



## **IMMUNIZE CANADA**

## **TERMS OF REFERENCE**

**Approved by the Membership on November 7, 2012**

## **Immunize Canada**

**Immunize Canada is a partnership of national non-governmental, professional, health, consumer, government and private sector organizations.**

### **GOAL**

To contribute to the control/elimination/eradication of vaccine-preventable diseases in Canada by increasing awareness of NACI-recommended immunizations for all ages via education, promotion, advocacy and media relations.

### **OBJECTIVES**

#### **Education**

- To provide accurate information via public awareness campaigns on vaccines recommended by the National Advisory Committee on Immunization (NACI) during the most appropriate time of the year (i.e. influenza vaccine information prior to influenza season).
- To maintain and increase public trust in immunizations by responding to inaccurate information on immunization with factual, evidence-based information.

#### **Promotion**

- To develop and ensure dissemination of promotional products and activities for seasonal campaigns that focus on the benefits and safety of recommended immunization for all ages.

#### **Advocacy**

- To advocate for public health policies that support the Coalition's goal of controlling/eliminating/eradicating vaccine-preventable diseases in Canada through immunization for all ages.

#### **Media Relations**

- To provide expert spokespeople on the benefits and safety of immunizations for media in both official languages as required.
- To engage the media in the campaigns to promote immunization.

### **COALITION MEMBER ROLES AND RESPONSIBILITIES:**

The Coalition is composed of five categories of members - Full, Liaison, Government, Sponsor and Honorary Members.

#### **Full Member**

##### **Role:**

Full members are voting members and enhance the Coalition's capacity to fulfill its goals through the following responsibilities:

##### **Responsibilities:**

1. participate in Coalition meetings and teleconferences or delegate another representative if unavailable;
2. share Immunize Canada's key messaging through organization's membership and networks; and
3. provide in-kind contributions such as display space at conferences and/or annual meetings, inclusion of promotional and educational materials in newsletters, web sites and other communications.

*NB: The resource commitment for each Coalition member is at the member's discretion.*

**Liaison Member**

**Role:**

Liaison members are not voting members but lend their support and expertise for the benefit of selected activities.

**Responsibilities:**

1. may attend Coalition meetings and teleconferences or delegate another representative if unavailable; and
2. share Immunize Canada's key messaging through organization's membership and networks.

**Government Member:**

**Role:**

Government members are not voting members but lend their support, expertise and funding/in-kind contributions to the Coalition for the benefit of selected activities.

**Responsibilities:**

1. may attend Coalition meetings and teleconferences or delegate another representative if unavailable.

**Sponsor Member:**

**Role:**

Sponsor members are not voting members but lend their support, expertise and funding to support specific Coalition projects or campaigns as approved by the Coalition. Sponsorship funding is considered by Immunize Canada to be unrestricted.

**Responsibilities:**

1. may attend Coalition meetings and teleconferences or delegate another representative if unavailable but has no influence on program priorities and content;
2. enhance the Coalition's capacity to fulfill its goals by:
  - a. providing 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);
  - b. providing expert advice on marketing, promotion, education and market research;
  - c. providing in-kind support and resources for Coalition projects;
  - d. providing unrestricted grants for core funding to support the Coalition secretariat and routine Coalition activities.

**Honorary Member:**

**Role:**

Honorary members are determined by the full membership of the Coalition as any individual with outstanding years of service and contribution to achieving the goals of Immunize Canada. Honorary members have the same rights as full members.

**Responsibilities:**

1. participate in Coalition meetings and teleconferences or delegate another representative if unavailable;
2. share Immunize Canada's key messaging through organization's membership and networks; and
3. provide in-kind contributions such as display space at conferences and/or annual meetings, inclusion of promotional and educational materials in newsletters, web sites and other communications.

*NB: The resource commitment for each Coalition member is at the member's discretion.*

**GENERAL MEMBERSHIP CRITERIA**

All members of the Coalition must have an interest in contributing to the control/elimination/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.

Member organizations can be from the non-government, professional, health, consumer, government and private sectors.

New member organizations may be invited to join the Coalition at any time with the majority agreement of the existing members.

**CHAIR, VICE CHAIR AND PAST CHAIR:**

**Terms:**

The positions of Chair, Vice Chair and Past Chair are filled for a two-year term. An extension of up to two years may be granted by the Full Members. At the discretion of the Full Members, there may be Co-Chairs, Co-Vice Chairs and Co-Past Chairs.

At the end of the term, the Vice Chair will automatically assume the Chair position while the Chair moves to the Past Chair position.

Any Full Member of the Coalition may submit a nomination for a new Vice Chair for vote by all Full Members.

**Role:**

The Chair, Vice Chair and Past Chair are considered additional members of the Coalition and do not represent a member organization. They can vote only in the case of a tie.

**Responsibilities:**

Chair: Presides over all meetings and teleconferences.  
Vice Chair: Substitutes for the Chair whenever the Chair is not available.  
Past Chair: When neither the Chair nor Vice Chair is available, the Past Chair assumes the duties of the Chair.

1. Liaise with the Secretariat on a regular basis and provide guidance with respect to key messaging for public communications;
2. Act as general media spokesperson(s);
3. Review meeting agendas and approve draft minutes; and
4. Represent the Coalition at invited events and functions.

### **VOTING**

Only one named representative from each Full Member organization will be allowed to vote. Fifty-one percent of full members will constitute a quorum.

Chairs vote only in the case of a tie.

Voting may be conducted during meetings and teleconferences or by email.

Secretariat staff does not vote.

### **TELECONFERENCES AND MEETINGS:**

The Coalition will hold a teleconference at least quarterly. Meetings of all members will be called as required. Members are expected to send a designated representative from their organization if they are unavailable.

Travel costs for representatives to face-to-face meetings will be borne by the respective member organizations.

Steering committees or working groups will be formed as required to develop plans and address program issues, for further discussion and approval by the entire Coalition. These committees or groups will meet in person or by teleconference as required.

### **EVALUATION:**

The Secretariat is responsible for ongoing evaluation of the Coalition and will provide a yearly evaluation to Coalition members at the face-to-face meeting for their information.

### **SPONSORSHIP:**

Sponsorship and funding activities will follow the Canadian Public Health Association's (CPHA) Corporate Relations / Corporate Sponsorship Policy (<http://www.cpha.ca/en/legal/sponsorship.aspx>) and Immunize Canada's "Ethical Guidelines for Obtaining Sponsorship/Funding" document, attached as Annex A.

Although the Secretariat is charged with the responsibility of fundraising for the Coalition, any member can share information and contacts that facilitate the fundraising process.

### **ADVOCACY:**

Advocacy by the Coalition will be conducted independently of sponsor and government members.

Individual member organizations cannot conduct advocacy under the name of Immunize Canada without its express approval.

Whenever possible, all members will provide input into an advocacy position. However, Immunize Canada's Executive Committee maintains the right to act as the voice of Immunize Canada to meet constrictive timelines.

### **SECRETARIAT:**

The Secretariat or office for the Coalition is administered by the Canadian Public Health Association (CPHA), contingent upon appropriate funding. The Secretariat personnel are employees of the CPHA and as such do not vote at meetings of the Coalition.

**Responsibilities:**

1. develop and distribute Coalition resources;
2. provide support to the Chair, Vice Chair and Past Chair;
3. provide a central contact point for media;
4. communicate regularly to all Immunize Canada members through a variety of communication vehicles;
5. organize meetings & teleconferences and provide minutes;
6. secure revenue for ongoing Coalition work and oversee the Immunize Canada's budget;
7. maintain a web site and other social media devoted to immunization;
8. represent the Coalition at conferences and meetings as required.

These Terms of Reference are reviewed every two years and approved by Immunize Canada members.