

# **Amanda Parriag**

**Principal at ParriagGroup**

Ottawa , ON, CA

ParriagGroup| Amanda has 17 years experience as a researcher & consultant in Indigenous issues, education and health.

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## **Biography**

Dr. Amanda Parriag has 17 years experience as a researcher and consultant in a wide range of social and public policy areas. She has concentrated on quantitative and qualitative data analyses: survey design, data manipulation and longitudinal studies on the quantitative side; facilitation of focus groups and consultations, strategy and planning sessions, symposia and workshops on the qualitative side. She also has extensive experience in conducting program evaluations, primarily in the health sector Under her leadership, ParriagGroup has completed a number of surveys, focus groups and key informant interviews with specific target groups. For example, for the MiHR, Amanda conducted consultations with Indigenous people, women and new Canadians. And as part of the Ottawa Police Services Recruiting Campaign, focus groups were held with members of Ottawa's diverse communities to help shape the communications used to brand the Recruiting Campaign. Amanda has completed a number of research and evaluation projects in Prince Edward Island, New Brunswick and Ontario focused on the efficiency of various health programs. In Ontario she was recently part of a team that conducted a Ministry of Health and Long Term Care evaluation of a pilot project where chiropractors were placed in primary care physicians' offices. Amanda has designed research programs that are robust, comprehensive and specifically designed for clients' individual goals. In addition to her vast experience on qualitative and quantitative data collection methods, Amanda taught a course on survey design for the Canadian Evaluation Society in both Charlottetown and Halifax. As well, Amanda has 11 years of experience as a communications consultant in a wide range of social and public policy issue areas. She focuses on creating communications plans, news releases, key messages, question and answer packages, providing communications advice, masterminding communications approaches and events, and making complex issues understandable. For example, she worked with the Department of International Trade to combine communications materials supporting three different programs into a single comprehensive package. As well, she worked recently with the Homelessness Secretariat at Human Resources and Skills Development Canada to create user-friendly documents from longer, more complex research papers. She is the mother of two young children and partner to Dan.

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## **Industry Expertise**

Research, Public Policy

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## **Areas of Expertise**

Qualitative Research, Report Writing, Program Evaluation, Proposal Writing, Quantitative Research, Policy Analysis, Public Policy, Non-Profits, Communications, Market Research, Project Management, Performance Measurement

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## **Affiliations**

President of Media Action Média

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## **Event Appearances**

### **Panel Presentation**

Dream, Girl Panel

### **ANCFSAO's Heart and Spirit: An Indigenous Care Provider's Training Program**

Reconciliation Through Culturally Appropriate Child Welfare Practices

### **UnBitten Tongues Opening**

UnBitten Tongues

### **Off the Beaten Track: Asian Canadians in the Creative Field**

Off The Beaten Track: Asian Canadian in the Creative Field

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## **Education**

### **McMaster University**

Bachelor of Science Psychology

### **Memorial University of Newfoundland**

Masters of Science Psychology

### **Carleton University**

PhD Psychology

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## **Accomplishments**

### **Leading Women, Leading Girls, Building Communities Award**

Leading Women Building Communities Recognition Program April 2015

### **Femmy Award Nominee**

International Women's Day Ottawa March 2016

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