



Integrated Health Initiative



2024 PROGRESS REPORT

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INTEGRATED HEALTH INITIATIVE



2
NEW UNDERGRADUATE
PROGRAMS



2
NEW CERTIFICATES



220
STUDENTS REGISTERED
IN THE BACHELOR
OF HEALTH PROGRAM



1
NEW POST DIPLOMA



COMING SOON:
2 NEW GRADUATE
PROGRAMS



5
RESEARCH CLUSTERS



141
UNIQUE PARTICIPANTS
IN THE PROMISE
PARTNERSHIP
DISCOVERY CAMP



2
RESEARCH CHAIRS
SUPPORTED



\$63M CONSTRUCTION UNDERWAY, PROJECTED COMPLETION: **LATE 2025**



PRESIDENT'S MESSAGE

Five years ago, I was given the honour of returning to the University of New Brunswick to serve as our community's president and vice-chancellor. I arrived to find a university community that was excited for the future, had ambitious plans for growth and had come together to build a bold strategic vision.

The Integrated Health Initiative (IHI) is part of that vision — a vision that is rapidly becoming reality.

Our nationally unique bachelor of health program has graduated its first two classes of students and is now aligned with the nationally recognized Lead Self, Engage Others, Achieve Results, Develop Coalitions, and Systems Transformation (LEADS) in a Caring Environment framework. The first of five globally significant research chairs in health-related fields has joined our faculty and is generating research that benefits society's most vulnerable members: children. The skyline and future prospects of our Saint John campus are being transformed by construction of the Health and Social Innovation Centre, which will enable the rest of our vision for IHI to be brought to fruition.

Our future is bright, and I am excited to be a part of it with all of you, because none of this would have been possible without our partners.

The world needs more people like you.
The world needs more UNB.

With kind regards,

Paul J. Mazerolle
President and Vice-Chancellor

PROVOST'S MESSAGE

The health sector is at a pivotal moment, with a pressing need for transformative change. The Integrated Health Initiative will help facilitate this change.

Imagine a place where interdisciplinary health education, leading-edge research and innovative solutions intersect seamlessly. This is the promise of the IHI.

Situated within a dynamic health-sector ecosystem — anchored by UNB, NBCC Allied Health, Dalhousie Medicine NB and the Saint John Regional Hospital — Saint John is the ideal setting for our ambitious initiative. Here, health research will drive the solutions of tomorrow, attract top talent, foster economic growth and improve health outcomes.

By establishing our province as a national leader in health innovation, we are not only securing a brighter future for ourselves but also for future generations. Through the IHI, we are educating the health leaders of tomorrow — today.

Together we can be the change.

Warm regards,

Petra Hauf
Provost and Vice-President Academic





THE IHI: FROM VISION TO REALITY

UNB's Saint John campus is nestled in the heart of a thriving health-sector ecosystem which also includes New Brunswick Community College's Allied Health education program, Dalhousie Medicine NB's physician education program and the Saint John Regional Hospital. It is the perfect launchpad for this visionary initiative.

We are creating an ecosystem where interdisciplinary health education, cutting-edge research and ground-breaking innovation converge seamlessly. That is precisely what the IHI offers through its **five strategic pillars:**

INTEGRATED HEALTH INITIATIVE



**INTERDISCIPLINARY
EDUCATION**



**INTEGRATED
RESEARCH**



**TECHNICAL & SOCIAL
INNOVATION**



**KNOWLEDGE
TRANSFER**



STATE-OF-THE-ART INFRASTRUCTURE

With the IHI, we are not just talking about change — we are making it happen.

In less than five years, UNB and its community partners have transformed the IHI from an inspiring idea to a reality; from aspiration to achievement.

We have launched new academic programs and engaged existing health workers in creating the skillsets to lead change in health and related sectors.

We have consolidated UNB's research strengths and brought world-class researchers to Saint John, creating new networks and forming new partnerships.

We are building the foundational infrastructure of a growing campus that is anchored in the needs of our community, province and nation, and we are putting Saint John on the map of

global health innovation. We are also spurring significant economic development in the private sector.

Philanthropic support has been instrumental to our success as we build a landscape where health research shapes tomorrow's solutions, where top talent gathers and where economic growth thrives alongside improved health outcomes.

With the IHI, we are not just dreaming of a healthier New Brunswick — we are building it, one innovative leap at a time.

**JOIN US IN SHAPING A
FUTURE WHERE HEALTH
KNOWS NO BOUNDS!**





INTERDISCIPLINARY EDUCATION

Through a dynamic blend of biomedical sciences, social sciences and management in health, UNB's suite of interdisciplinary programs is shaping the future of health care and equipping students to tackle today's challenges and tomorrow's unknowns.

EDUCATING INNOVATORS

Our bachelor of health program offers students an unparalleled understanding of the health sector, preparing them for roles as administrators, policymakers and informed citizens. Through a strategic alliance with the Canadian College of Health Leaders (CCHL), the bachelor of health program will incorporate Canada's industry-leading LEADS in a Caring Environment framework. This will enable graduates to work toward their Certified Health Executive (CHE) designation, the only certification program for Canadian health leaders.



The first full four-year cohort recently graduated, fulfilling our vision to create a talent pipeline ready to shape the future of the health sector. We can confirm that more than 200 students are enrolled for 2024-25. We have already secured a few scholarships for students of this new academic program. Creating additional scholarships and bursaries for bachelor of health students will encourage more young people to consider careers in the health and social innovation sector.

EMPOWERING LEADERS IN HEALTH CARE

Our certificate in leadership and management for health care professionals is a flexible, online program tailored to meet the dynamic needs of today's health-care landscape by giving working professionals the opportunity to upgrade their skills and take on leadership roles.

UNLOCKING MENTAL HEALTH AND WELLNESS

Two tailored certificate programs equip students to better understand the complexities of mental health. From fundamentals to community resilience, we are giving students the knowledge and skills to make a difference in individual lives and community well-being.

CULTIVATING SOCIAL CHANGE

With a focus on enhancing social services and empowering communities, our first bachelor of social work cohort is set to embark on a journey of impact and transformation.

ACCELERATING CAREER ADVANCEMENT

Our respiratory therapy post diploma program enables registered respiratory therapists to expand their horizons, providing a flexible pathway to a bachelor's degree in health sciences.

STAYING AHEAD OF THE CURVE

In a rapidly evolving health-care landscape, staying ahead of the curve is essential for health-service managers. Our MBA program is informed by the latest industry trends, insights and best practices, ensuring our graduates are well-positioned to anticipate and adapt to changes in the health-care ecosystem.

PARTNERING FOR CHANGE

The first annual AstraZeneca Integrated Health Initiative Research Symposium was held on our Saint John campus last April. The first full bachelor of health program cohort showcased the results of their yearlong community-based projects and thesis research. The symposium also featured two renowned guest speakers and thought leaders — Dr. Bryn Robinson from the province's Department of Health and Dr. Michael Ungar, the founder and director of the Resilience Research Centre at Dalhousie University.

Our graduates are not just students — they are visionaries. With a curriculum designed to foster innovation and integration, they are poised to lead the charge in health-sector reform, bringing fresh perspectives and out-of-the-box solutions to the table.

COLLABORATIVE RESEARCH

Under the umbrella of the **Pannell Centre for Integrated Health Research**, established with a gift from the Pannell Family Foundation, UNB has begun to attract esteemed researchers to spearhead integrated health research and lead innovative breakthroughs in technology, systems and policies.

Five distinct health research clusters, helmed by leading global experts, will address pressing challenges locally and around the world in Child Rights for Child Health, Digital Transformation of Health Care, Public Health and Health Policy, Aging Transitions and Health Economics.

The first of these chairs, **Child Rights for Child Health**, has been established through a gift from the Sir James Dunn Foundation. The first chair holder, Dr. Ziba Vaghri, specializes in researching child rights and early child development, primarily through the GlobalChild platform she is designing for the United Nations.

In May 2024, Shannex RLC Ltd. partnered with UNB to establish a second IHI chair, the **Shannex Research Chair in Aging Transitions**. Shannex is also funding the construction of a Shannex Aging Transitions Lab in the soon-to-be-completed Health and Social Innovation Centre.

The Shannex Research Chair in Aging Transitions and the Aging Transitions Lab will research, conceptualize and publicize best practices, innovative methodologies and the impact of transitions in aging through a variety of lenses, with an aim to improve the level of care and patient experience. The chair's focus on wellness and conditions at the community level that support wellness throughout the aging process will create new avenues for partnership with public, private and community stakeholders.

We are advancing the **development of additional research clusters in the fields of digital health, public health and health policy and health economics**. Several partners have been engaged and we are looking for more.

Through interdisciplinary collaboration, the IHI's collaborative research clusters will convert knowledge and innovation into tangible improvements within New Brunswick's health sector, across the Atlantic region and nationwide, while spurring new business and product development.





GLOBALCHILD

GlobalChild launched internationally from UNB in December 2021, on the 30th anniversary of Canada's ratification of the UN Convention on the Rights of the Child, thanks to UNB's inaugural Chair in Child Rights for Child Health, Dr. Ziba Vaghri.

Dr. Vaghri has joined with UNB researchers Drs. Ted McDonald, Suzanne Hindmarch and Shelly Doucet, in the U6 Consortium, which is comprised of universities from six regions around the world. UNB is the North American representative and the secretariat of the project. The group is working to gather data on best practices in support of children's rights from all regions and will help inform GlobalChild.

GlobalChild is assisted by a Child Advisory Board of 15 Saint John-based youth from diverse backgrounds who meet periodically to discuss and share their insights on different aspects of GlobalChild. In April 2024, GlobalChild staff and the Child Advisory Board met with Mama Fatima Singhateh from Gambia, the UN Special Rapporteur (UNSPR) on the sale, sexual exploitation and sexual abuse of children, to discuss child safety in the digital environment.

Dr. Vaghri has also launched InspiRights: Good Practices to Inspire and Facilitate Children's Rights, in partnership with UNB Saint John alumna Dr. Sarah Gander, clinical lead and pediatrician from NB Social Pediatrics. The impact of our Child Rights for Child Health research cluster continues to grow!

TECHNICAL AND SOCIAL INNOVATION

The IHI prioritizes research that has real social, economic and community impact; that addresses socio-economic challenges in the community; and that fosters social innovation connected to the social determinants of health.

Over the past five years, we have taken great strides toward these goals through the consolidation, professionalization and expansion of UNB's Promise Partnership.

The Promise Partnership provides economically disadvantaged children with mentorship that enables them to reach their full potential in education and social development. Since its inception in 2009, more than 1,500 university undergraduates have taught economically disadvantaged children in Saint John through The Promise Partnership.

The Promise Partnership has grown into a collaborative relationship between the university campus, The New Brunswick Centre for Excellence, the McKenna Institute, PALs, and partner schools and the communities we serve. Consultation, active engagement and ongoing partnerships at the school and neighbourhood level give families and community members a voice in how our programs are designed and implemented.

Our programs are led by educational professionals who employ best practices, including consistent and regular review and assessment. A for-credit experiential education course enables undergraduates to leverage their own skills and experience into effective mentorship in The Promise Partnership, giving back to the community and expanding the network of intergenerational partnership that is helping to transform the social dynamics of our province. The Promise Partnership also hires UNB students — providing leadership positions, coordinator roles, co-operative learning placement and MBA placements, and graduate research opportunities.



With the strategic philanthropic support of partners such as The Johnson Scholarship Foundation, The Joyce Family Foundation, The Greater Saint John Community Foundation, The Wesley and Patricia Armour Foundation, Emera New Brunswick, PotashCorp (Nutrien) and the Sisters of Charity of the Immaculate Conception, The Promise Partnership is reconfiguring its core programs to include digital literacy components, expanding the delivery of these programs into other New Brunswick communities, strengthening engagement with the newcomer community and expanding scholarship options for The Promise Partnership alumni who pursue higher education at UNB.

Since autumn 2024, The Promise Partnership will support 100 per cent of the students at Saint John's Hazen White-St. Francis school and opportunities for expansion into Moncton are being explored at the community level.

None of this technical and social innovation would be possible without generous philanthropic support of our partners. These investments are ensuring that all students will be able to open the doors of opportunity in our increasingly digital world.





KNOWLEDGE TRANSFER AND COMMERCIALIZATION

A core goal of the IHI is to accelerate knowledge transfer and the commercialization of health innovation by building an ecosystem where public and private partnerships can engage with students and researchers to spin off new businesses, products and services.

The Health and Technology District Saint John is a place where innovators and entrepreneurs, students and faculty will work alongside scientists, clinicians and health-care practitioners to develop new technologies and improve health outcomes, patient experiences and the economics of health care delivery in the region and beyond.

This ambitious vision represents a joint partnership among UNB, Opportunities New Brunswick and the Lark Group of Surrey, B.C. Health and social innovation businesses, organizations, start-ups and researchers — many new to the province — will be located in the building. There will be a particular focus on the advancement of digital health research and the creation of an innovation ecosystem that will catalyze competitive and innovative economic growth and job creation for New Brunswick.



The Health and Technology District Saint John will be built on the campus in three phases.

Ground will be broken for construction of the 75,000-squarefoot Phase 1 building in 2025. The complex will house research and development laboratories, collaborative meeting spaces, offices and facilities for health and wellness service providers. Its target tenants are health-oriented, education and technology-based organizations, and companies focused on innovation for better health care and wellness.

Multiple local contractors have been engaged and are in the process of finalizing site preparation, infrastructure needs and plans for this phase of the project.

The Health and Technology District Saint John will play a critical role in attracting and retaining world-class medical professionals to the Saint John Hospital and Horizon Health, providing them with the opportunity to pursue clinical and technological innovations in health care.



THE HEALTH AND SOCIAL INNOVATION CENTRE

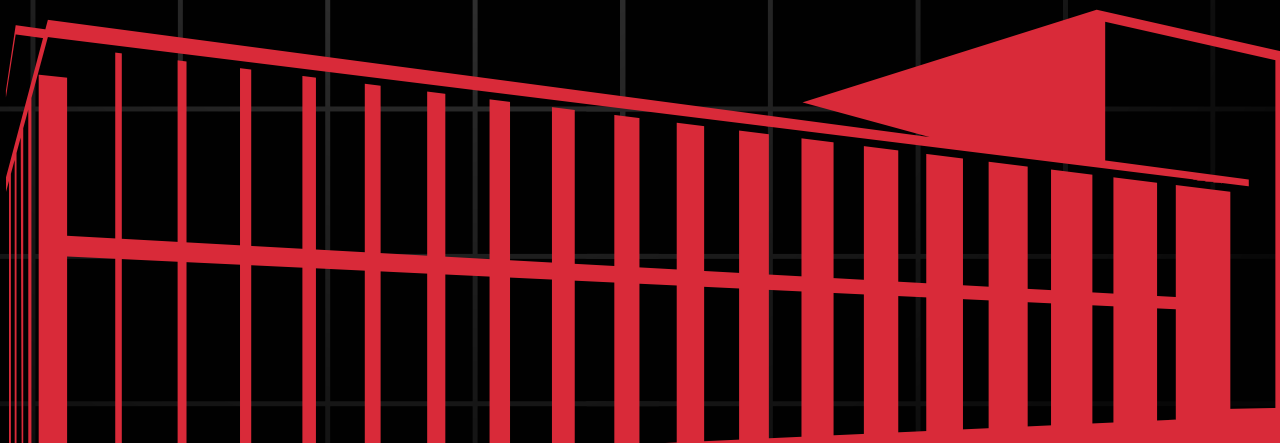
UNB broke ground for construction of the IHI's Health and Social Innovation Centre (HSIC) following a blessing ceremony that reconnected our efforts to the land and to future generations. Construction is underway, going well and we are aiming for completion in 2025.

The 65,000 square foot, three and a half-storey building will supply state-of-the-art space for the IHI's education, research and innovation efforts. It overlooks the Saint John campus quad and the scenic Kennebecasis River. Its hybrid structure utilizes a concrete core; a steel frame for the education and research program spaces, to allow for flexibility of use in the future; and mass timber construction, to create a warmer and more comfortable environment for informal learning and gathering spaces.

Connected to the rest of the campus by walking paths, a tunnel system and a ring road, the HSIC will adhere to green building standards, aiming for the highest LEED certification and low carbon footprint, and will be accessible for everyone. The building will incorporate a geothermal system to support sustainable heating and cooling that aligns with UNB's Climate Change Action Plan.

The area to the south of the HSIC will honour New Brunswick's Indigenous history and UNB's commitment to truth and reconciliation through a healing garden, to honour and share Indigenous ways of knowing and healing.

The building, which overlooks Brother's Islands, will also feature a gathering circle where members of the Indigenous community can gather and where settler-learners can learn about Indigenous culture, plants and healing.





Companies employed during HSIC construction include Atlantic Roofers (roof), CNF Mallet (demolition), Controls & Equipment (controls), FCS Flooring & Concrete (concrete finishing and flooring), Lancor Concrete (concrete forming), Mass Timber Services (mass timber), MC Ventilation (HVAC), MQM Quality Manufacturing (structural steel), Nova Millwork (millwork), Ocean Steel (concrete reinforcement), Pomerleau Inc (general contractor), PQM (insulation and joint sealants), Security Electrical (electrical), Select Mechanical (plumbing and heating), Spectrum Enterprises (earthwork and infrastructure), Strescon (concrete supply), TKE (elevator), Vitre Labereg (aluminum framing, glazing), Vipond (fire suppression) and PQM (wall and door protection and toilet partitions).

Corporate, alumni and community partners continue to join our campaign in support of the HSIC's construction and naming opportunities in recognition of major gifts are still available. To make a gift in support of the HSIC, please contact Darren McLeod at (506) 648-5844, or any of the IHI Campaign Cabinet members.

CELEBRATE OUR IHI CAMPAIGN CABINET



LARRY HACHEY
(BBA '87)

is president of Canlease, past chair of the UNB Board of Governors, past president of UNB's Associated Alumni, former president of the UNB Saint John Student Representative Council, member of the UNB Saint John Alumni Action Team and member of UNB's faculty of management advisory board.



STEPH FOX
(BBA'04)

is a member of the National Sales Office Executive at BDO Canada LLP and a leading member of BDO's Women Driving Growth, a national initiative accelerating growth of women-founded, owned or managed businesses. Steph holds her CFRE designation and is a board member of Junior Achievement New Brunswick.



ROXANNE FAIRWEATHER

is a New Brunswick Business Hall of Fame member and co-president and co-owner of Innovatia Inc., a global knowledge management company providing software and services to Fortune 100 and 500 companies. She is a past chair of UNB's Board of Governors and was the second female chair in UNB history.



TOM GRIBBONS
(BSF '83)

is the senior portfolio manager and investment advisor at RBC Dominion Securities and the Chair of UNB's Board of Governors. He is also a former member of the UNB Saint John Commons Advisory Committee. In October 2010, Tom received the UNB's Alumni Award of Distinction.



DR. GEOFF FLOOD
(DLitt '16)

is the technology advisory leader of MNP Digital in Atlantic Canada. He is founder and CEO of Parasox Ltd., founder of the Atlantic Big Data Congress, co-founder and former owner of T4G Limited and a past member of the New Brunswick Business Council.



DANA HANSON
(BSc'70, MD'74, FRCPS Derm, DSc'10)

is a retired dermatologist, former president of the Canadian Medical Association and World Medical Association. Dana has been an advocate for the medical profession and patients provincially, nationally and internationally and is a strong supporter of initiatives focusing on the Social Determinants of Health.



CHARLIE HARLING

ICD.D (BBA '85)

is founder and CEO of Harling Management Group Ltd.; chair of the advisory board for Canadian Health Solutions; a past board member and chair of the governance and nominations committee for the Atlantic Provinces Economic Council (APEC), and a founder of the Greater Saint John Economic Council.



DR. RUTH SHAW

(BDA/BSDA '80, MScCS '86, PhD.CS '94)

is a professor emerita in computer science (2020) and served two terms as dean of science, applied science and engineering on UNB's Saint John campus. She expanded the departments of nursing and health sciences, biological sciences and mathematics and statistics.



BRIAN LOVE

is the president of Field Aerospace Canada. Brian is a growth driven executive with extensive experience in international sales, contract negotiations and business operations. In 2018 he became Chief Commercial Officer of Field Aerospace Global. In July of 2022 he was named president of Field Aerospace Canada.



DR. BRENDAN SHEEHAN,

BSC, MD, FRCSC, Dip.Sport.Med.

is an orthopaedic sports medicine specialist and an assistant professor with the faculty of medicine at both Dalhousie and Memorial universities. He is integrally involved in the Canadian Orthopaedic Association and is a member of the executive committee for the Arthroscopy Association of Canada.



JOHN RUNCIE, MM, CCLP

(BA '12)

is the director of commercial development and port facilities for Port Saint John, a former director and chair of the Saint John Arts Centre, a member of the Maritime Economic Development committee for the American Association of Port Authorities and director of the Place Fort La Tour.



LI SONG

(BA/BEEd '08)

is an entrepreneur and Realtor with EXIT (Realty Specialists). She serves on many boards and has received the UNB U35 Young Alumni spotlight, the Outstanding Volunteer Service Award from the City of Saint John, the YMCA Red Triangle Award and the Queen Elizabeth II Platinum Jubilee Medal.



Integrated Health Initiative

UNIVERSITY OF NEW BRUNSWICK

UNB.ca/integrated-health

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