

# Curriculum Vitae

## Stephanie Frances Cowan



### Personal

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### Education

<b>Canterbury University</b> Christchurch, New Zealand Masters in Education (with distinction) Thesis Topic: The contribution of information leaflets to advice and practice in a region of high cot death.	<b>1986 -1991</b>  <b>Awarded 1992</b>
<b>Christchurch Teachers College</b> Christchurch, New Zealand Certificate of Teaching Diploma in Teaching	<b>1974</b>  <b>Awarded 1974</b> <b>Awarded 1977</b>
<b>Otago University</b> Dunedin, New Zealand Bachelor of Science (Chemistry)	<b>1971 -1973</b>  <b>Awarded 1974</b>

### Professional

<b>Change for our Children Limited</b> <i>Director</i> Established a social innovation organisation (formerly Family Education Services [1994-2000] and Education for Change [2000-2008]) to pursue a range of regional and national infant health programmes under contract to the New Zealand Ministry of Health. Established a family of companies to take established programmes forward independently.	<b>1994- present</b>
<b>Canterbury Cot Death Society</b> <i>Community Educator</i> Developed regional and national community education programmes in a voluntary capacity, to raise awareness of sudden infant death syndrome and how to reduce risks	<b>1986-1994</b>
<b>Broken Hill High School, New South Wales, Australia</b> <i>Teacher</i> Taught science, mathematics and chemistry at junior and senior levels	<b>1980</b>
<b>Isle of Wight Education Authority, Newport, England</b> <i>Teacher</i> Taught science to Students at Carisbrooke High School, and a variety of subjects as a home teacher to students living on the Isle of Wight who had been suspended from school or unable to attend.	<b>1979</b>

**Sekolah Menengah Kebangsaan Kapit, Sarawak, Malaysia**

**1978**

*Teacher*

Taught the British A level and O level courses in science and chemistry to multi-cultural students (Indigenous, Malay, Chinese) under the auspices of Volunteer Services Abroad (NZ).

**Hillmorton High School, Christchurch, New Zealand**

**1975-1978**

*Teacher*

Taught science, chemistry and mathematics to mainstream students at all levels and all subjects to a 'home class' of students with various learning challenges

### **Career highlights and programmes**

**Pēpi-pod<sup>®</sup> sleep space programme**

**2010-present**

Developed a potential solution for protecting babies more vulnerable to accidental suffocation when they sleep in, or on, an adult bed, on a couch, in makeshift situations or away from home. Implemented as an emergency response to increased risk for babies in Christchurch following the 22 February 2011 earthquake, the sleep space programme has become an established health intervention in several regions of New Zealand.

**Te Awatea smokefree pregnancy initiative**

**2011-present**

Designed a 'whole of community' approach to smokefree pregnancies and won a contract to provide the service in South Auckland, New Zealand where smoking in pregnancy rates are about 50% for Maori and Pacific women.

**Through the tubes education**

**2012-present**

Designed and implemented a national education programme for health and social work professionals for preventing accidental suffocation in infancy.

**Baby Essentials**

**2009-present**

Designed and implemented peer-facilitated and online versions of education to prevent sudden infant death with capability for tracking participation by region, ethnicity and role to focus promotion and ensure equity of access.

- More than 6000 people to the education in 2 years

**Tender Shoot school for parents**

**2008-present**

In early stage development, this initiative is a school for parents. Four midwife practices (25 midwives) recommend 'First Baby' courses to first time parents in Christchurch, New Zealand.

- More than 750 parents have enrolled to date (October to April 2013). The 'First Baby' programme is a hands-on preparation for the first weeks with a new baby, using a class set of life-like dolls. The one-off group class is followed by 3 personalised sessions to support learning into practice.

**Systems First**

**2004-present**

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.

**Partners in Change**

**2000-present**

Designed and implemented an education programme for midwives for facilitating behavioural change during pregnancy to behaviours established as promoting risk to mother and baby, in particular addressing maternal and family smoking within midwifery day to day practice.

- Outcome: more than 2000 midwives have participated and reported high levels of increased confidence to discuss smoking and smokefree pregnancy rates are increasing (estimated as from 33% to 25% and less over 10 years)

**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).

- Outcome: 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.

### Smokechange

1996-2012

Designed an intervention for personalised support to address smoking in pregnancy which received a Health Research Council grant for a study in 1996. 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 several centres (Invercargill, West and Central Auckland and at National Women's and Starship hospitals).

- Outcome: 10000 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 smokefree women 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 unassisted cessation rates reported in the literature (6-7%).

### International Working Group

1992-2000

Participated in the Education Working Group of a Global Strategy Task Force to reduce infant mortality between 1992 and 2000 and 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.

- Outcome: collaboration with WHO in Eastern Europe and South America in surveys of maternity advice by hospitals and inclusion of non-English speaking countries in the rapidly changing SIDS knowledge and prevention efforts.

### 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.

- Outcome: 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.

## Presentations

### Invited speaker in international forums

- Keynote speaker for the Family Impact Seminar on 'Guarding children as they sleep', Chicago, Illinois, **USA** on 26 April, 2013.
- Invited speaker at the Women's and Children's Hospitals of Australasia Conference, Gold Coast, **Australia**, (2004) (Details available on request).
- Plenary presenter at international SIDS meetings in Stavanger, Norway (1994) and Florence, **Italy** (2002)
- Invited speaker at a European forum for promoting infant health and survival, Brussels, **Belgium** (1998).
- Invited speaker at a cluster of meetings to raise professional awareness of SIDS in Buenos Aires, **Argentina** (1998 and 2000),
- Invited speaker at the World Health Organisation (AMRO) centre for maternal and child health in Montevideo, **Uruguay** (1998 and 2000)
- Invited speaker in Stavanger, **Norway** (1994);
- Invited presenter for education to address smoking in pregnancy in aboriginal communities, Tasmania, **Australia** (2012 and 2013)

## 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**; in Stavanger, **Norway** (1994); in Washington, **USA** (1996); in Rouen, **France**, (1998); in Auckland **New Zealand** (2000); in Baltimore, **USA** (2012); at Smokefree Oceania Conference, Auckland, **New Zealand** (2007)

**National and regional meetings:** Various presentations to professional conferences and community groups on a variety of topics related to leading a change in infant and family health.

## Publications

### **Cowan S, Pease A and Bennett S.**

*J Paediatr Child Health*. 2013 Mar;49(3):228-32. doi: 10.1111/jpc.12128. Epub 2013 Feb 26.

PMID:23437780[PubMed - in process]

(Tool viewed at: <http://ww2.changeforourchildren.co.nz> on 10 February 2013)

### **Cowan S, Clarke J, Bennett S and Pease A.**

An evaluation of portable sleeping spaces for babies following the Christchurch earthquake of February 2011. *J of Paediatr Child Health*. (in press)

### **Cowan S, Clarke J and Bennett S.**

Using Pēpi-pods: report on feedback from families who used protected sleeping spaces for babies following the Christchurch earthquake of February 2011. *Change for our Children* (February, 2012) (Viewed at: <http://www.changeforourchildren.co.nz/files/docs/using%20pepi-pods%20report.pdf> on 10 February 2013)

### **Cowan S and Bennet**

Baby Essentials: report on a blitz approach to education for aligning health and community sectors with essential knowledge and action for preventing sudden infant death in New Zealand. *Change for our Children Limited* 2012. ISBN 978-1-877512-09-4 (PDF)

### **Cowan S.**

The pēpi-pod – a safe sleeping option for more vulnerable babies.

*Midwifery News*, June 2011:30

### **Cowan S.**

Creating change: How Knowledge Translates into Action for Protecting Babies from Sudden Infant Death

*Current Pediatric Reviews*, 2010;6(1):86-94.

### **Cowan S, Bennett S.**

Pursuing safe sleep for every baby, every sleep, in every place they sleep.

*Nurs NZ*. 2009;15(6):12-3

### **Cowan S.**

Supporting pregnant women to become smokefree.

*N Z Med J*. 2008 May 9;121(1273):93-4.

### **Cowan SF, Pease AS.**

6 + 1: a child survival pilot project.

*J Paediatr Child Health*. 2008;44(11):677.

Cafferata ML, Althabe F, Belizán JM, **Cowan S**, Nelson EA; Grupo de Estudio sobre Consejos en las Maternidades (MAS Study group) para América Latina y el Caribe.

Sleeping position to prevent sudden infant death syndrome in Latin-american and Caribbean hospitals

*An Esp Pediatr.* 2002;**57**(6):558-64.

EAS Nelson, **S Cowan**, A Serra, V Mangiaterra (MAS Study Group for WHO EURO Region)  
Health messages on smoking and breastfeeding in maternity hospitals of Eastern Europe  
*Tobacco Control* 2002;**11**:284; doi:10.1136/tc.11.3.284

Nunes ML, Martins MP, Nelson EAS, **Cowan S**, Cafferata ML, Costa da Costa J  
Instructions from teaching hospital maternity wards to parents concerning the sleeping position  
of newborns.  
*Cad Saude Publica.* 2002 May-Jun;**18**(3):883-6.

Ford RP, **Cowan SF**, Schluter PJ, Richardson AK, Wells JE.  
SmokeChange for changing smoking in pregnancy.  
*N Z Med J.* 2001 Mar 23;**114**(1128):107-10.

Ford RPK, **Cowan S**, Schluter PJ, Wells E, Richardson A, Gray P.  
SmokeChange for changing smoking in pregnancy.  
*N Z Med J.* 2001;**114**(1128):107-10.

Nelson EAS, 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.* 2000;**83**(4):304-306.

Tappin DM, McKay C, McIntyre D, Gilmour WH, **Cowan S**, Crawford F, Currie F, Lumsden MA.  
A practical instrument to document the process of motivational interviewing.  
*Behavioural and Cognitive Psychotherapy* 2000;**28**:17-32.

Tappin DM, Lumsden MA, McKay C, McIntyre D, Gilmour WH, Webber R, **Cowan S**, Crawford F,  
Currie F.  
The effect of home-based motivational interviewing on the smoking behaviour of pregnant  
women: a pilot randomized controlled efficacy study.  
*Ambulatory Child Health* 2000; **6**(suppl 1): 34-

Tappin DM, Lumsden MA, McIntyre D, McKay C, Gilmour WH, Webber R, **Cowan S**, Crawford F,  
Currie F.  
A pilot study to establish a randomised trial methodology to test the efficacy of a behavioural  
intervention.  
*Health Education Research* 2000; **15**(4):491-502.

Ford RPK, **Cowan S**. Schluter PJ.  
Changes to infant sleep practices in Canterbury.  
*N Z Med J.* 2000;**113**(1102):8-10.

**Cowan, S**; Jenik, A; Ceriana Cernadas, J M  
Project LINK: a strategy for raising awareness of sudden infant death syndrome (SIDS) and its  
prevention.  
*Pediatric Research*: May 1999;**45**(5):5A 1999 Abstracts The VIIIth European Society For The  
Study And Prevention Of Infant Death (ESPID) Conference

Jenik A, **Cowan S**. Muerte Súbita del lactante: ¿Cómo proteger a los niños durante el  
sueño.Salud perinatal. Centro latinoamericano de Perinatología y Desarrollo Humano  
(CLAP).1998 Dec; **17**:41-44.

**SF Cowan**, A Jenik.  
Project Link: raising SIDS awareness amongst Argentine nurses.  
5th SIDS International Conference, Rouen, 1998

**SF Cowan** and RPK Ford.

Changing Smoking, Changing SIDS - a national training programme to influence smoking in New Zealand families.

Fourth SIDS International Conference, Washington, DC, 1996

**Cowan S**, Tappin DM, Ford RPK.

Kids against SIDS.

*Health Education* 1996;**96**(1):20-25

Ford RPK, Wild CJ, **Cowan S**

Effect of cot death prevention messages in Canterbury.

*NZ Practice Nurse* 1993;Sept:78-80

Ford RPK, Wild CJ, **Cowan S**, Doyer E, Gibbons L, Glen M, Price G,

Wilson C. Smoking in pregnancy: evaluation of the "nappy pamphlet".

*NZ Family Physician* 1993; Spring, 146-148.

E.A. Mitchell, A.W. Stewart, **S.F. Cowan**.

Sudden infant death syndrome and weather temperature

*Paediatric and Perinatal Epidemiology* 1992;**6**(1):19-28.

**Cowan SF**.

How do Christchurch parents keep young babies warm on cold nights?

*N Z Med J.* 1990 Feb 28;**103**(884):71-3.

## Resources

### Health education materials

1987-present

Developed various health change resources for public and professional education including: leaflets, bulletins, talk cards, manuals, guidelines, e-learning tools, measurement tools. Examples below:

- Stephanie Cowan and Sharon Bennett. Baby Essentials Online essential education for protecting a baby's life. Change for our Children Limited. November 2009.
- 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. (Full list available on request)

### Reports

1987-present

Prepared various reports for the New Zealand 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: Stephanie Cowan and Lisa Langley. Identifying and addressing exposure to smoking for patients in New Zealand hospitals. Report on a national assessment of hospital policies, systems, practices and staff attitudes. Education for Change; Jan 2004 ISBN 0-476-00242-7 (Full list available on request)

## Awards

### Best Poster:

Cowan S, Reardon C and Houston J. Womb for improvement (a 'whole community' approach to addressing smoking in pregnancy) 2012 International Stillbirth, SIDS and infant Survival, Baltimore, Maryland, USA (Oct 4-7 2012)

## Referrees

People in a position to speak of aspects of my past and current work: (details available on request)

- **Dr Pat Tuohy**, Child Health Advisor to the Minister of Health, New Zealand Ministry of Health
- **Professor Lesley McCowan**, Departments of Obstetrics, University of Auckland, New Zealand
- **Dr Tony Nelson**, Department of Paediatrics, The Chinese University of Hong Kong
- **Karen Guilliland**, CEO, New Zealand College of Midwives
- **Professor Ed Mitchell**, Child Health Research, University of Auckland, New Zealand
- **Professor Innes Asher**, Professor, Child and Youth Health, University of Auckland
- **Dr David Tipene-Leach**, Maori Health Researcher, Hawkes Bay District Health Board