

DR. JANINE STOCKDALE



Position: Research Fellow
Research Fellow in ARCS Methodology
(P/T University of Ulster)

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ACADEMIC QUALIFICATIONS

2002-2007 Doctor of Philosophy
(University of Ulster)

1995-2000 Bachelor of Science 1st Class
(University of Manchester)

2009-2010 Postgraduate Diploma
(Trinity College Dublin)
In Clinical Health Science Education
(Distinction)

Professional Qualifications

1989-1990 Registered Nurse (RN in USA)
1985-1987 Registered Midwife (RM)

Jubilee Maternity Hospital (N. Ireland)

1981-1984 Registered General Nurse (RGN)
Belfast City Hospital (N. Ireland)

Board Directorships & Executive Membership

International Board of Lactation Consultant Exam-
iners – Board Director

Doctoral Midwifery Research Society – Executive
Member for Public Relations & Research Lead for
Motivational Design

Executive Member of The Academy of Nursing,
Midwifery and Health Visiting Research (UK)
<http://www.researchacademy.co.uk/>

RESEARCH EXPERIENCE

Expert (Mentor): Professor Emeritus. John Keller,
Florida State University (Instructional Design Sys-
tems Expert and Author of the ARCS Model)

Lead Motivational Researcher Projects:

Successful Breastfeeding Promotion: a motiva-
tional model of informational design applied &
tested. Trial Registration No: ISTCTN47056748,
University of Ulster (2002-2007). Funded by the
Research and Development Office of Northern Ire-
land, PhD Research Training Fellowship. PI: J
Stockdale, Marlene Sinclair, George Kernohan.

Developing and testing on-line support for breast-
feeding women. University of Ulster, (2008-2011)
Professor Marlene Sinclair (UUJ), Dr Janine

Stockdale, Maria Herron (PhD Student). Funded by Department of Education and Learning (NI).

Successful Antenatal Instruction for Improving Diet, Physical Activity and Weight Management during Pregnancy: A motivational model of instructional design applied and tested. University of Ulster 2010-2013, Professor Marlene Sinclair, Dr Janine Stockdale, Mary Jane Brown (PhD student), Vice Chancellor Research Studentship (NI)

Midwifery Led Care: scoping women's motivation to participate. Trinity College Dublin (2011). Dr Janine Stockdale, Prof.E Severinsson, (Vestfold University College, Norway). Funded by EU Childbirth Cultures, Concerns, and Consequences: Creating a Dynamic EU Framework for Optimal Maternity Care.

A survey of midwives' knowledge of the female genital mutilation in the UK. (2012), Dr Janine Stockdale, Janet Fyle. Royal College of Midwives.

Developing an Antenatal Parenting Program in Thailand Using a Motivational Model of Instructional Design Applied and Tested. University of Ulster, (2012-2015), Professor Marlene Sinclair (UUJ), Dr Janine Stockdale, Lesley Dornan (PhD student). Funded by the Vice Chancellor Research Studentship

Optibirth: Improving the organisation of maternal health service delivery, and optimising childbirth, by increasing vaginal birth after caesarean section (VBAC). Project Lead: Prof C Begley (Trinity College Dublin 2013-2016), Professor M Sinclair & Dr Janine Stockdale, WP3 Design of Technology-Based intervention. Funded by EU Framework FP7

National survey on weight management, healthy eating and obesity issues during and after pregnancy. Netmums and Royal College of Midwives (2010 – participated as RCM Research Fellow).

Survey of Professional Attitudes of Midwives in the UK Toward National and International Activity (2010). Frances Day-Stirk, Dr J. Stockdale, Royal College of Midwives.

Knowledge, Skills and Attitudes of Health Professionals Towards Information Communication Technology. University of Ulster, Professor M. Sinclair, (UUJ 2007), Dr K. McGlade, Mr P. Comac, Mr B. Kelly, Mr H. Brown, Dr R Hatamleh, Dr J. Stockdale. Funded by Northern Ireland Health and Personal Social Services ICT Training Group

Proof of Concept and Scoping Study (Promoting Breastfeeding), University of Ulster, Dr J. Stockdale, (2008), Professor M. Sinclair, Professor WG. Kernohan. Funded by Proof of Concept (University of Ulster)

Our Lady of Lourdes Drogheda and Cavan General Maternity Development of Maternity Services Annual Reports. Trinity College Dublin. Professor C. Begley, (TCD 2008), Dr J. Stockdale. Funded by Health Service Executive (Ireland).

PERSONAL AWARDS

Achieved For Motivational Design Work:

Provost Teacher of the Year Award (2010-2011)
Trinity College Dublin

Postgraduate Student Achievement Award (2010)
(Awarded on completion of the Post Graduate Course in Clinical Health Education Project Submission, Trinity College Dublin)

Award for Innovation in Health Care (2008) University of Ulster, Northern Ireland.

Prize for the Greatest Potential Contribution to Nursing and Midwifery Practice The Royal College of Surgeons in Ireland Dublin (2008) for Motivational Research in Routine Provision of

Women-centred Care (Concurrent Conference Presentation)

The Research and Development Research Training Fellowship Award (2002-2007). Research and Development Office of Northern Ireland.

PUBLICATIONS (Peer Reviewed):

Book Chapters

Stockdale J, Sinclair M, Kernohan WG, Keller JM (2011) Understanding Motivational Theory and the Psychology of Breastfeeding. In: Theory for Midwifery Practice (2011) Bryar R and Sinclair M. Palgrave Macmillan

Stockdale J, Sinclair M, Kernohan WG, Keller JM (2011) Motivation, Midwives and Breastfeeding: Theory in Action. In: Theory for Midwifery Practice (2011) Bryar R and Sinclair M. Palgrave Macmillan

Research Papers

Sinclair M, Stockdale J, Brown MJ, Holman MR. (2014) A Systematic Review of Online Behavioural Change Interventions Designed for Pregnant Women (PloS One: In Review).

Stockdale J, Sinclair M, Kernohan G. (2014) Applying the ARCS design model to breastfeeding advice by midwives in order to motivate mothers to personalise their experience. EBM 12 (1). Online: <http://www.rcm.org.uk/ebm/volume-12-2014/volume-12-issue-1/applying-the-arcs-design-model-to-breastfeeding-advice-by-midwives-in-order-to-motivate-mothers-to-personalise-their-experience/>

Sinclair M, Stockdale J. (2014) Midwives and the Research Integrity Agenda. EBM 12 (1). Online: <http://www.rcm.org.uk/ebm/volume-12-2014/volume-12-issue-1/editorial-midwives-and-the-re->

[search-integrity-agenda/](#)

Stockdale J, Sinclair M, Kernohan G, McCrum-Gardner E, Keller J. (2013) Sensitivity of the Breastfeeding Motivational Measurement Scale: A Known Group Analysis of First Time Mothers PLOS ONE 10.1371/journal.pone.0082976

Brown MJ, Sinclair M, Liddle D, Hill AJ, Madden E, Stockdale J. (2012) A Systematic Review Investigating Healthy Lifestyle Interventions Incorporating Goal Setting Strategies for Preventing Excess Gestational Weight Gain PLOS ONE 10.1371/journal.pone.0039503

Heron M, Sinclair M, Kernohan WG, Stockdale J. (2011) Ethical issues in undertaking internet research of user-generated content: a review of the literature. Evidence Based Midwifery 9 (1): 9-15

Stockdale J, Jokinen M, Macdonald S. (2010) Look out for the limitations: a short critique of the Wax et al., (2010) study. Midwives Sept 2010 p15.

Stockdale J, Sinclair M, Kernohan WG., Lavender T. (2010) What do we mean we talk about Intrinsic and Extrinsic Motivation to breastfeed? – A Commentary. Journal of Human Lactation 26: 15-17

(Published Response: Racine, E.F., Frick, K., Milligan, R (2010) Response to Stockdale, Sinclair and Kernohan: What do we mean by intrinsic and extrinsic motivation. J Human Lactation 26 (18) 1)

Stockdale J, Sinclair M, Kernohan WG, Keller JM, Dunwoody L, Cunningham JB, Lawther L, Weir P. (2008) Feasibility study to test Designer Breastfeeding™: a randomised controlled trial. Evidence Based Midwifery 6(3): 76-82

Stockdale J, Sinclair M, Kernohan WG, Dunwoody L, Cunningham JB, Lawther L, Weir P. (2008) Assessing the impact of midwives' instruction: the breastfeeding motivational instructional measurement scale. Evidence Based Midwifery 6(1): 27-34

Stockdale J, Sinclair M, Kernohan WG, Keller JM. (2007) Exploring the potential of the Internet to motivate breastfeeding. *The Royal College of Midwives. Evidence Based Midwifery* 5(1): 10-5

Stockdale J, (2002) Postmodernity and the new breastfeeding culture. *Royal College of Midwives* 5(8): 256-259

Stockdale J, (2001) A measure of intention: the theory of planned behaviour applied to breastfeeding. *The Royal College of Midwives Journal* 4(10): 330-333

Reports, Executive Summaries & Non-Peer Reviewed Publications:

Stockdale J, Fyle J. (2012) Royal College of Midwives Female Genital Mutilation: Report of a survey on midwives' views and knowledge. (PDF Download
www.rcm.org.uk/EasySiteWeb/GatewayLink.aspx?allId=197560)

Russell S, Fyle J, Da Costa-Fernandes M, Stockdale J. (2010) A Growing Problem: does weight matter in pregnancy? *Netmums in Partnership with the Royal College of Midwives*. Available:
http://l.nmimg.net/images/A_Growing_Problem_Nov2010.pdf

Stockdale J, Sinclair M, Kernohan WG. (2008) Designer Breastfeeding: Personal, Powerful and Successful. A Research Summary. ISBN 978-1-85923-227-9

Stockdale J. (2008) Book Review: "Breastfeeding Mothers, Midwives and the Production Line" by Fiona Dykes. *Royal College of Midwives Journal*

Stockdale J, Sinclair M, Kernohan WG. Designer Breastfeeding: personal, powerful and successful. *R&D Today Issue 10, Spring 2008, pg32*

Stockdale J, Sinclair M, Kernohan WG, (2008)

Submitted by request for Newsletter: Designer Breastfeeding: personal, powerful and successful. The Association of Lactation Consultants in Ireland

Stockdale J, Sinclair M, Kernohan WG, (2008) Submitted by request for Newsletter: Designer Breastfeeding Cuidiu Irish Childbirth Trust.

KEYNOTE & INVITED PRESENTATIONS

Stockdale J, (2013) Global Women Research Society (GLOW): Developing an International Strategy for Midwives: a motivational perspective. *Global Maternal Health*. Birmingham

Stockdale J, (2012) Kings Fund Expert Panel on Breastfeeding in the UK: the barriers and facilitators. London.

Stockdale J. (2012) Motivation to Learn. Centre of Academic Practice and eLearning. Trinity College Dublin. (Interactive Short Course designed for all academics within College – focusing on how to Motivate Learning through Theoretical Applied Teaching).

Stockdale J, (2011) Motivation to Breastfeed. *Portugal Nursing Association Annual Conference*.

Stockdale J, (2011) Motivation to Breastfeed: Connecting Mothers and Midwives. *Irish Conference, Dublin*.

Stockdale J, (2011) MAP-ing Women's Motivation and Success to Sustaining Breastfeeding On-Line *Global On-line Lactation Discussion May 2011* (Permission has been granted to GOLD to offer this presentation until 2014)

Stockdale J (2011) Leading or Managing: Where is your motivation? *National Maternity Hospital Dublin, Annual Conference Titled: "Managing or Leading; Closing the Loop"*

Stockdale J, Sinclair M, Kernohan WG. (2010) Motivation, Theory and Intervention Design, Research and Development of Northern Ireland: research seminar. Public Health Agency, Northern Ireland 1st Oct.

Stockdale J, Sinclair M, Kernohan WG. (2010) Theory Development and Theory Testing: A Motivational Masterclass Doctoral Midwifery Research Society First International Conference. Belfast. 1st to 3rd September

Stockdale J (2010) Association of Radical Midwives: The Art and Science of Birth. Motivation Theory Applied in Practice Belfast 5th June 2010

Stockdale J (2010) Annual Conference of Lactation Consultants of Great Britain; Breastfeeding Motivation and the Hidden Curriculum Leeds. 10th April

Stockdale J, Sinclair M, Kernohan WG. (2009) Motivation to Breastfeed: the role of the health professional. Coombe Women's Hospital Annual Research Conference. Dublin 5th May

Stockdale J. (2009) Motivating women to sustain breastfeeding. Annual Conference of The Association of Lactation Consultants in Ireland. Dublin Ireland

Stockdale J, Sinclair M, Kernohan WG. (2008) Designer Breastfeeding. A Celebration of the International Day of the Midwife. Dundalk Institute of Technology 7th May

(I have also presented research papers at 28 peer-reviewed conferences – details can be provided).

Member of Editorial Board:

Evidence Based Midwifery Journal (EBM)

Reviewer For:

British Medical Journal (BMJ)

Wellbeing of Women Research Funding and Fellowships (RCOG)

EMPLOYMENT HISTORY

Aug 2013 - summer 2014 Research Fellow to Royal College of Midwives (PT)
Current Research Fellow in ARCS Methodology (University of Ulster) (PT)

June 2010 - 2012 Research Fellow to Royal College of Midwives (PT)
Lecturer in Midwifery (Trinity College Dublin) (PT)

Sept 2008 - Lecturer in Midwifery (FT)
Trinity College Dublin

May-Sept 08 Research Fellow (FT)
Trinity College Dublin

Feb-June 08 Research Associate (Pre-proof of concept fund)(FT)
University of Ulster

2007-2008 Research Assistant (FT)
University of Ulster

2002-2007 Research Fellow (R&D Funded Research Training Fellowship)
Ulster Communities and Hospital Trust (N. Ireland)

2001-2002 Staff Midwife (Permanent Part-time)
Ulster Communities and Hospital Trust (N. Ireland)

1996-2001 Staff Midwife (Permanent Part-time)
Altnagelvin Hospitals Health and Social Services Trust (N. Ireland)

1991-1995Community Nurse (Permanent Part-time)
South and East Belfast Community Trust (N. Ireland)

1989-1991Registered Nurse (Permanent Full-time)
Chilton Memorial Hospital (New Jersey State, USA)

1987-1989Staff Midwife (Permanent Full-time)
Northern Health and Social Services Board (N. Ireland)

1987-1987Community Nurse (Temporary Full-time)
South and East Belfast Community Trust (N. Ireland)

1984-1985Staff Nurse (Permanent Full-time)
Belfast City Hospital (N. Ireland)

PROFESSIONAL SHORT COURSES

Completed:

2012Implementation Science Summer School;
Trinity College Dublin Aug 2012

2012Cost 2 Day Research Training School: Dublin
March 2012.

2011Cochrane Systematic Review Training (funding achieved to complete Sept. 2011)

2011Promoting Normal Birth (RCM Study Day,

Belfast 29th March 2011)

2010Searching the Internet for Reliable Evidence
(Royal Society Medicine: 2nd Aug.2010)

2010Institutional Ethnography (Royal College of Surgeons Ireland) (Jan 2010 Dublin)

2009Instructor Course – Resuscitation of the Newborn (September 2009 Cork)

2009Resuscitation of the Newborn (Rotunda Maternity Hospital Dublin, May 19th)

2009Centre of Academic & eLearning (CAPSL - Aligning Learning Outcomes, Teaching and Assessment, Supervising Master Students, Making Learning Happen

2008 Child and Maternal Health, Recognised Research Group (Successful

Management of the grant application, thesis writing, Viva and writing for publication

2008Web-content Management Course (MCM Consulting NI)

2007Research Councils of the UK in collaboration with Qi13 (2 day workshop)

2007NVivo (7) Royal College of Nursing (1 day workshop)

2006 Statistics School (University of Ulster)

2005Clinical Research Support Centre (Series of eight research workshops)

2004Advanced Research (University of Ulster)

2003The Family Survey (Office of National Statistics, London – Data Collection Training)

2002Creative Thinking (University of Ulster)