

ADHD Awareness Committee Windsor and Essex County

ADHD AWARENESS REPORT September 2008

October 4, 2008

September 2008 proved to be our most successful year yet. We concentrated our efforts on a one-day conference on September 19th, 2008. The title of the conference was “The Community Response to ADHD”. The turnout was exceptional at over 260 people from diverse professions, as well as parents.

There were a number of lessons learned:

- A professional flyer, e-letter, poster and website facilitated wide distribution of conference information in a timely and repetitive manner.
- A one-day conference was able to meet most of the goals of raising awareness in our community.
- The location was central and may have contributed to the increased turnout.
- We did not need to have as elaborate a lunch. A boxed lunch could facilitate a quicker turnaround at lunch time.
- Audiovisual problems and a cold room temperature detracted from the conference’s success.
- We now have an email and telephone database to send out future flyers.

A summary of the evaluations revealed an average of 3.5 out of a maximum score of 4. I was able to get CME credits for physicians, which was a first for our ADHD Awareness initiative.

I would like to take this opportunity to thank my executive assistant, Mrs. Carmen Sorge, for her tireless work in fielding the registration single-handedly, putting the registration packages together and making sure that everything was in order. Thanks also to Cindy for her help in securing the venue and getting the word out to doctors’ offices; Alice for disseminating the information to the college and assisting with volunteers on the day of the conference; Greg for helping with disseminating information to the public schools and assisting with the panel and Cheryl for photocopying and putting flyers in offices.

To our sponsors, Eli Lilly Canada, Jansen Ortho Canada, Purdue, and Shire BioChem Canada, thank you for making this possible with your contribution of an unrestricted educational grant. Douglas Marketing was also instrumental in designing the flyers posters and e-letters, as well as defining a target database. They also donated some of the printing costs.

We have already started working on plans for next year. Carmen and I attended the Annual Michael Golds Memorial ADHD Conference at Oakland Community College in Michigan on September 26th, 2008. We were able to meet Yvonne V. Pennington, PhD., the mother of Ty Pennington. She was the Keynote speaker at this conference.

Finally, this conference would not have been a success without the exceptional calibre of our speakers, Dr. Timothy Bilkey, and Dr. Arthur Robin.

We look forward to next year's ADHD Awareness Month September 2009.

Sincerely,
Sharon Burey MD. FRCPC.
ADHD Awareness Committee Windsor and Essex County.