MEDIA RELEASE

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CAFA DISTINGUISHED ACADEMIC AWARDS, 2016

(EDMONTON) – The Confederation of Alberta Faculty Associations (CAFA), the provincial organization representing academic staff associations at the University of Alberta, the University of Lethbridge, the University of Calgary, and Athabasca University, is pleased to announce the recipients of the CAFA Distinguished Academic Awards for 2016.

The CAFA Distinguished Academic Awards recognize academic staff members at Alberta's four research universities, who through their research and/or other scholarly, creative or professional activities have made an outstanding contribution to the wider community beyond the university.

The recipients of the **2016 CAFA Distinguished Academic Award** are: **Timothy Caulfield**, Professor in the Faculty of Law and the School of Public Health, at the University of Alberta, for his outstanding contributions in the areas of health law and science policy; and **Charlene Elliott**, Professor of Communication Studies in the Department of Communication, Media and Film, jointly appointed in the Faculty of Kinesiology, at the University of Calgary, for her influential work on food marketing to children, media literacy, and children's health.

Scott Jasechko, Assistant Professor in the Department of Geography, University of Calgary, has been chosen to receive the **2016 CAFA Distinguished Academic Early Career Award** in recognition of his innovative research in the fields of hydrology and geochemistry.

"Through the annual CAFA Distinguished Academic Awards, which are now in their tenth year, the academic staff associations of Alberta's research-intensive universities celebrate the contributions made by our members, through their research, scholarly and creative activities, to the community beyond the academy," notes Dr. Mark McCutcheon, President of CAFA. "This year, CAFA is saluting the accomplishments of three professors working in very different fields. On behalf of CAFA, I extend warmest congratulations to Tim Caulfield, Charlene Elliott, and Scott Jasechko, deserving recipients of our awards for 2016."

The 2016 CAFA Distinguished Academic Awards will be presented at a banquet at the Shaw Conference Centre in Edmonton, on **Thursday, September 22, 2016**.

For further information on the work of this year's Award recipients, please see the attached backgrounders.

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BACKGROUNDER
CAFA DISTINGUISHED ACADEMIC AWARD 2016
PROFESSOR TIMOTHY CAULFIELD

Timothy Caulfield, Professor in the Faculty of Law and School of Public Health, University of Alberta, has been chosen to receive the **CAFA Distinguished Academic Award for 2016** in recognition of his outstanding contributions in the areas of health law and science policy.

In a distinguished academic career, Professor Tim Caulfield, who holds the Canada Research Chair in Health Law and Policy at the U of A, has earned national and international recognition for his innovative, interdisciplinary research. His work has explored the legal, ethical and health policy issues arising from controversial developments such as stem cell research, genetic testing, bio-banking, medical tourism, complementary and alternative medicine, and commercialization of research; as well as the impact of the media on public perceptions, policy making and funding priorities.

Professor Caulfield's research has attracted major funding from agencies such as Genome Canada, the Canadian Institutes of Health Research, the Stem Cell Network, and the Alberta Foundation for Medical Research. His numerous scholarly articles have been published in high impact medical journals as well as leading journals in law and ethics, and he has contributed to or edited more than fifty books, including the leading text, *Canadian Health Law and Policy*.

A Fellow of the Canadian Academy of Health Sciences, the Royal Society of Canada, and the Trudeau Foundation, Tim Caulfield has been a visiting professor at universities around the world. He has been asked to sit on many national and international committees concerned with health law policy and research ethics, and is regularly invited to speak to academics, judges, scientists and policy-makers on a wide range of topics. Recently, for example, he has presented to the Canadian Senate, on obesity policy; to the Presidential Commission for the Study of Bioethical Issues, on science hype; and to the National Academy of Sciences, on stem cell tourism.

Professor Caulfield helped draft Canada's first stem cell research guidelines (and received the Stem Cell Network's prestigious Till and McCulloch Award in 2010 for his exceptional contributions in the field). At the same time, he has been notably successful in engaging the general public in the discussion of the social, legal and ethical implications of stem cell research and other contentious health and science issues, and his remarkable ability to present complex questions in an accessible and entertaining way has earned him widespread media attention and a large and devoted following on social media, where he maintains an active presence.

A frequent contributor of essays and op-eds to popular magazines and the newspapers, Professor Caulfield is the author of two bestselling books: *The Cure for*

Everything: Untangling the Twisted Messages About Health, Fitness and Happiness (Penguin, 2012), which debunks prevalent myths about health, diet and fitness; and *Is Gwyneth Paltrow Wrong About Everything: When Celebrity Culture and Science Clash* (Penguin, 2015), which looks at how celebrity culture manipulates or ignores scientific evidence in the promotion of dubious lifestyle interventions. The latter title received the 2015 Science in Society General Book Award from the Canadian Science Writers' Association.

In an innovative collaboration with his brother, Sean Caulfield, Centennial Professor in the Department of Art and Design at the University of Alberta, Tim Caulfield also has developed two interdisciplinary projects exploring the interfaces between art and science: *Imagining Science: Art, Science and Social Change* (2008-10) and *Perceptions of Promise: Biotechnology, Society and Art* (2009-13). Results of these groundbreaking projects, involving both artists and scientists, include two influential books and two major public art exhibitions, as well as new artistic work. A further collaboration between the Caulfield brothers is in the pipeline.

BACKGROUNDER
CAFA DISTINGUISHED ACADEMIC AWARD 2016
DR. CHARLENE ELLIOTT

Dr. Charlene Elliott, Professor of Communication Studies in the Department of Communication, Media and Film, jointly appointed in the Faculty of Kinesiology, at the University of Calgary, has been chosen receive the 2016 CAFA Distinguished Academic Award in recognition of the impact of her influential work on food marketing to children, media literacy, and children's health.

Since her appointment as Canada Research Chair in Food Marketing, Policy and Children's Health at the U of C in 2011, Dr. Elliott has broken new ground with an innovative research program examining how food is marketed to children, how children understand and evaluate food promotion, and how media literacy can help children be better prepared to make healthy food choices in a complex food environment.

Dr. Elliott's scholarly output has been exceptional – in the space of four years, she has published 23 peer-reviewed journal articles, seven book chapters, two invited encyclopedia articles, and two edited books, including *Food Promotion, Consumption, and Controversy*, recently released by AU Press. She was an invited Fellow and Scholar-in-Residence at the Calgary Institute for the Humanities, where she was the lead researcher for the "Health, Society and the Humanities' initiative, and later Academic Fellow at the Population Health & Inequities Research Centre, at the U of C's Institute for Public Health.

Dr. Elliott has worked to connect research with practice, translating her research findings into policy recommendations with the goal of improving the health of Canadian children. To this end, she has worked tirelessly to engage with parents, teachers, health practitioners, politicians, and Canadian children themselves. Since 2011, she has given over 40 presentations to a wide range of audiences (including a TED talk on food marketing to children, much-viewed on YouTube) and has received extensive media coverage. Her research served as the basis for a series of short informative videos on Media Literacy and Food Marketing as part of the Raising Our Healthy Kids initiative.

Dr. Elliott's has delivered expert policy recommendations to the Canadian Obesity Foundation and Health Canada's Sodium Working Group, and she was a core advisor on the Ottawa Principles (2016), a statement intended to guide policy making on 'Marketing to Kids' (M2K). She has been invited by Health Canada to provide expert advice at policy rountables with respect to possible legislation on food and beverage marketing to children.

To address the shortcomings of the current school curriculum in assisting children to make healthy food choices, Dr. Elliott has created a series of special Media Literacy and Food Marketing Lesson Plans designed to develop elementary school students' critical skills with packaging, labeling, and nutrition. This evidence-based resource has been taken up enthusiastically by teachers and other interested groups, including 'NSTEP

(Nutrition, Students, and Teachers Exercising with Parents). In addition, Dr. Elliott has developed Parent Fact Sheets on Interpreting Packaged Foods, which have been widely disseminated to parents and educators.

In recognition of her work to improve the health of Canadians, Dr. Elliott recently has been elected to the Royal Society of Canada's College of New Scholars, Artists and Scientists. To quote the official citation for this well-deserved honour: *Charlene Elliott has advanced research in food marketing, media and food literacy. Her research explores new avenues of inquiry that explore how food marketing, food policy and consumer perceptions/actions factor in the prevention of disease and the promotion of health. Through innovative research, knowledge translation, interdisciplinary and cross-sectoral collaborations, Dr. Elliott's scholarship provides evidence-based solutions to prevention and control of noncommunicable diseases, a current global health challenge.*

BACKGROUNDER
CAFA DISTINGUISHED ACADEMIC EARLY CAREER AWARD, 2016
DR. SCOTT JASECHKO

Dr. Scott Jasechko, Assistant Professor in the Department of Geography, University of Calgary, has been chosen to receive the 2016 CAFA Distinguished Academic Early Career Award. The Award recognizes Dr. Jasechko's outstanding contribution to the wider community beyond the academy through his innovative research in the fields of hydrology and geochemistry.

At a very early stage of his academic career – he obtained his PhD from the University of New Mexico in 2014, and took up his appointment at the U of C in January 2015 – Scott Jasechko is already receiving national and international recognition for his work on groundwater, and is acknowledged as one of the world's leading experts in isotope hydrology, the application of isotope techniques to track transpiration, recharge and runoff. His research, which to date has attracted over $1 million in competitive funding, including grants from the Canadian Foundation for Innovation (CFI), Alberta Innovates – Energy & Environment Solutions (AI-EES), and the Natural Sciences and Engineering Research Council of Canada (NSERC), focuses on groundwater cycles, geochemistry, impacts, distribution and ecohydrology.

Since 2013, Dr. Jasechko has published over a dozen articles in leading peer-reviewed journals, including *Nature* and *Nature Geoscience*. His publications have addressed a wide range of critical issues, including the amount of water used by crops and plants in natural ecosystems, the length of time it takes rain and snow to move into rivers globally (helping us to understand the vulnerability of rivers to contamination), and the volume of groundwater that is renewed within a human lifespan. Dr Jasechko also has complied an extensive dataset of global freshwater chemistry, which reveals patterns of water usage, availability, transport and movement previously unavailable for study, and he has freely shared his data with other researchers in the field.

By any standard, this is a remarkable record of productivity for a young scholar, and the quality of Dr. Jasechko's achievements was recognized earlier this year by the Canadian Geophysical Union, when it selected him to receive its prestigious Young Scientist Award for 2016. As one referee for the CGU award noted, 'the impact of Scott's work far exceeds that of other young scientists and places him among the leaders in his field.' His research, 'cutting across all environments, all scales, all environmental disciplines,' is described as 'interdisciplinary science at the highest level.'

Dr. Jasechko's groundbreaking work has stimulated wide interest not only among his colleagues, but also from the media. In the past three years, his work has featured in over 100 media stories, in newspapers, on the radio, and online. He has been invited to deliver presentations at some of the world's leading universities, including University College London, Rutgers, and Stanford, and has co-authored some 30 conference presentations, on topics as various as groundwater renewal rates, streamflow ages, plant water uses, and climate change. Dr. Jasechko will deliver an invited presentation at the Geological

Society of America annual meeting in Denver, Colorado in September, and another invited presentation at the American Geophysical Union annual meeting in San Francisco in December.

There is more to come. This year, for example, with a grant from CFI, Dr. Jasechko has begun a major project with a colleague at the U of C, Dr. Brent Else, to study the closely linked carbon and water cycles, from the oil sands to the Arctic Ocean. According to Dr. Jasechko, 'the goal for me is to gain a clearer picture of water availability and of the natural controls that impact water quality.' Characteristically, he also sees this project as an opportunity to help train students in new research techniques over the next five years.