

CANADIAN UNDERGRADUATE CONFERENCE ON HEALTHCARE

Queen's University



2023

External Relations
Package

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CUCOH OVER THE YEARS



WHAT IS CUCOH?

The Canadian Undergraduate Conference on Healthcare (CUCOH) is a three-day conference that enables undergraduate students to engage in hands-on workshops, discussions, and seminars that showcase the multidisciplinary nature of healthcare. CUCOH is not only the largest conference at Queen's, but the largest student-run healthcare conference in Canada. In previous years, CUCOH has welcomed over 250 delegates from 17 universities across Canada.

CUCOH is committed to providing delegates with a rewarding experience that challenges their current perspectives on healthcare. The CUCOH team strives to select a diverse range of speakers, seminars, and discussion topics that are representative of the most current and complex healthcare issues. Delegates engage in a wide variety of interactive workshops, including: suturing, casting, laparoscopic surgery, an anatomy museum, and more!

Our 18th annual conference is centered on the theme "Under the Microscope: The Whole Human," and will be held at Queen's University in Kingston, Ontario in February 2023. CUCOH's goal is for delegates to gain an understanding of what a profession in the healthcare industry involves – innovation, collaboration, and a constant pursuit of improvement. Additionally, this year we hope to highlight the multifaceted nature of health and healthcare, considering the intersection of mental and physical wellbeing, and bringing to light novel professions, treatments, and approaches that are not commonly discussed in relation to traditional healthcare. It is my hope that tomorrow's healthcare professionals may begin fostering these qualities today, especially in light of an increasing demand for capable and well-rounded professionals that will make a difference in the Canadian healthcare industry. It is in this spirit of collaboration that the CUCOH team brings you the 18th annual Canadian Undergraduate Conference on Healthcare.

Join us for CUCOH 2022/23!



Ben Ravenscroft
CUCOH Chair, 2023



EXTERNAL AMBASSADORS

External Ambassadors

External ambassadors are hired as volunteers to work with the External Relations Coordinators and Chairs of CUCOH, primarily through online communication. They are responsible for the marketing and promotion of CUCOH to students from their university. Additionally, they also work on sponsorship and fundraising to reduce fees associated with travel, hotels, and conference registration. All external ambassadors are required to attend the conference either in-person or virtually, though in-person attendance is strongly encouraged. During the conference, they will act as delegates and participate in the same seminars, workshops, and activities as other attendees. They are also required to pay the same delegate registration fees. However, External Ambassadors are privy to a reduction in registration by \$5 for every delegate registered, up to \$75 off.

External Delegates

External Delegates are students recruited by External Ambassadors from their university to attend the conference. Ambassadors will provide information about the registration process and answer all questions that potential delegates may have. Having said all this, the role of an External Ambassador is extremely important as in previous years external delegates have made up 75% of all delegates at CUCOH. Without your help this conference would not be the conference it is today and we appreciate all of your time and effort.



EXPERIENCES

Imagine meeting more than 20 healthcare professionals in one weekend. CUCOH provides a variety of activities to interact with them for a great delegate experience.

KEYNOTES

Keynote speakers are at the forefront of the art and science of healthcare; they put forward big ideas, discuss their own experiences, and offer advice on how students can make a mark on Canadian healthcare. Delegates are challenged to contemplate and deliberate the most pressing issues of the day.

SEMINARS AND WORKSHOPS

This year the CUCOH Executive Team has come up with a new format for scheduling events over the course of the conference weekend. In the past, we've offered delegates three to four seminar options during each seminar block. This year, we will have one or two more seminars running at the same time and two to four workshops in multiple blocks throughout the two days. This allows delegates to attend more workshops, and the seminar choice that they are most interested in. We believe that this set up will allow delegates to personalize their CUCOH experience. We will be bringing in seminar speakers who are passionate experts, ready to engage delegates in an in-depth exploration of specialized topics. Interactive hands-on workshops allow delegates to learn a new skill from experienced professionals in a low-pressure environment. In previous years, biotech coding, acupuncture demonstrations, suturing, dissection of cadavers, casting, and laparoscopic surgery have been successfully incorporated and well-received. This year, in addition to the workshops mentioned, we have many ideas up our sleeves that we hope to incorporate.



EXPERIENCES

RESEARCH, POSTER & ORAL COMPETITION

Hosted on the Saturday of the conference, over 30 student oral and poster presentations, based on original research, will be featured. The competition aims to promote scientific innovation and to encourage research in economic, political, and social aspects of healthcare.

CASE CHALLENGES

Teams of delegates will be presented with a case challenge in which they must tackle a current healthcare problem and present feasible solutions. Prizes are awarded for the most innovative and creative solution. Collaboration between students in different disciplines of study is highly encouraged and supported.

INITIATIVE CAMPAIGN

A few years ago, CUCOH introduced a new competition to showcase the impact that undergraduate students can have on the healthcare system within their community. CUCOH is currently looking for student leaders who volunteer diligently in their community to support the health and well-being of those around them and themselves. These students will present their initiatives in front of the delegates of CUCOH who will choose their favourite initiative. The winner will receive a cash prize to help fund their initiative.

INFORMATION FAIR

The Information Fair is a unique event held throughout the conference weekend. Our sponsors and partners are placed in direct contact with 164 delegates. Each partner is featured at a display booth where they can showcase their organization's unique perspective, experience, and promotional materials.



SAMPLE SCHEDULE

FRIDAY

TIME	EVENT
7:00 PM	Conference Registration
7:30 PM	Panel Discussion

SATURDAY

8:30 AM	Continental Breakfast & Networking
9:15 AM	Opening Keynote
10:20 AM	Breakout (Session 1)
1:00 PM	Research Competition & Lunch
3:00 PM	Breakout (Session 2)
4:30 PM	Intermediary Keynote
5:30 PM	Free Period
7:00 PM	Cocktail Reception
7:30 PM	Banquet & Networking Social
9:00 PM	Break
10:00 PM	CUCOH x Night

SUNDAY

9:00 AM	Continental Breakfast & Networking
9:45 AM	Intermediary Keynote
10:45 AM	Breakout (Session 3)
1:20 PM	Award Ceremony & Lunch
2:10 PM	Closing Keynote



PAST SPEAKERS



Dr. Kanika Harris

Dr. Harris is a behavioural health scientist with over 15 years of experience working in academic, non-profit, government, and philanthropic sectors. She has worked at the intersections of reproductive health, women's health, HIV/AIDS, and population health with a strong focus on health equity. Dr. Harris currently serves as the Director of Maternal Health for the Black Women's Health Imperative and the Maternal Health Equity advisor for the state of Maryland.

Dr. Jane Philpott

Jane Philpott is delighted to be the new Dean of the Faculty of Health Sciences at Queen's University and the CEO of SEAMO. She is a medical doctor and former Member of Parliament. From 2015 to 2019 she served as federal Minister of Health, Minister of Indigenous Services, President of the Treasury Board and Minister of Digital Government. She has recently been appointed as the Ministers' Special Advisor for the Ontario Health Data Platform.



Dr. Manish K. Mishra

Dr. Manish K. Mishra is the Director of Professional Education at the Dartmouth Institute of Health Policy and Clinical Practice, and on the faculty at Geisel Medical School at Dartmouth. He earned his medical degree from Dartmouth Medical School in 2005 and a Master's in Public Health from the Dartmouth Institute in 2009. He served as a resident physician in Surgery, Preventative Medicine, and Psychiatry.



PAST SPEAKERS



Dr. Marcia Anderson

As a Cree-Saulteaux with roots going to the Norway House Cree Nation and Peguis First Nation in Manitoba, Dr. Anderson practices both Internal Medicine and Public Health. Her current active areas of work include leading the development and implementation of Truth and Reconciliation Response Action Plans, Indigenous youth health, and Indigenous health care quality.

Mark Henick

Current Principal and CEO of Strategic Mental Health Solutions, Mark Henick has served as the youngest president of a provincial CMHA division and as a national spokesperson for the Faces of Mental Illness campaign. He is a sought after public speaker and active media commentator on issues related to mental illness and mental health. He has appeared on countless TV segments, radio, print, and online features regarding mental health.



Farrah Khan

As a nationally recognized counsellor, educator, and policy advisor, Farrah Khan has spent two decades working to raise awareness on sexual violence.

Her innovative research, passion, and sense of honour creates an engaging dialogue that highlights pleasure and fun while also addressing realities of gender-based violence.



EXTERNAL AMBASSADORS APPLICATION

Becoming an External Ambassador is an excellent way to encourage healthcare education at your university and to network with other students and professionals who share your interests. Make an impact by giving yourself, and other students, the opportunity to explore possible careers in the field and by opening the eyes and minds of tomorrow's healthcare leaders.

To apply for the position of External Ambassador at your university, please fill out the application on the next page and send it to external@cucoh.com by Monday, August 15th, 2022 at 11:59 PM EST.

External Ambassadors will be hired on a rolling basis until positions for their university are filled.



EXTERNAL AMBASSADORS APPLICATION

Welcome to CUCOH 2022! We would like to thank you for your interest in applying for the position of External Ambassador. We are looking for passionate, creative, and committed individuals to be a part of this year's conference.

External Ambassadors are hired as the representatives of CUCOH at their university and will work closely with the External Relations Coordinators as a point person between the Executive team at Queen's and their External Delegates. Additionally, they are responsible for marketing and promoting the conference to students at their university and for obtaining funding to help with potential travel costs. This is an excellent way to encourage healthcare education at your school and to network with other students and professionals who share your interests.

Please complete the application below and attach an updated resume. When your application is completed, please save the document as "Your Name - Your University" (ex. "John Doe - X University") and email to external@cucoh.com with the same subject line before the deadline.

DEADLINE: Monday, August 22nd, 2022 at 11:59 PM EST

If you have any questions, please feel free to contact us at the e-mail address below. Thank you and good luck!

Sincerely,

Anya Aaron and Maria Saburov
External Relations Coordinators
external@cucoh.com

Ben Ravenscroft
2022/2023 CUCOH Chair
chair@cucoh.com



EXTERNAL AMBASSADORS APPLICATION

Application Information

Name:

University:

Program:

Year of Study:

E-mail Address:

Phone Number:

Have you previously been involved with CUCOH as an external ambassador or attended as a delegate?

Application Questions

Please keep responses to 200 words or fewer.

1. How many hours a week would you be able to commit? Please include your availability over the summer and during Fall 2022.
2. Why are you interested in being involved with CUCOH?
3. How do you plan on increasing delegate participation from your specific university? Please describe a specific strategy for recruiting students from your university, for marketing within and outside of your faculty, and for obtaining funding to assist with potential transportation and hotel fees.
4. Since the ambassador team can consist of up to 4 people, communication between team members is very important. Could you give an example of a time where you were met with a work-related conflict and how you resolved it?

Please attach an updated resume detailing experiences that you believe are relevant to this position.

Application Checklist

- 1) Applicant Information
- 2) Application Questions
- 3) Resume





CUCOH

CONTACT US!

**If you have any questions or
contacts, please contact:**

**Anya Aaron and Maria Saburov
2022/2023 External Relations
Coordinators
external@cucoh.com**

