

ethics • pl

Protecting People While Increasing Knowledge:

Ethics in Health Research,
Evaluation and Quality Improvement

MAY 4-6, 2008

Sponsorship Opportunities

Conference

What is the conference?

The Protecting People While Increasing Knowledge Conference is an inaugural national conference on managing the ethics oversight of a spectrum of knowledge generating activities in Canada's health care and research system: research, quality improvement (QI), quality assurance (QA) and program evaluation (PE).

It will provide an opportunity for delegates to share with peers and learn what others are doing to deal with ethics in QI, QA and PE. The conference will provide delegates with on-the-ground ideas which they can apply in their work, and an opportunity to help set a future agenda.

Goals of the conference

The goals of the conference are to enhance the “5-Cs” in ethics oversight of knowledge generating projects in health:

CLARITY » regarding criteria used to decide which projects require review by a research ethics board review or other type of oversight group.

CONSISTENCY » across the system, in the application of criteria and related guidelines by research ethics boards, health authorities, researchers, project leaders and health care managers.

COORDINATION » of processes across research and practice jurisdictions, and across geographies.

CAPACITY » of people and structures in all settings, to implement relevant guidelines and to improve ethical oversight of projects involving people or their health information.

COMMON SENSE » in approaches which strike the balance between delivering and evaluating service, generating knowledge and protecting people, ensuring oversight and minimizing bureaucracy.

Conference objectives

- Share common strengths, issues and gaps in ethical management of knowledge generating projects in Canada's health care and research system.
- Identify existing capacity and resources that can contribute to a coordinated, sensible approach.
- Develop tangible next steps to address the issues and build on existing strengths.

Some issues to be discussed

- How do you know if a project is research, QI, QA or PE? Can or should these distinctions be made with respect to ethical oversight?
- How do you determine if ethics review by a Research Ethics Board (REB) is needed?
- Are REBs the right body to conduct the review in all cases?
- What might other ethics review and oversight processes look like?

Conference format

Plenary sessions and abstract generated sessions will engage participants interactively in exploring ethical considerations from the viewpoints of research, QI, QA and PE. In a final, facilitated session, delegates will identify next steps toward translating ideas into action.

Who will attend?

The conference will attract:

- Managers and decision-makers in health services, health professionals in institutional and community settings.
- Research ethics board members, research administrators and managers of ethics offices and processes.
- Project leaders in the areas of program evaluation, quality improvement, quality assurance, health surveillance and public health as well as leaders of research and evaluation units.
- Applied health researchers and social scientists, senior research policy makers and funders.
- Risk managers (privacy, legal, data custodian).

PLANNING PARTNERS:

- Alberta Health and Wellness
- Alberta Heritage Foundation for Medical Research
- Canadian Association of Research Ethics Boards
- Canadian Council on Health Services Accreditation
- Canadian Evaluation Society
- Canadian Health Services Research Foundation
- Canadian Patient Safety Institute
- College of Physicians & Surgeons of Alberta—Research Ethics
- Community Research Ethics Board of Alberta
- David Thompson Health Region (Alberta)
- Health Canada—Office of the Chief Scientist
- Health Quality Council of Alberta
- Health Quality Council (Saskatchewan)
- Michael Smith Foundation for Health Research (British Columbia)
- National Council on Ethics in Human Research
- Ontario Cancer Research Ethics Board
- Prince Edward Island—Research Ethics Board
- Saskatchewan Health Research Foundation
- SEARCH Canada
- University Health Network Research Ethics Board (Toronto, Ontario)
- Vancouver Coastal Health Authority
- Winnipeg Regional Health Authority

Sponsorship Opportunities

Sponsorship levels and corresponding benefits

ARECCI is seeking corporate sponsors to be involved with contributions of the conference, which will be a national ground-breaking conference.

ARECCI is seeking corporate sponsorship at three levels: Gold, Silver and Bronze. Specific public relations benefits of each level are described below.

BENEFITS	GOLD \$15,000	SILVER \$5,000	BRONZE \$2,000
Logo recognition as a Sponsor on the Conference Registration invitation.	✓		
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Logo acknowledgement on the ARECCI website.	Logo	Company Name Listing	
Acknowledgement as a Sponsor in the Call for Abstracts promotion.	Logo	Company Name Listing	
Acknowledgement in Conference print ads placed in related professional and academic publications.	Logo	Company Name Listing	
Invitations for representatives to attend the Conference and be seated with prominent community leaders in Canada's and Alberta's health industry.	Eight	Four	Two
Black and white ad in one of AHFMR's print publications.	1/4 page	1/8 page	
Acknowledgement as a Sponsor in Conference speaker and dignitary packages and to the representatives of the Conference planning partners as listed on page two of this proposal.	✓		
Opportunity to introduce one of the Conference plenary sessions.	✓		
Opportunity to introduce one of the Conference session presentations.	✓	✓	✓
Opportunity for a representative to bring greetings at the opening dinner.	✓		
Logo recognition as a Sponsor in post-conference summary which will be widely distributed to policy makers.	✓		
Acknowledgement as a Sponsor in the Conference media relations packages.	✓	✓	
Acknowledgement as a Sponsor in Conference official welcome remarks.	✓	✓	✓
Logo recognition as a Sponsor on Conference package.	✓	✓	✓
Logo recognition as a Sponsor on Conference printed program.	✓	✓	✓
Logo recognition as a Sponsor on Conference event signage.	✓	✓	✓

THE FOLLOWING ORGANIZATIONS ARE COLLABORATING PARTNERS IN THE ALBERTA RESEARCH ETHICS COMMUNITY CONSENSUS INITIATIVE (ARECCI):

Alberta Heritage Foundation for
Medical Research (AHFMR)
Alberta Cancer Board, Research
Ethics Board
Alberta Mental Health Board
Aspen Health Region
Athabasca University, University
Research Services
Canadian Evaluation Society,
Alberta Chapter

Calgary Conjoint Health Research
Ethics Board (CHREB)
Calgary Health Region
Capital Health Region
Chinook Health Region
Colleges of Physician and Surgeons of
Alberta, Research Ethics Committee
Community Research Ethics Board of
Alberta (CREBA)

David Thompson Health Region
East Central Health Region
Health Quality Council of Alberta
Michael Smith Foundation for
Health Research
Ministry of Health and Wellness,
Government of Alberta
Northern Lights Health Region

Office of the Information and Privacy
Commissioner of Alberta
Palliser Health Region
Peace Country Health Region
Provincial Health Ethics Network of
Alberta (PHEN)
SEARCH Canada
Southern Alberta Child & Youth Health
Network (SACYHN)

In Summary

If you are interested in sponsoring the Protecting
People While Increasing Knowledge: Ethics
in Health Research, Evaluation and Quality
Improvement conference please contact:

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HOSTED BY:

The conference is hosted by The Alberta Research Ethics Community Consensus Initiative (ARECCI), an initiative of the Alberta Heritage Foundation for Medical Research (AHFMR).

ARECCI (www.ahfmr.ab.ca/arecci) is a joint initiative of the Alberta Heritage Foundation for Medical Research (AHFMR), Research Ethics Boards (REBs) in Alberta, Regional Health Authorities (RHAs), and Alberta Health and Wellness. ARECCI also receives input from interested stakeholders in other provinces and countries.

ARECCI's goal is to develop agreement among key organizations in Alberta regarding processes to ensure that Albertans involved in research and other knowledge-generating projects are protected from harm and that ethics screening and review is efficient and effective.

