

## Ontario Branch Executive Council Communications Working Group Minutes

<b>Date:</b>	April 20, 2017	<b>Time:</b>	11:00-12:00
<b>Location:</b>	Teleconference		
<b>Attendees:</b>	Brandon Krupa (BK), Jeanine Middleton (JM), Norair Bonyadi-Rodriguez (NBR), Raymond Ramdayal (RR), Dennis Persaud (DP)		
<b>Invited:</b>	John Cannan (JC)		
<b>Regrets:</b>	Eric Devine(ED), Rafael Barros (RB)		
<b>Chair:</b>	Brandon Krupa	<b>Recorder:</b>	Jeanine Middleton

	Agenda Items:	Discussion	Action Item
1.	<b>Welcome and Introductions</b>	<b>Meeting commenced at 11:03</b>	
2.	<b>Approval of Agenda</b>	<b>Moved:</b> BK <b>Seconded:</b> JM	
3.	<b>Review and Approval of <a href="#">Previous Minutes from March 19, 2017</a></b>	<p><b>As determined at the inaugural meeting, minutes are to be circulated within 24 hours of the teleconference.</b></p> <ul style="list-style-type: none"> <li>- Changes are to be made by group members in the document on the Google Drive. Substantial changes shall be noted and circulated to group members by email.</li> <li>- All changes must be made by the following Sunday night.</li> <li>- Minutes shall be posted to the website on the Monday following the meeting.</li> <li>- Previous Minutes approval moved by NBR and seconded by JM</li> </ul>	<p><b>Standing Action Item:</b> Minute taker to post minutes to the Google Drive.</p> <p><b>Standing Action Item:</b> ED to post minutes to the website on Monday following teleconference.</p> <ul style="list-style-type: none"> <li>- <b>Note: JM will e-mail April meeting minutes to CIPHI Ontario webmaster on Monday following the meeting.</b></li> </ul>
4.	<b>Review and Approval of Electronic Motions</b>	Nothing to review and approve.	
	Standing Agenda Items	Discussion	Action Item
5.1.	<b>Working group structure</b>	<p><b>New members</b></p> <ul style="list-style-type: none"> <li>- DP has joined the working group as a member.</li> </ul> <p><b>Update from RR</b></p> <ul style="list-style-type: none"> <li>- RR has offered his support, and that of the OBEC, to the CWG to alleviate any matters that the group may require assistance on.</li> <li>- Spring OBN to be started.</li> <li>- RR has created communications email account: <a href="mailto:cwg@ciphi.on.ca">cwg@ciphi.on.ca</a></li> <li>- CWG representation requested for OBEC teleconferences; may provide update via e-mail.</li> <li>- Ryerson University research symposium: Students will be presenting research work; intention is to create event to share</li> </ul>	<p><b>Action Item (February 16):</b> JM to resend student call-out to the two BOC accredited schools in Ontario and initiate discussions for student members in the communications working group (Sioux College no longer holds accreditation). JM to contact school directly for local dissemination via listserv.</p> <p><b>Update (April 20):</b> Callout has been resent to Lori. Will be forwarded to the Ontario schools when approval is received. <b>IN PROGRESS</b></p> <p><b>Action Item (March 16):</b> Jeanine to contact Lori re. participation of students and CIPHI memberships participating in working group. <b>IN PROGRESS</b></p> <p><b>Action item (April 20):</b> RR to send credentials for CWG e-mail address to BK and JM.</p>

	<p>knowledge, and make content available to CIPHI Ontario members. Suggestion to share poster presentations and proposed video of research findings (3 to 4-minute) on the CIPHI Ontario website for dissemination across the province.</p> <ul style="list-style-type: none"> <li>- Discussion to occur with Conestoga College students to determine ways that they are able to collaborate with CIPHI Ontario.</li> <li>- OBN Editor: While ED is on leave, RR recommended to ask JC to stand in, as he was the prior OBN editor. RR would also review OBN content.</li> <li>- CIPHI Ontario AEC: DP requested for CIPHI Ontario booth to be created for the Peel conference. RR and DP discussed speaking with historians, Grant LaFontaine (Ontario) and Tim Roarke (Canada) for content.</li> </ul> <p><b>Student Members</b></p> <ul style="list-style-type: none"> <li>- Cost must be kept in mind when considering the size of the working group, 2 students per school. No set limit to the size of group.</li> <li>- Students expected to participate year round in working group.</li> <li>- Student posting process is still in progress. Deadline for applications has been tentatively set for Friday, May 5, 2017. Applications to be reviewed at the May meeting.</li> </ul> <p><b>CIPHI Membership</b></p> <ul style="list-style-type: none"> <li>- CIPHI membership is mandatory for all members participating in working groups.</li> <li>- Lori can provide an update on membership status; we may wish to schedule review of application status on an annual basis.</li> </ul> <p><b>Social Media</b></p> <ul style="list-style-type: none"> <li>- NBR recommended to focus efforts on Facebook, LinkedIn, and Instagram.</li> <li>- NBR has offered to take a lead role in the management of accounts.</li> <li>- BK recommended to conduct survey of members to request</li> </ul>	<p><b>Action item (April 20):</b> BK to contact Lori regarding management of social media accounts (i.e. Twitter, Facebook, LinkedIn, Instagram).</p> <ul style="list-style-type: none"> <li>- BK to inquire about survey to determine preferred social media platforms and uses.</li> <li>- Questions to be circulated to CWG members for review to be completed as soon as possible.</li> <li>- Sharing of survey tentatively scheduled for 1 week, and survey to be kept open for 1-2 weeks.</li> </ul> <p><b>Action Item (April 20):</b> CWG representative to join OBEC teleconference, or update to be provided to RR via e-mail. JM to update for April 20 meeting. <b>COMPLETED.</b></p> <p><b>Action item (April 20):</b> JM to contact RR to request access to Google Drive to be created for DP. <b>COMPLETED.</b></p>
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	information on social media platform use, purposes of use (i.e. for personal use, professional matters, news updates, etc.).	
<b>Strategic Plan</b>	<ul style="list-style-type: none"> <li>- Strategic plan discussion to be 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.</li> <li>- Social media at AEC: Lori Holmes operates Twitter account, conference chair tweets on behalf of CIPHI Ontario. Lori plans on giving up this responsibility in the future.</li> </ul>	
<b>5.2. Ontario Branch News (OBN)</b>	<p><b>MS Publisher Platform</b></p> <ul style="list-style-type: none"> <li>- Platform will continue to be used for 2017 Spring OBN</li> </ul> <p><b>PHU Communications</b></p> <ul style="list-style-type: none"> <li>- BK contacted OACPH and received positive feedback on the provision of a contact list.</li> <li>- BK has been in contact with present of president of Ontario Association of Communicators of Public Health, and has provided information on the OBN. BK is currently awaiting response regarding membership list.</li> </ul> <p><b>2017 Winter OBN – Review</b></p> <ul style="list-style-type: none"> <li>- Members did not have any recommendations to modify template, procedures for OBN production based on review of 2017 Winter edition.</li> <li>- JM advised to notify her if there are any concerns with the new template.</li> </ul> <p><b>2017 Spring OBN</b></p> <ul style="list-style-type: none"> <li>- JM to champion issue</li> <li>- Issue date is aimed for early to mid-June 2016.</li> <li>- Content submission deadline: Monday, May 29, 2017.</li> </ul> <p><b>Suggested Topics:</b></p> <ul style="list-style-type: none"> <li>- Softball tournament – Toronto Public Health (June 24)</li> </ul>	<p><b>Action Item (February 16):</b> NBR to create a template for content generation for newly certified PHIs. <b>ON-GOING</b></p> <p><b>Action Item (February 16):</b> NBR will contact Grant Lafontaine at SMPHU for Brian Clarence interview. <b>ON-GOING</b></p> <p><b>Action item (April 20):</b> NBR to contact new graduates for PHI interview for Spring OBN.</p> <p><b>Action item (April 20):</b> NBR to contact Ryerson University for updates to include in the Spring OBN.</p> <p><b>Action item (April 20):</b> JM to contact Conestoga College for updates to include in the Spring OBN.</p> <p><b>Action Item (April 20):</b> JM to contact RR for monitoring of OBN Editor account. <b>COMPLETED</b></p> <p><b>Action Item (March 16):</b> All group members to upload a high resolution photo (head shot). <b>COMPLETED</b></p> <p><b>Action Item (March 16)</b> JM to put call out in Winter OBN for softball and/or summer social. <b>COMPLETED</b></p> <p><b>Action Item (March 16):</b> JM to create tracking template for all OBN content for Spring issue. <b>COMPLETED</b></p>

	<ul style="list-style-type: none"> <li>- OBN Questions</li> <li>- CIPHI conference (i.e. events, speakers, callout for abstracts, etc.)</li> <li>- EPH school updates</li> <li>- Member updates: i.e. retirements, in memory, celebrations</li> </ul>		
5.3	<b>Website</b>	No updates	
5.4	<b>Twitter</b>	No updates	
5.5	<b>Facebook</b>	No updates	
5.6	<b>LinkedIn</b>	No updates	
5.7	<b>PHI Grand Rounds Seminar Series</b>	No updates	
5.8	<b>YouTube</b>	No updates	
<b>Other Business</b>		<b>Discussion</b>	<b>Action Item</b>
5.1	<b>Posting To ListServ</b>	No items to post to listserv	
<b>Next Meetings</b>			
6.1	<b>Teleconference</b>	<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: <del>ED</del> JM  May 18, 2017: JM  June 15, 2017: RB  July 20, 2017: BK  August 17, 2017: ED  September 21, 2017: JM  October 1, 2017: Face-to-face meeting</p>	
6.2	<b>Adjournment</b>	<p><b>Motion to adjourn:</b> BK  <b>Seconded by:</b> NBR</p> <p><b>Meeting adjourned:</b> 11:50</p>	