



**CANADIAN COALITION FOR  
IMMUNIZATION AWARENESS & PROMOTION (CCIAP)**

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**COALITION CANADIENNE POUR LA SENSIBILISATION ET LA  
PROMOTION DE LA VACCINATION (CCSPV)**

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## **CANADIAN COALITION FOR IMMUNIZATION AWARENESS AND PROMOTION (CCIAP)**

**The CCIAP is a partnership of national non-governmental, professional, health, consumer, government and private sector organizations with a specific interest in promoting the understanding and use of vaccines recommended by the National Advisory Committee on Immunization.**

### **TERMS OF REFERENCE**

#### **Coalition Function:**

The primary role of the Coalition is to organize a national program to increase immunization awareness among health professionals and the public. Each member of the Coalition will bring different capabilities to the table for reaching its own members/clients/customers on immunization issues. Members may also wish to undertake immunization promotion activities in keeping with Coalition activities, e.g. advocacy programs, outside the scope of the national program.

#### **Program Goal:**

To contribute to the control/elimination/eradication of vaccine preventable diseases in Canada by increasing awareness of the benefits and risks of immunization for all ages.

#### **Program Objectives:**

##### **Education**

- To provide accurate and complete information on all vaccines recommended by the National Advisory Committee on Immunization (NACI).
- To maintain and enhance public trust in immunization by addressing inaccurate information on immunization.

##### **Promotion**

- To develop products and activities that focus on the benefits of recommended immunization for all ages, and also acknowledge the minimal risks.

##### **Media Relations**

- To provide a focal point of information and expert spokespeople for journalists.
- To assist expert spokespeople to respond to media inquiries.

##### **Advocacy**

- To advocate healthy public policy and education on immunization.

#### **Program Activities:**

Coalition activities will be organized around the program objectives (above). At a minimum there will be a promotional campaign for immunization in the spring (National Immunization Awareness Week) and another campaign for influenza immunization in the fall. The audience for program activities will be Coalition member organizations, health professionals, immunization program decision-makers and the public, both directly and via the media.

#### **Coalition Members Roles and Responsibilities:**

The Coalition is composed of four categories of members:  
Full, Laison, Government and Sponsor Members.

### **Full Members**

Full Members are organizations that are either national in scope or exhibit a national character in that they represent a unique element or segment of Canadian society and culture which enhances the Coalition's capacity to fulfill its goals. Full Members participate in all activities they collectively endorse. They are responsible for reviewing proposed projects, determining priorities and approving resources to accomplish the desired results. Full Members have both decision-making power and voting privileges, attend Coalition meetings and teleconferences, and receive meeting Minutes. Full Member organizations may be represented by more than one person, but will carry only one vote (see voting below).

Full Members of the Coalition will further the aims of the program by in-kind contributions. Wherever possible, this will normally include:

1. Provision of display space at conferences, annual meetings or both;
2. Inclusion of promotional and educational materials in newsletters, web sites and other communications to memberships;
3. Acknowledgement of the program name on immunization related materials;
4. Encouraging organization members to use and display the program name on educational materials and posters;
5. Support program events, e.g., National Immunization Awareness Week and influenza immunization promotions each autumn;
6. Promotion of on-time immunization for children and adults wherever appropriate.

The resource commitment for each Coalition member is, however, fundamentally at that member's discretion.

### **Liaison Members**

Liaison Members are organizations that are usually national in scope, they may have an interest in a single immunization issue, and they can enhance the Coalition's capacity to fulfill its goals. Liaison Members participate in selected activities. They lend their support and expertise for the benefit of selected activities. They do not have voting privileges but may attend Coalition meetings and teleconferences and receive meeting Minutes.

### **Government Members**

Representatives of the Federal Government (The Public Health Agency of Canada and/or Health Canada), may participate in all routine Coalition activities. They may be representatives from various Branches, Divisions, Sections or Centres. They lend their support and expertise to the Coalition for the benefit of selected activities.

Government representatives do not have a vote on Coalition proceedings.

Government representatives may attend all regular Coalition meetings and teleconferences and receive Minutes.

### **Sponsor Members**

Sponsor Members participate in all routine Coalition activities. They lend their support and expertise to the Coalition without influencing program priorities and content. Sponsor Members do not have a vote on Coalition proceedings nor do they have any decision-making powers with respect to program content or priorities. Sponsor Members may attend all regular Coalition meetings and teleconferences and receive Minutes.

Sponsor Members are expected to assist Coalition activities by:

- 1) providing expert advice to the Coalition 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);

- 2) providing expert advice on marketing, promotion, education and market research;
- 3) providing in-kind support and resources for Coalition projects;
- 4) providing unrestricted grants to provide core funding to support the Coalition secretariat and to support routine Coalition activities.

The Coalition may, from time to time, set minimum contribution levels for Sponsor Members to ensure sufficient core funding. Sponsor Members may, in addition, provide voluntary funding to support specific Coalition projects or campaigns as approved by the Coalition. The principal private sector Sponsor Members are vaccine manufacturers, although there is no restriction on this group.

### **General Membership Criteria**

Membership in the Coalition belongs to the participating organizations and companies, not the individuals representing them. Each member organization or company is responsible for designating an individual (or possibly alternates) to represent it.

#### **Voting:**

Only one named representative from each Full Member organization will be allowed to vote; however, any participant will be allowed to contribute to discussions. Chairs vote only in the case of a tie. Secretariat staff will not be allowed to vote. Fifty-one percent of full members will constitute a quorum. In most cases a simple majority of votes cast will carry a motion. Voting may be conducted during meetings and teleconferences or my email.

#### **New Members:**

Other organizations may be invited to join the Coalition as Full or Liaison Members any time with the majority agreement of the existing members. Other private sector organizations may be invited to join the Coalition as Sponsor Members any time with the majority agreement of the existing members.

#### **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 organizations or companies to attend these meetings. Travel costs for representatives to these meetings will generally be born 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.

### **Program Management:**

All activities undertaken under the aegis of the Coalition will be credited to the Coalition. No program or project funded out of the national program account or given Coalition recognition shall proceed without prior approval of a majority of Full Members.

Members will be made aware of all proposed Coalition initiatives and given adequate time to determine the role that they wish to play in each initiative as well as

adequate time to execute the chosen role. Members may submit projects for national program recognition and approval.

Each member will make a reasonable effort to provide input into each initiative in which they choose to participate, so that the content of the initiative develops in such a way that the member can endorse the final product. A decision to not endorse a Coalition product will not affect a member's status in the Coalition. All Sponsor Members who funded an initiative will be acknowledged in an appropriate manner. The Coalition will work with sponsors to determine how best to recognize sponsors in projects and materials.

**Evaluation:**

Activities of the Coalition and the program will be evaluated in an appropriate manner. Each member is responsible for developing an evaluation plan for its own activities related to the Coalition, carrying out the evaluation and reporting the results back. Each project will require evaluation techniques specifically adapted to that activity. In addition, the overall goals should be evaluated against program performance.

**Financial Management:**

A special account will be established and maintained by the Secretariat to receive funds and provide financial support for programs and projects. Financial decisions will be subject to majority approval by all Full Members of the Coalition and financial statements will be made available to all members upon request.

**Sponsorship:**

Sponsorship and fundraising for the Coalition will follow the *Ethical Fundraising and Accountability Code* by the Canadian Centre for Philanthropy.

Although the Secretariat is charged with the responsibility of fundraising for the national program, any Coalition member can share information and contacts that facilitate the fundraising process. Any valuable fundraising input provided by members will be recorded and shared among all Coalition members to avoid duplication of effort. All decisions concerning fundraising activities will be taken during Coalition meetings and will require the approval of a majority of members.

Sponsors of specific programs, projects, activities or events may not be Sponsor Members or members per se of the Coalition. Sponsors participate only in those projects, activities and events that they fund. They do not attend Coalition meetings or teleconferences as a rule or receive Minutes.

**Advocacy:**

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

**Role and Responsibilities of the Chair, Vice Chair and Past Chair:**

There are three positions to be filled for a two-year term: Chair, Vice Chair and Past Chair. An extension of this two-year term, 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.

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

The Chair has five primary responsibilities:

1. To preside over all meetings and teleconferences.
2. To act as general media spokesperson.
3. To liaise with the Secretariat on a regular basis and provide guidance with respect to protocols and procedures.
4. To represent the Coalition at invited events and functions.
5. To review meeting agendas and approve draft Minutes.

The Vice Chair substitutes for the Chair whenever the Chair is not available. When neither the Chair nor Vice Chair is available, the Past Chair assumes the duties of the Chair.

**Secretariat:**

One of the Full Members shall provide the Secretariat or office for the Coalition, contingent upon appropriate funding. The Canadian Public Health Association (CPHA) currently provides the Secretariat for an indefinite term as approved by the Full Members. The Secretariat personnel are employees of the CPHA and as such do not vote at meetings of the Coalition.

Duties of the Secretariat include:

1. provide support to the Chairs
2. provide a central contact point for activities
3. communicate regularly to all members
4. manage the day-to-day activities
5. organize meetings & teleconferences, and provide follow-up Minutes
6. secure revenue and provide financial reports
7. maintain a web site devoted to immunization
8. distribute resources developed by the Coalition
9. represent the Coalition as required