

ADHD AWARENESS MONTH SUMMARY REPORT.

November 4, 2006

ADHD Awareness Month was held in September 2006, in Windsor Ontario, Canada. The Local planning Committee consisted of

- Sharon Burey MD. FRCPC., Behavioural Pediatrician
- Bev Clarke, Executive Director Learning Disabilities Association Windsor Essex County
- Greg Trepanier M.Ed., Psychological Services Greater Essex County District School Board and President of CHADD Canada
- Joseph E. Casey, PhD Assistant Professor, Department of Psychology, University of Windsor
- C. Chris Dodd, CNS Specialty Representative, Shire BioChem Inc.
- Theresa Simpson RN, Director New ADDitudes
- Julie Fader B.A., B. Ed, New ADDitudes
- Alison McInnes, PhD, Faculty of Education, University of Windsor.
- Kay Curtis, Pediatric Read Program

The objectives of this local initiative were to raise the level of awareness about ADHD and its comorbidities in schools, among parents and teachers, and the public at large. This was achieved by organizing the following events. These events were sponsored by an unrestricted educational grant from Jansen Ortho Canada Inc. and Shire BioChem.

- September 11th – 28 Media events, and interviews
- September 14th - NewADDitudes event at the Cabotto (professional)
- September 19th – Book Signing, The Many Faces of ADHD by Dr. Sharon Burey 230-430 pm , & 7-9pm
- September 21st - Movie Night. Living with ADHD -Drs. Burey, Doey, Turgay, and Mr. Greg Trepanier Fogalar 7-9pm (public)
- September 26th - Book Reading Windsor Public Library (public) Chris Curtis- Last Minute Lulu
- September 28th - Teach ADHD (Teachers) Dr. Alison McInnes Fogolar Furlan 430-630 pm
- October 5th- Dr. Casey, ADHD and Non-Verbal LD The Windsor Public Library(Public) 6-9pm
- LD Windsor- Essex, New ADDitudes had a display booth at Movie night, teach ADHD and NVLD events
- Mayor Eddie Francis has proclaimed September ADHD awareness month.

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The events were well attended and a number of television, radio and print media reported on ADHD awareness month.

- CBC Television and Radio interview Dr. Sharon Burey
- Windsor Star interview, Dr. Alison McInnis
- Shoreline News reported on all the events and interviewed key participants
- CHRY radio interview Dr. Burey and McInnes.
- Book review The Many Faces of ADHD by Dr. S. Burey, in Windsor Life

Events and attendance.

- Movie Night, approximately 50 people attended.
- Public Library Book Reading 110 school children attended.
- Professional Teach ADHD, 150 teachers attended.
- New ADDitudes event 15 people attended.

Lessons learned.

- Putting advertisements in local newspapers would have increased turnout and local participation.
- Bussing of school children, fell through due to lack of organization. What we learned was that we needed to support teachers and principals with better information sooner.
- We felt that involving the Parent Advisory Councils early on in the process would facilitate timely bussing arrangements and greater participation.
- Greg noted that having the information available for June 2007 and presenting it at the Principals meeting in August, would facilitate not only disseminating information to schools but improve bussing arrangements.
- The Teach ADHD was extremely successful, so much so that the Public School board has ordered 100 Teach ADHD manuals. This information will be introduced to special education teachers and professional staff to offer a train the trainer model for bringing this information to front line school staff. Unfortunately, significant penetration into the Catholic School Board was not achieved. We will be working on this throughout the year.
- Professional assistance with the www.adhdwindsor website.

Future Plans.

- Planning in underway for Dr. McInnes to give teachers further lectures on Teach ADHD within the GECDSB
- Dr. Burey will have future viewings of Living with ADHD
- Contacting Parent Advisory Councils. Dr. Burey would be available to give a talk on ADHD
- Fundraising gala with well known celebrity.
- Preliminary discussions regarding the development of ADHD Clinic
- Improve and maintain the www.adhdwindsor website.
- ADHD Awareness Month for September 2007

Thanks.

Sharon Burey MD FRCPC.

ADHD Awareness Committee, Windsor, Ontario.

