



Terms of Reference September 2024

ABOUT IMMUNIZE CANADA

Immunize Canada is a national coalition of non-governmental, professional, health, government, and private sector organizations dedicated to promoting the benefits of immunization. Immunize Canada has a special interest in promoting the understanding and use of vaccines approved for use in Canada with reference to the recommendations of the National Advisory Committee on Immunization (NACI).¹ The coalition provides evidence-based immunization information about vaccines to the public and to health professionals with the goal of helping to control, eliminate, and eradicate vaccine-preventable diseases in Canada.

OBJECTIVES

Education: We produce evidence-based knowledge translation materials on vaccines and vaccine-preventable diseases for both the public and health professionals. These knowledge translation materials include, but are not limited to, factsheets, pocket guides, videos, webinars, podcasts, articles, posters, and social media images. The purpose of these materials is to help build vaccine confidence and vaccine literacy, and to provide trustworthy, evidence-based resources for the public and for health professionals.

Health Promotion: We develop and implement evidence-based immunization campaigns in order to enable people to increase control over, and to improve, their health. The campaigns focus on disseminating knowledge translation materials that amplify the benefits and safety of recommended immunizations across the life course. Immunize Canada's expert spokespeople engage with the media to promote positive and informative messages on immunization and vaccine-preventable diseases.

Advocacy: We advocate for healthy public policies that support the goal of controlling, eliminating, and eradicating vaccine-preventable diseases in Canada.

GOVERNANCE STRUCTURE

Immunize Canada is a membership-based coalition and is accountable to its members. Immunize Canada is an unincorporated body and, as such, is hosted by the Canadian Public Health Association (CPHA).²

¹ NACI is a national advisory committee of experts in the fields of pediatrics, infectious diseases, immunology, medical microbiology, internal medicine, and public health. NACI reports to the Assistant Deputy Minister of Infectious Disease Prevention and Control Branch, and works with the Public Health Agency of Canada to provide ongoing and timely medical, scientific, and public health advice in the form of recommendations for the use of vaccines currently or newly approved in Canada. For more information about NACI, please see <https://www.canada.ca/en/public-health/services/immunization/national-advisory-committee-on-immunization-naci.html>.

² CPHA is the independent voice for public health in Canada with links to the international community. As the only Canadian non-governmental organization focused exclusively on public health, it is uniquely positioned to advise decision-makers about public health system reform and to guide initiatives to help safeguard the personal and community health of Canadians and people around the world. CPHA's members believe in universal and equitable access to the basic conditions that are necessary to achieve health for all.

Members: The members of Immunize Canada are non-governmental, professional, health, government, and private sector organizations. All members must have an interest in contributing to the control, elimination, and eradication of vaccine-preventable diseases in Canada by increasing awareness of immunization for all ages. Members are usually national in scope and/or represent a unique element or segment of Canadian society and culture. Each member organization has one designated representative (for voting purposes), but additional representatives may participate in coalition meetings or other activities.

Executive Committee: The Executive Committee provides overall guidance regarding the governance and operations of Immunize Canada and consists of the Chair, Vice-Chair, CPHA's Manager of Immunization Initiatives (the lead staff person responsible for supporting Immunize Canada), and CPHA's Executive Director (providing fiscal and legal oversight).

Secretariat: The Secretariat is staffed by CPHA employees who are responsible to the Executive Committee for managing the day-to-day activities, administration, and logistics of the coalition.

MEMBER ROLES AND ACTIVITIES

Membership in Immunize Canada is organizational, not personal. Immunize Canada member organizations fall into one of three categories:

1. Full member organization;
2. Sponsor member organization; and
3. Government member organization.

Full Member Organizations

Full Member Organizations are voting members and are typically non-governmental, professional, and other health sectors organizations. Full Members enhance Immunize Canada's capacity to fulfill its objectives through the following activities:

- Participate in Immunize Canada meetings by way of their designated representative (or delegate);
- Promote immunization messaging and uptake through their membership and networks; and
- Provide in-kind support for Immunize Canada's work (e.g., complimentary display space at conferences or other events, and/or inclusion of promotional materials on the organization's communication channels).

Sponsor Member Organizations

Sponsor Member Organizations are non-voting members and are typically private-sector organizations. Sponsor members enhance Immunize Canada's capacity to fulfill its objectives through the provision of unrestricted educational grants³ and through the following activities:

- Participate in Immunize Canada meetings by way of their designated representative (or delegate);
 - Note: Sponsor Members do not influence program priorities or content.
- Provide expert advice on technical issues related to specific products or vaccines and more broadly in the field of vaccinology (vaccine research, development, manufacturing, distribution, supply, and product compliance and license issues);
- Provide expert advice on marketing, promotion, education, and market research; and
- Provide in-kind support and resources for Immunize Canada projects.

³ Refer to the [sponsorship section](#) in this document for more information.

Government Member Organizations

Government Member Organizations are non-voting members and are typically federal, provincial/territorial, or municipal departments or agencies. Government members enhance Immunize Canada's capacity to fulfill its objectives through the following activities:

- Participate in Immunize Canada meetings by way of their designated representative (or delegate);
- Provide expert advice on technical issues related to specific products or vaccines and more broadly in the field of vaccinology (vaccine research, development, manufacturing, distribution, supply, and product compliance and license issues);
- Promote immunization messaging and uptake through their membership and networks; and
- Provide in-kind support for Immunize Canada's work (e.g., complimentary display space at conferences or other events, and/or inclusion of promotional materials on the organization's communication channels).

EXECUTIVE COMMITTEE

Composition

The Executive Committee is composed of five (5) *ex officio* members:

- Chair;
- Vice Chair;
- Past Chair;
- CPHA's Manager of Immunization Initiatives; and
- CPHA's Executive Director.

The Manager of Immunization Initiatives performs the secretariat function of the Executive Committee.

The positions of Chair, Vice Chair, and Past Chair are additional members of Immunize Canada and do not represent a member organization.

Roles and Responsibilities

The Executive Committee is responsible for ensuring the overall well-being of Immunize Canada and performs four (4) primary functions:

- Establishes direction and policy;
- Exercises fiduciary responsibility;
- Manages relationships with Immunize Canada members and a range of publics (including funders, governments, and health professionals); and
- Provides guidance to the Secretariat.

In addition to these primary functions, individual Executive Committee members have specific responsibilities:

- Chair
 - Develops all meeting agendas in collaboration with the Secretariat;
 - Presides over all meetings;
 - Acts as the primary spokesperson for Immunize Canada; and
 - Represents Immunize Canada at external events.
- Vice Chair
 - Presides over meetings if the Chair is unavailable;
 - Acts as a secondary spokesperson for Immunize Canada; and
 - Represents Immunize Canada at external events.

- Past Chair
 - Presides over meetings if the Chair and Vice Chair are unavailable;
 - Acts as a secondary spokesperson for Immunize Canada; and
 - Represents Immunize Canada at external events.

Term of Office

All terms begin on the first (1st) day of January and end on the thirty-first (31st) day of December.

The Chair shall serve a term of two years.

The Vice Chair shall be elected by the Full Members for a two-year term. After serving two years, the Vice Chair will automatically become the Chair.

In the event that the Vice Chair is unable to assume the position of Chair, a new Vice Chair and Chair shall be elected by the Full Members.

The positions of Chair, Vice Chair, and Past Chair are filled for a two-year term.

In the event that the Chair is incapable of completing their term as Chair, the Vice Chair shall assume the position of Chair and a new Vice Chair shall be elected by the Full Members. If the Vice Chair is required to take over and complete the term of their predecessor, this will not disqualify them from serving the full term as Chair.

Nominations and Election Procedures

Any Full Member Organization of Immunize Canada may submit a nomination for a Vice Chair or Chair (as necessary) for vote by all Full Members.

The call for nominations will be issued by the Secretariat every two years prior to the end of the term of the current Chair.

All nominations received by the designated date will be shared with all Full Member Organizations and an electronic vote will be undertaken.

In the case of only one nomination being received, an electronic ratification vote will be undertaken.

SECRETARIAT

The Secretariat for Immunize Canada is managed by the Canadian Public Health Association (CPHA), contingent upon appropriate funding. The Secretariat personnel are employees of CPHA and, as such, do not vote at meetings of Immunize Canada or the Executive Committee. The Secretariat is responsible for the following activities:

- Develop and distribute Immunize Canada's resources;
- Support the Chair, Vice Chair, and Past Chair;
- Provide a central contact point for media;
- Communicate regularly to all Immunize Canada members through a variety of channels;
- Organize Immunize Canada meetings and provide minutes;
- Secure revenue for Immunize Canada's work and oversee Immunize Canada's budget;
- Maintain Immunize Canada's website and social media channels;
- Represent Immunize Canada at external events as required.

MEMBERSHIP MEETINGS

Immunize Canada will hold up to four (4) regular membership meeting per year (including the Annual General Meeting). Meeting format can be virtual (i.e., Zoom or Teams), hybrid (both virtual and in person), or in person. Meetings will be scheduled in advance to facilitate the active participation of all member organizations. The designated representative of each member organization is expected to attend each meeting. If the designated representative is not available, then their designate should attend instead.

Travel costs for member organization representatives for in-person meetings will be borne by the respective member organization.

WORKING GROUPS

Working groups may be formed as required to develop plans or address specific issues for further discussion and approval by the Full Members. These working groups will meet virtually, as required.

The Expert Reference Group shall be a standing working group of Immunize Canada tasked with the review of Immunize Canada resources.

QUORUM AND VOTING

A simple majority of Full Member Organizations will constitute a quorum for any meeting and/or vote. Only the named representative for each Full Member Organization is entitled to vote. The Chair will vote only in the case of a tie. Voting may take place during meetings or electronically outside of a meeting. Secretariat staff do not vote.

NEW MEMBERS

An application for the addition of a new Full Member Organization may be submitted at any time. The Secretariat will organize an electronic vote and the Full Member Organizations may accept a new member organization by simple majority vote.

Process

- The applicant organization must complete an application form and submit it to the Secretariat.
- The application will be provided to the Executive Committee for an initial review to ensure that it is complete and to confirm that the applicant is eligible for membership.
- If the application is deemed suitable and complete by the Executive Committee, it will be circulated via e-mail to all current Full Member Organizations along with a link for an electronic vote.
- All votes received by the specified date will be counted by the Secretariat. In the event of a tie, the Chair will cast the deciding vote. The acceptance or rejection of the application will be confirmed by the Executive Committee.
- Once the outcome of the vote has been confirmed by the Executive Committee, the applicant and all member organizations will be informed of the outcome.
- If the application has been accepted, Immunize Canada's membership list and distribution lists will be updated.

EVALUATION

The Secretariat is responsible for ongoing evaluation of Immunize Canada's activities and will provide a yearly report to the members at the Annual General Meeting.

SPONSORSHIP

Sponsorship and funding activities will follow the Canadian Public Health Association's (CPHA) Corporate Relations/Corporate Sponsorship Policy (<https://www.cpha.ca/corporate-sponsorship-policy>) and Immunize Canada's "[Ethical Guidelines for Obtaining Sponsorship/Funding](#)" document (see Appendix A).

Although the Secretariat is charged with the responsibility of fundraising for Immunize Canada activities, member organizations are encouraged to share information that may facilitate the fundraising process.

ADVOCACY

Advocacy by Immunize Canada is implemented exclusively by its Full Member Organizations and independently of Sponsor and Government Organization Members.

While Full Member Organizations are encouraged to adopt and promote the advocacy position of Immunization Canada, they cannot conduct advocacy in the name of Immunize Canada without the express approval of the Executive Committee.

Whenever possible, all Full Member Organizations will have the opportunity to provide input into an advocacy position. However, the Executive Committee maintains the right to act without said input in order to meet constrictive timelines.

REVIEW

These Terms of Reference are reviewed every two years and approved by Immunize Canada's Full Member Organizations.



APPENDIX A

Ethical Guidelines for Obtaining Immunize Canada Funding

The primary objective of interactions between Immunize Canada funders is the advancement of Immunize Canada's goal of providing evidence-based immunization information about, and to contribute to, the control, elimination, and eradication of vaccine-preventable diseases in Canada by promoting the understanding and use of vaccines to the public and health professionals: vaccines recommended by the National Advisory Committee on Immunization and vaccines approved for use in Canada.

Immunize Canada's relationships with funders are guided by the CPHA's Corporate Relations / Corporate Sponsorship Policy (<https://www.cpha.ca/corporate-sponsorship-policy>). The policy and principles are intended to protect the mission and integrity of the CPHA and, by extension, Immunize Canada while supporting fundraising efforts. Any situation that may be an exception to the policy and principles will be reviewed by the Immunize Canada Executive Committee. Together, they shall interpret the policy and principles in good faith.

In addition to CPHA's Corporate Relations / Corporate Sponsorship Policy, Immunize Canada is guided by the following:

- Immunize Canada has the exclusive responsibility and approval authority for the content and graphics in all knowledge translation, health promotion, and communication materials it produces.
- Immunize Canada is responsible for developing, organizing, implementing, administering, disseminating, and evaluating public awareness and educational campaigns.
- Immunize Canada will not identify or endorse specific brand name products in any of its materials.
- Immunize Canada does not allow its name and/or logo to be used without its expressed consent.
- Immunize Canada will not accept funding for purposes that are inconsistent with Immunize Canada's goals.