



IMMUNIZE CANADA

TERMS OF REFERENCE

Approved by the Membership on 15 June 2017

Immunize Canada

Immunize Canada is a coalition 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 collect and make available accurate and credible information on vaccines recommended by the National Advisory Committee on Immunization (NACI), for use by the public and health care providers.
- 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 on the benefits and safety of recommended immunization for all ages.

Advocacy

- To advocate for public health policies that support Immunize Canada'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 campaigns and messages to promote immunization.

MEMBER ORGANIZATIONS' ROLES AND RESPONSIBILITIES

Member organizations are grouped into five categories of membership – Full, Liaison, Government, Sponsor and Honorary Members.

Full Member

Role:

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

Responsibilities:

1. participate in Immunize Canada meetings and teleconferences or delegate another representative if unavailable;
2. promote immunization messaging and uptake through their 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 Immunize Canada member is at the member's discretion.

Liaison Member

Role:

Liaison members are non-voting members but lend their support and expertise for the benefit of selected activities.

Responsibilities:

1. may attend Immunize Canada 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 non-voting members but lend their support, expertise and funding/in-kind contributions to Immunize Canada for the benefit of selected activities.

Responsibilities:

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

Sponsor Member:

Role:

Sponsor members are non-voting members but lend their support, expertise and funding to support specific Immunize Canada projects or campaigns as approved by Immunize Canada members. Sponsorship funding is considered by Immunize Canada to be unrestricted.

Responsibilities:

1. may attend Immunize Canada meetings and teleconferences or delegate another representative if unavailable but has no influence on program priorities and content;
2. enhance Immunize Canada’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 Immunize Canada projects;
 - d. providing unrestricted grants for core funding to support the Immunize Canada secretariat and routine activities.

Honorary Member:

Role:

Honorary members are determined by the full membership of Immunize Canada 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 Immunize Canada 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 Immunize Canada member is at the member's discretion.

GENERAL MEMBERSHIP CRITERIA

All members of Immunize Canada 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, as outlined above.

New member organizations may join Immunize Canada at any time. Voting members may accept a new member by majority vote at any time, by email or at a meeting of members, as organized by the Secretariat.

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 Immunize Canada 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 Immunize Canada 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 Immunize Canada 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

Immunize Canada 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 membership. These committees or groups will meet in person or by teleconference as required.

EVALUATION

The Secretariat is responsible for ongoing evaluation of Secretariat activities and will provide a yearly evaluation to Immunize Canada members at the face-to-face meeting for their information. Representatives of member organizations are expected to evaluate activities within their own organizations and share best practices with other members during teleconferences and meetings.

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, attached as Appendix A.

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

ADVOCACY

Advocacy by Immunize Canada 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 Immunize Canada 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 Immunize Canada.

Responsibilities:

1. develop and distribute Immunize Canada's 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 Immunize Canada work and oversee Immunize Canada's budget;
7. maintain a web site and other social media devoted to immunization;
8. represent Immunize Canada at conferences and meetings as required.

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

APPENDIX A



Ethical Guidelines for Obtaining Immunize Canada Sponsorship/Funding

The primary objective of interactions between Immunize Canada sponsors and funders is the advancement of Immunize Canada's 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.

Canadian Public Health Association (CPHA)

Immunize Canada's relationships with sponsors and 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 Chair, Immunize Canada and the CEO, CPHA. Together, they shall interpret the policy and principles in good faith.

Immunize Canada

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

Immunize Canada has the exclusive responsibility and approval authority for content and graphics in all promotional materials.

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 names on promotional or educational 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.