



NEWS RELEASE

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Christie Communications First to Win Three CSTD Awards in One Year

Learning Programs for Alberta Health Services Recognized for Quality and Innovation

EDMONTON, AB – Edmonton-based e-learning company Christie Communications and client Alberta Health Services have been awarded three prestigious Canadian Awards for Training Excellence by the Canadian Society for Training and Development (CSTD). These awards honour innovative learning programs that meet best-practice learning principles.

At a ceremony in Toronto Thursday night, Christie Communications and Emergency / Disaster Management, AHS received a silver award in the E-Learning category, a silver award in the Blended Learning category, and a WOW! award for training innovation. Christie Communications and AHS are the first organizations to win three CSTD awards in a single year.

“As Alberta’s single health authority, AHS must provide consistent and effective training to more than 100,000 employees across the province,” said Christie Communications Vice President Jon Hill. “This is especially crucial when it comes to preparing for emergency situations. We are pleased to help AHS fulfill that commitment, and honoured to receive these awards.”

In the E-Learning category, CSTD recognized *Code Red*, which prepares staff in Alberta’s health care system to respond effectively to a fire emergency. *Code Red* uses a fun, interactive approach with graphics, animated scenes, photos, and video. Learners gave the course a 92% overall satisfaction rating. *Code Red* received the only award in the E-Learning category.

The Blended Learning category recognizes programs that combine self-directed and instructor-led learning. Praised as “leading edge” by CSTD judges, the *CBRN/HazMat* blended learning program teaches frontline health care workers how to safely respond to a chemical, biological, radioactive or nuclear hazardous materials incident. The program begins with e-learning that uses interactive video to create realistic scenarios, and finishes with practical training in hospital emergency departments.

Alberta Health Services must guarantee continued operations, whether business is disrupted by a wildland fire or an overflowing toilet. Produced by Christie Communications with William Travis Group, the *Introduction to Business Continuity Management* e-learning uses a first-person design to immerse AHS management in an emergency scenario, and provide them with the foundation to prepare for and respond to disruptive events. This original approach earned the course a WOW! award, which honours innovations that demonstrate creativity and quality. The judges noted that the design “maximizes opportunities for interactivity and engagement.”

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About Christie Communications

Christie Communications specializes in producing highly interactive and intensely tested custom multimedia programs for local and international clients. They are also the creator of the *Safe Work Series* (www.safeworkseries.com), which raises the bar for quality in online safety training.

Christie Communications' work covers a wide range of subject areas, from health to security to technology, and the team has experience producing materials in a variety of languages. With over thirty years of experience in design, development and production, Christie Communications is known for delivering high-end and imaginative products.

Christie Communications is based in Edmonton, Alberta with 13 staff, who are owners of the company. For more information visit www.christie.ab.ca.

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