

Amanda Parriag

Principal at ParriagGroup

Ottawa , ON, CA

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

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.

Industry Expertise

Research, Public Policy

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

Affiliations

President of Media Action Média

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

Education

McMaster University

Bachelor of Science Psychology

Memorial University of Newfoundland

Masters of Science Psychology

Carleton University

PhD Psychology

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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