

BRINGING BIG IDEAS TO MARKET

DEVELOPING CURRICULUM THAT ENGAGES LEARNERS

You have big ideas that when provided to learners will enhance skills, strategies, processes, and application of knowledge. Using our *Big Ideas Model* PSHSA provides researchers market expertise and curriculum design services to help you define your market, audience and delivery channel. We build engaging, proactive learning strategies and solutions that create impact, enhance competency and application of your big ideas.



BIG IDEA

Your research has generated a new evidenced based approach, ideas, concepts or principles which can be adapted into learning through a curriculum based approach. PSHSA provides instructional design and marketing expertise and experience that brings these big ideas to market.

“It has been a pleasure to partner with PSHSA on these two exciting projects. Kim Slade is a core member of our development team, and her expertise and strong communication skills have strengthened the quality of our products. PSHSA has enabled us to expand our reach to healthcare providers across the province.”

Dr. Sandra Moll
McMaster University

www.beyondsilence.ca



MARKET

With a specialized focus in Health and Community Care, Education, Public Safety and Government sectors we understand the importance of building meaningful, evidence-based curriculum for these markets. With expertise in market research PSHSA provides support in understanding the market need and to build engaging solutions that help learners adopt new concepts, practices, skills and strategies.



LEARNER CHANNEL

Developing Certificate Programs.
Integration into Existing Curriculum.
Building Workplace-Based Learning.

It doesn't matter what learner channel you want to use to deliver your curriculum, we have the expertise designing a broad spectrum of solutions.



LEARNER

Focusing on enabling the learner to take action PSHSA can develop curriculum that can be delivered through a variety of modalities including classroom, distance learning, blended, eLearning self-paced learning, videos and apps.



Safe Environments
Healthy Workers.



PSHSA.ca

BRINGING BIG IDEAS TO MARKET

UNIVERSITY OF WATERLOO AND WILFRED LAURIER UNIVERSITY

READY FOR DUTY— PARAMEDIC HEALTH AND WELLBEING



BIG IDEA

Researchers from the University of Waterloo and Wilfred Laurier University developed a testing protocol for candidates pursuing a career in paramedicine and wanted to provide a curriculum to help the candidates prepare for this test. There was also interest in providing incumbent paramedics with evidenced based information on how to improve their overall health and wellbeing.



MARKET

Originally the researchers were only focused on candidates pursuing a career but in conversations with PSHSA when defining the market it was expanded to also include incumbent paramedics. It has also been identified that the materials could be suitable for all public safety personnel who are interested in improving their overall health and wellbeing.



LEARNER CHANNEL

This was developed for workplace based learning with the intent of becoming integrated into existing paramedic curriculum.



LEARNER

The researchers wanted the curriculum to be accessed both pre-employment and through the workplace. PSHSA lead and guided the researchers in the selection of the learner modality. The outcome of this discussion resulted in the creation and deployment of a curriculum of five eLearning modules. These modules integrate the research evidence as well as help paramedics adopt new behaviours over time through individualized action plans. PSHSA recommended and developed an app (iOS and Android versions) which provides easy to access just-in-time strength and condition programming.

To learn more and access these free resources visit: www.pshsa.ca/product/rd-elearning-introduction/

CONTACT US TO TALK ABOUT HOW WE CAN SUPPORT YOUR CURRICULUM PROJECT

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