

REAL LIFE

Research in the social sciences and humanities builds understanding on the issues that touch our lives every day.

FAMILY

Having four-year-old twin boys, conflict resolution is a part-time job at my house. Respect in Sport provided the surprise benefit of, I hope, making me a better father.

Greg Mackling, father and amateur soccer coach, Winnipeg

SSHRC funded more than 500 research projects on children and family life in 2009-10. These projects change how we parent our children, educate them in the classroom, and keep them safe in their communities.

Respect in Sport is a national training program for coaches at all levels of competition, built upon SSHRC-funded research. In Manitoba alone, more than 17,000 coaches have been certified by the program,

which trains them to recognize, understand and respond to bullying, harassment, abuse and neglect. In 2009, Hockey Canada adopted the Respect in Sport program for all its coaches.



ENVIRONMENT

We are using this research in our discussions with pulp industry employers to help develop a long-term plan for healthy forests, sustainable jobs and sustainable communities.

Jim Britton, Communications, Energy and Paperworkers Union of Canada

From climate change to resource management, SSHRC funded more than 400 projects on the environment in 2009-10.

The Climate Justice project is a research partnership between

the Canadian Centre for Policy Alternatives and The University of British Columbia. It brings together experts from universities, labour unions, First Nations, credit unions, community organizations and environmental

advocacy groups—including the David Suzuki Foundation—to create a carbon-neutral society that also enhances quality of life in British Columbia.

JOBS

This research has led to more business, more jobs at my dairy, and an overall feeling of success among staff. Petra Cooper, cheesemaker, Picton, Ontario

SSHRC funded more than 1,400 projects on business, the economy and employment in 2009-10.

One project at Queen's University connects research on economic development to rural communities across Eastern Ontario. This project has brought university experts and business students together with entrepreneurs, community development organizations and

governments across the region. Together, they are developing new revenue streams, creating marketing strategies, and transforming traditional industries. From the creative economy and tourism to green energy and sustainable agriculture, this project is strengthening local economies, creating new jobs and building a new future for Canada's rural communities.



TECHNOLOGY

In North America, it's rare for smaller businesses to benefit from university research. This project helped Usinatech be at the forefront of new management methods for production. Steve Kearney, engineer, Usinatech, Melbourne, Quebec

In 2009-10, SSHRC funded \$2.8 million in research projects related to industrial and technological innovation.

One project on Quebec's aerospace industry brought the research of economist Pierre-André Julien at the Université du Québec à Trois-Rivières to small and medium-sized businesses across the province.

Usinatech—a Quebec company specializing in precision machining and the production of mechanical parts—used the research to develop new methods of managing its manufacturing processes. The new methods greatly increased productivity and client satisfaction. They also earned the company a Grand prix québécois de la qualité from the government of Quebec for innovation and excellence.



FOOD

By partnering with university researchers, we were able to assess our prenatal and infant food box program, and explore ways to get nutritious foods to more mothers and babies in rural Nova Scotia.

Debra Reimer, executive director, Kids Action Program, Canning, Nova Scotia

Almost 10 per cent of all Canadians cannot access safe, nutritious food. In remote communities, up to two-thirds of the population can suffer from food insecurity.

Canada Research Chair Patricia Williams of Mount Saint Vincent University leads a research

partnership with community organizations across Nova Scotia that helps ensure Canadian families are getting enough to eat. Their research is creating a new model for food production, distribution and consumption that maximizes sustainability, self-reliance and social justice.



AGING

Memory lapse used to be the first sign of Alzheimer's disease. But this research shows that we may be able to diagnose Alzheimer's long before the patient begins to suffer any serious memory loss.

Dr. Regina Jokel, Baycrest Hospital, Toronto



By 2030, 20 per cent of Canada's population will be over 65. SSHRC-funded research projects examine our aging population from many angles—including the management of long-term care facilities, pension reform, and the contributions of seniors in the workplace.

Using digital textual analysis, English professor Ian Lancashire and computer scientist Graeme Hirst discovered Agatha Christie may have written her last novels while suffering from Alzheimer's. Unexpectedly, their work—which made *The New York Times*' best ideas of 2009 list—demonstrates that changes in vocabulary and word choice can be used as a diagnostic tool for dementia.

