

Ontario Branch Executive Council Communications Working Group Minutes

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| Date: | August 17, 2017 | Time: | 11:00-12:00 |
| Location: | Teleconference | | |
| Attendees: | Jeanine Middleton (JM), Eric Devine(ED), Norair Bonyadi-Rodriguez (NBR), John Cannan (JC), Dennis Persaud (DP), Brandon Krupa (BK) | | |
| Invited: | | | |
| Regrets: | Rafael Barros (RB), | | |
| Chair: | Jeanine Middleton | Recorder: | Brandon Krupa |

| Agenda Items | Discussion | Action Item |
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| 1. Welcome and Introductions | Meeting commenced at 11:05am | |
| 2. Approval of Agenda | Moved: N/A Seconded: N/A | ED advised that this is not required, due to approval through sharing over e-mail and CWG Google Drive. |
| 3. Review and Approval of Previous Minutes | Previous Minutes approval N/A moved by ED and seconded by | Standing Action Item: Minute taker to post minutes to the Google Drive within 24 hours. Standing Action Item: ED to post minutes to the website on Monday following teleconference; in ED's absence, minutes are to be e-mailed to the webmaster. |
| 4. Review and Approval of Electronic Motions | Nothing to review and approve. | |
| 5. Standing Agenda Items | Discussion | Action Item |
| 5.1. Working group structure | <p>Student Members</p> <ul style="list-style-type: none"> - Student applications posted to Google Drive following June 15 meeting. - CWG members agreed that Conestoga applicant would be invited to represent Conestoga College. CWG members will vote on the remaining six applications to determine the final two selections from Ryerson University. - JM to share a link for voting, as previous vote link timed out. <p>Social Media</p> <ul style="list-style-type: none"> - Social media survey results received; over 50% of voting members were in favour of a Facebook account. JM advised that some of the comments shared provided useful feedback; i.e. if use of multiple accounts is | <p>Action item (May 18): ALL MEMBERS to review student applications for selection process, upon receipt of the applications by June 30. IN PROGRESS</p> <p>Action Items: JM to send link for voting for Ryerson student participation in CWG.</p> |

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| | <p>beneficial, have the information shared on each account link back to one place (i.e. content on CIPHI Ontario website).</p> <ul style="list-style-type: none"> - Management of social media accounts deferred to face-to-face meeting at AEC. <p>Social Media Review & HootSuite</p> <ul style="list-style-type: none"> - Social media discussions deferred until face-to-face meeting. - | |
| Strategic Plan | <ul style="list-style-type: none"> - Strategic plan discussion deferred to face-to-face meeting at AEC/AGM on Sunday, October 1, 2017. Meeting will likely take half to full day. Familiarity with OBN production is essential for strategic plan (From previous meeting minutes). | Action Items (August 17): All CWG members to send co-chairs ideas, goals, and vision for the group by September 6, 2017. NEW |
| 5.2. Ontario Branch News (OBN) | <p>PHU Communications</p> <ul style="list-style-type: none"> - No updates <p>2017 Spring/Summer OBN</p> <ul style="list-style-type: none"> - Issue date updated to Friday, July 28, 2017. Content to be ready for executive review by Monday or Tuesday. - Edition to be updated to summer edition. - ED mentioned that Jim and Chris Chan may be interested in providing OBN content through an new joint venture (The Health Inspectors Notebook). <p>OBN Fall 2017 ideas:</p> <ul style="list-style-type: none"> - Experience for current student going through certification process - Canada 150 preparations - Ottawa flooding - Northern news - Modernization of Regulations - AGM submissions from each working group - Councillor submissions - Anticipated publishing date to be two weeks after CIPHI AEC (i.e. October 15) - Ken Diplock PHD - Feature | <p>Action Item (February 16): NBR to create a template for content generation for newly certified PHIs. IN PROGRESS/DEFERRED</p> <p>Action Item (February 16): NBR will contact Grant Lafontaine at SMDHU for Brian Clarence interview. IN PROGRESS</p> <p>Action item (April 20): NBR to contact new graduates for PHI interview for Spring OBN. IN PROGRESS</p> <p>Action item (April 20): NBR to contact Ryerson University for updates to include in the Spring OBN. IN PROGRESS</p> <p>Action item (May 18): JM to contact northern health units regarding northern news. IN PROGRESS</p> <p>Action item (June 15): JM to contact Jim and Chris Chan for inclusion of their material in the Fall OBN. IN PROGRESS</p> <p>Action Item (July 20): JM to contact Lori Holmes to inquire on working group and councilor updates for Fall OBN. IN PROGRESS</p> <p>Action Item (August 17): DP to contact Ken Diplock regarding a feature in the Fall OBN. NEW</p> |

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| | | Action Item (August 17): Ray to facilitate content sharing with CIPHI Ontario and ASPHIO. September 29, 2017 deadline for Fall OBN content. NEW |
| 5.3. Website | <p>ASPHIO</p> <ul style="list-style-type: none"> - Steve Rebelletto, ASPHIO, discussed having a landing page for their membership and collaborating up with CIPHI Ontario website for their members (a separate tab for ASPHIO information only). - Steve discussed a desire to have their own URL and web-domain - Cost associated with website is a top priority – Cost sharing concerns - CWG agreed it would be most beneficial to for ASPHIO to have their own URL, but maintain a strong relationship for information sharing. - Ray discussed website being a top priority and routine maintenance. <p>Mind Spin</p> <ul style="list-style-type: none"> - Updates and changes to website not finalized; call for feedback to be posted in OBN. | <p>Action item (June 15): All members to review website content and provide feedback on required updates in a word doc by August 3. IN PROGRESS</p> <p>Action Item (July 20): All members to provide website feedback to the shared document on the Google Drive. IN PROGRESS</p> <p>Action Item (August 17): ED to share Mind Spin information/contact with Steve regarding website creation and costs. NEW</p> |
| 5.4. Twitter | No updates | |
| 5.5. Facebook | No updates | |
| 5.6. LinkedIn | No updates | |
| 5.7. PHI Grand Rounds Seminar Series | No updates | |
| 5.8. YouTube | No updates, | |
| 5.9. Other Business | Discussion | Action Item |
| 5.11 Posting To ListServ | | |
| 5.12 NCCEH Collaboration | | |
| 6 Next Meetings | | |
| 6.1 Teleconference | <p>OBEC Communications Working Group Teleconference 11:00 – 12:00</p> <p>December 15, 2016: ED January 19, 2017: JM February 16, 2017: RB March 16, 2017: BK April 20, 2017: ED JM May 18, 2017: JM June 15, 2017: RB July 20, 2017: BK JM August 17, 2017: BK</p> | |

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| | September 21, 2017: JM October 1, 2017: Face-to-face meeting | |
| 6.2 Adjournment | Motion to adjourn: Seconded by: Meeting adjourned at 12:04pm. | |