

From the Curriculum Vitae of Stephanie Cowan

Prepared for display on our website: Updated 1 April 2009

Personal details

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Education

Canterbury University (1986-1991): awarded Masters in Education (with distinction) (1992)
▶ Thesis Topic: The contribution of information leaflets to advice and practice in a region of high cot death
Christchurch Teachers College (1974): awarded Diploma in Teaching (1977)
Otago University (1971-1973): awarded Bachelor of Science (Chemistry) (1974)

Recent Work History

Director, Change for our Children (2008 – present) formerly Education for Change, now restructured to focus on development with some service delivery provided by a new organisation, Smokechange Limited (Director, Stephanie Cowan)

Director, Education for Change Limited) (2000 - 2008), an autonomous social profit organisation (SPO) formed in 2000, employing 15 full time equivalents in the design and implementation of innovative health change programmes at national and regional levels, funded from Ministry of Health contracts.

Director, Family Education Services (1990-2000), worked as a sole trader in the design and implementation of regional, national and international health change initiatives, some in a voluntary capacity and others with funding from Ministry of Health contracts

Career Highlights

First SIDS Prevention Campaign (1987): Designed, and coordinated the implementation of the world's first community education campaign for preventing sudden infant death syndrome (SIDS or cot death), initially in Canterbury (1987) and then nationally. National SIDS rates fell from 4.3/1000 live births in 1987 to 2.9/1000 live births in 1990 (preventing approximately 180 infant deaths). Official health funded prevention programme was launched in 1991.

Project Link (1998): Designed and introduced a strategy for raising global awareness of SIDS by linking together a country of low and high SIDS awareness. Visited Buenos Aires, Argentina in March 1998 to establish a communication exchange between Argentina and New Zealand and provided continuing support to Argentina to develop a national SIDS prevention programme, including the design of and finding funding for the 'targeta cuna' (cot card). Ten years later supine sleeping rates have increased to 90% and total infant mortality rates have fallen from 21 deaths / 1000 live births to 16 deaths / 1000 live births.

International Working Group (1992-2000): Participated in the Education Working Group of a Global Strategy Task Force to reduce infant mortality, as Chair from 1996 to 2000. During this time collaborated with World Health Organisation (AMRO and EURO Offices) on infant care projects in Eastern Europe and South America.

Smokechange (1996-): Designed an intervention for personalised support to address smoking in pregnancy which received a Health Research Council grant for a Christchurch study. Collaborated with other investigators through a two year study period and coordinated the service in its transition from research status to established service. This involved forming a Charitable Trust and finding ongoing community funding.

Tendered for and won Ministry of Health contracts in 2000 for scaling the programme and providing it in Invercargill, West and Central Auckland and at National Women's and Starship hospitals. Highlights: 9000 records in the Smokechange database; consistent results across regions, ethnic groups and years of service; higher rates of smokefree success in the smaller (12%) 'ready' group, yet higher numbers in the much larger (88%) 'not ready' group. Results achieved: 26% of all enrolled women smokefree >7 days after six months. This is a 4-fold increase on reported unassisted cessation rates (6-7%¹).

Systems First (2004-): Designed and implemented a model for developing the capability of a service or organisation to implement best practice interventions for addressing smoking with patients in hospitals. Sensed the capability challenges from working in Starship, conducted a national assessment of hospital practices and on releasing the report were asked by the Ministry of Health to implement the recommendations.

Tender Shoot (2008 -) In early stage development, this initiative is a school for parents. Four midwife practices (25 midwives) recommend courses to first time parents in Christchurch. More than 180 parents have enrolled to date (October to April 2009)

Publications

Articles: Co-authored various papers reporting infant and maternal health related work with investigators from New Zealand, Australia, Argentina, Uruguay, Hong Kong, Switzerland and Scotland. Example below and full list available on request.

- ▶ Nelson, E A S ; Serra, A ; **Cowan, S**; Mangiaterra, V; the MAS Study Group for WHO EURO region. Maternity advice survey: sleeping position in Eastern Europe. *Archives of Disease in Childhood*. 83(4):304-306, October 1, 2000.

Reports: Prepared various reports for the Ministry of Health on contracted work related to status quo smokefree practices of maternity professionals, smokefree action in hospitals, infant positioning standards; health leaders strategy meeting direction for addressing smoking in pregnancy, infant survival pilot initiative, various forums, workshops and courses. Example below and full list available on request.

- ▶ Stephanie Cowan and Lisa Langley. Identifying and addressing exposure to smoking for patients in New Zealand hospitals. Report on

¹ Lumley J, Oliver SS, Chamberlain C, Oakley L. Interventions for promoting smoking cessation during pregnancy. *Cochrane Database of Systematic Reviews* 2004, Issue 4. Art. No.: CD001055. DOI: 10.1002/14651858.CD001055.pub2.

a national assessment of hospital policies, systems, practices and staff attitudes. Education for Change; Jan 2004 ISBN 0-476-00242-7

Resources: Developed various health change resources for public and professional education including: leaflets, bulletins, talk cards, manuals, guidelines, measurement tools. Example below and full list available on request.

- ▶ Stephanie Cowan and David Smith. Systems First: supporting smokefree leadership in New Zealand hospitals. Guidelines for district health boards. Education for Change, October 2004, Revised August 2005. ISBN 0-473-10218-18

Presentations

Invited speaker: Plenary presenter at international SIDS meetings in Stavanger, Norway (1994) and Florence, Italy (2002), at a European forum for promoting infant health and survival, Brussels, Belgium (1998), at Women's Hospitals of Australasia Conference, Gold Coast, Australia, (2004)

Other Conferences: Various papers presented on a range of topics related to leadership, smokefree, SIDS and change at international SIDS conferences in Adelaide (1990) and Sydney (1992), Australia, Rouen, France, (1998), Washington, USA (1996) Auckland New Zealand (2000), at Smokefree Oceania Conference, Auckland (2007)

National and regional meetings: Various presentations on a variety of topics related to leading change to professional and community groups

Referrees

People in a position to speak of aspects of my current work.

- ▶ **Dr Pat Tuohy**, Child Health Advisor to the Minister of Health, Ministry of Health
- ▶ **Professor Ed Mitchell**, Child Health Research, University of Auckland
- ▶ **Professor Innes Asher**, Professor, Child and Youth Health, University of Auckland
- ▶ **Professor Lesley McCowan**, Obstetrician, University of Auckland
- ▶ **Karen Guililand**, CEO, New Zealand College of Midwives
- ▶ **Ana Apatu**, Manager, Senior Population Health Advisor, Planning Funding and Performance, Hawkes Bay District Health Board,
- ▶ **Heather Pearson**, Portfolio Manager, Public Health and Inequalities, Planning and Funding, Lakes DHB
- ▶ **Linda Spence**, Smokefree Coordinator, Wairarapa DHB