch. "As such, schooling is a highly contested and political space that impacts us all. Who determines what is best for policy and practice? Educational bureaucracies by their nature tend to exclude ordinary citizens because of our reliance on 'experts'. When this happens, we feel we are victims of the system and not participants in it."

According to McNinch, there is no shortage of contemporary educational problems to discuss because there is rarely a

simple answer to any of them. They range from administrative issues such as funding and school closures, to how and why to measure student achievement, the struggle for inclusive education for students with special needs and social and cultural context issues such as homophobia, racism and cyber-bullying.

Series organizers, professors Patrick Lewis and Marc Spooner from the Faculty of Education, are hoping to draw a group of people as diverse as the issues up for discussion. To help do this, they have chosen to hold the series in a local restaurant.

"This removes it from the University, removes it from the school system and puts it in a more democratic venue," says Lewis. "Our hope is to hear on the ground, from a real good cross-section of people, how they perceive school and education – what is happening and what they perceive as needs and things that are good and everything in between."

Bringing the campus to



(L to R) Professors Marc Spooner and Patrick Lewis from the Faculty of Education have organized the discussion series Talkin' About School & Society to engage the public in a series of conversations about education.

the community in this way also benefits the participants connected with the University. Spooner is optimistic that the series may result in the inception of new projects and collaborations.

"Many people have opinions or have experienced the school system or have children in the school system or have ideas of how it should be," says Spooner. "But a lot, I

think, don't have an outlet for discussing how they feel. It's the same for us. It's an interesting opportunity to disseminate some of the research we're doing or talk to new people, people who might not necessarily make the journey to the University itself."

The next topic to be discussed in the Talkin' About School & Society series is *Arts in School: Frill or Essential?* on

January 26, 7 p.m. to 9 p.m., at La Bodega Restaurant, 2228 Albert Street, in the upper level banquet room.

The series is sponsored by the Faculty of Education, the Centre for Continuing Education and the Centre for Social Justice and Anti-Oppressive Education.

For more information email patrick.lewis@uregina.ca or marc.spooner@uregina.ca

Campus health: Resolve to be well in the new year

Many people will resolve to lose weight in the new year, but what about simply being well?

According to Kelly Weldon, the University's health and wellness advisor, wellness has seven dimensions – physical, social, intellectual, spiritual, emotional, environmental and financial. All of them are important.

Weldon started in this new position last April, and is responsible for managing sick leave adjudication and coordinating return-to-work programs for faculty and staff. She is also responsible for providing pro-active measures to prevent sick leave. According to the World Health Organization, workplace physical activity programs can reduce sick leave by up to 32 per cent and increase productivity by 52 per cent.

As part of her job, Weldon chairs the Wellness Group, a joint venture between Human Resources and the Faculty of Kinesiology and Health Studies that develops wellness opportunities for faculty and staff that encompass the seven dimensions of well-being. The group of volunteers was created informally three years ago and was recently re-launched under Weldon's leadership.

Members of the Wellness Group include Greg Bridgeman, exercise therapy and workplace wellness coordinator at Dr. Paul Schwann Applied Health and Research Centre; Karen Fahlman, Fitness and Lifestyle Centre manager; Alison Fisher, intramural sports and summer camp coordinator; Pat Patton, manager of Campus Security; and Carol Reyda, from the Department of Facilities Management.

Weldon suggests that the first step members of the University community can take to achieve wellness is to become familiar with resources available on campus, including the following:

Wellness workshops

Weldon offers customized workshops for groups on campus about wellness and the resources they can access.

She recently teamed up with health and safety consultant Kim Meyer, in Human Resources, for example, to create 'Toolbox Talk' workshops for the University's custodians. Through a series of 20-minute sessions, Meyer and Weldon provided information about proper lifting techniques, foot care and specific stretches to help the custodians throughout their day.

Weldon also offers workshops that focus on office ergonomics, how to set up work stations and specific stretches for people who sit for long periods of time.

"Ergonomics, if it's not addressed, it can be a terrible issue," says Weldon. "Repetitive strain injuries are becoming so common. Sometimes it is very minor adjustments to a work station or giving that education that can mean a world of difference."

To book a workshop contact Weldon at 337-3269 or through email at kelly.weldon@uregina.ca

UR Well website

The UR Well website was created to keep the University community up-to-date with the Wellness Group's activities and resources people can access. The site offers links, tips and contact information in each of the seven dimensions of wellness.

The UR Well site can be found at www.uregina.ca/recservices/Wellness/index.html

Fitness Challenge

The Wellness Group kicked off its re-launch by developing a calendar challenge that encouraged individuals or teams to compete for points by participating in daily wellness activities. The activities ranged from eating five to 10 servings of vegetables and fruit a day to exercising by taking the stairs.



Members of the Wellness Group take a quick stroll around campus: (L to R) Carol Reyda, Kelly Weldon, Greg Bridgeman and Pat Patton. Missing are Karen Fahlman and Alison Fisher.

On Wellness Wednesdays participants earned bonus points by doing things such as making a donation to the Food Bank, taking a scheduled tour of the Fitness and Lifestyle Centre and taking 20 minutes that day for themselves. While the fitness challenge ended in December, Wellness Wednesdays will continue through 2009.

Wellness Wednesdays

Each Wednesday, the Wellness Group hosts an activity related to one of the dimensions of wellness. This may be as simple as reading a healthy lifestyle article or attending the very popular, 'Walk a Block at 12:00 o'clock' campaign.

Annual fitness appraisals

The Dr. Paul Schwann Applied Health and Research Centre has made a few changes to its annual fitness appraisal. Full appraisals are still being offered; however, people now also have the option to use the service simply as a consultation to find out how to exercise with a heart condition, for example, or to learn about nutrition programs that complement their exercise goals – without undergoing a full appraisal.

For more information contact the Dr. Paul Schwann Centre at 585-4004 or email schwann.centre@uregina.ca

Employee and Family Assistance Program (EFAP)

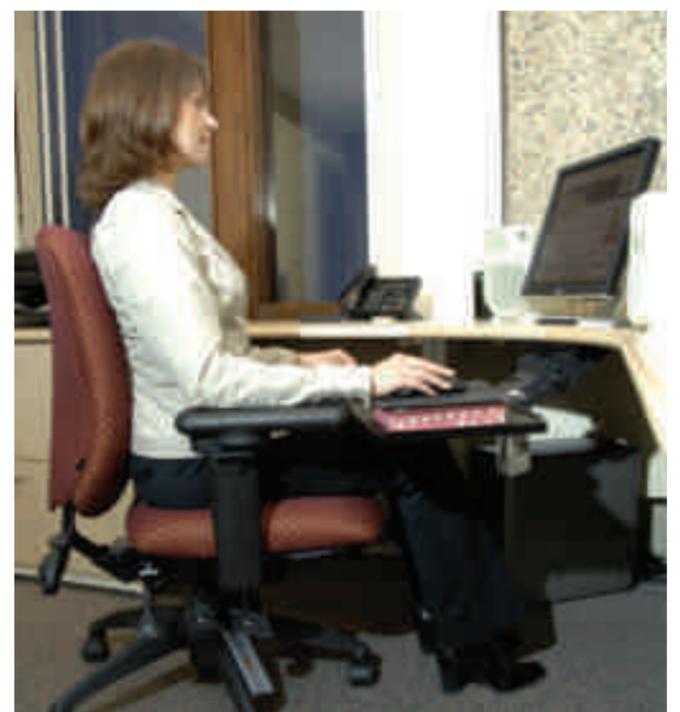
The Employee and Family Assistance Program (EFAP) was established to help employees and their families resolve personal difficulties. There are numerous reasons why someone might access EFAP: personal or emotional problems may be affecting their well-being; a family crisis or drug and alcohol use are becoming a problem; or they simply may need someone trustworthy to listen to them.

The University encourages people to access the program

as early as possible when they have an issue because most problems can be successfully resolved in the early stages, says Weldon. The program is available to employees with benefits coverage and their eligible dependants. The EFAP covers the costs for up to five hours of counseling sessions per calendar year. If additional sessions are needed, benefits may be available through the University's Extended Health Care Plan.

For more information about EFAP visit the Benefits and Pensions section of the Human Resources website at www.uregina.ca/hr/

(end)



Minimizing back pain

Kelly Weldon, the University's health and wellness advisor, demonstrates how to minimize neck and back pain while sitting in an office chair. She recommends that feet are flat on the ground or on a foot rest, that monitors are tilted at a 15 to 30 degree angle and that proper lumbar support is used. For more information about creating ergonomically friendly work stations contact Weldon at 337-3269 or email kelly.weldon@uregina.ca



Workplace wellness

Campus UR Fit classes such as yoga are one way to fit a workout into your day. According to the World Health Organization, workplace physical activity programs can reduce sick leave by up to 32 per cent and increase productivity by 52 per cent.

For more information about UR Fit programs visit the Recreation Services website at www.uregina.ca/recservices/index.html