

Canadian Society of  
Hospital Pharmacists



Société canadienne des  
pharmaciens d'hôpitaux

## **ADVOCACY COMMITTEE**

### **Terms of Reference**

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**Reviewed / Revised: May 2013**

## Advocacy Committee

**Type of Committee:** Consultative

**Executive Liaison(s):** External Liaison, Executive Director

**Reporting Relationships:** Council

### Purpose

To develop and employ communications and advocacy tactics and strategies to advance CSHP's advocacy agenda on behalf of its members to a broad range of policy makers, decision makers, influential stakeholders, and organizations. The audiences may include but not be limited to members of parliament/legislature (federal/provincial), political bureaucrats, other advocacy and non-governmental organizations, the media, patient advocacy groups, pharmacy advocacy organizations, professional regulatory colleges, faculties of pharmacies, and hospitals.

### Membership

The Advocacy Committee Chair (s) is appointed by CSHP Council.

Core committee members, who are branch representatives, are appointed by their respective Branch Councils. The Committee Junior Chair, Senior Chair and core members must be active<sup>1</sup> CSHP members.

#### Junior Chair & Senior Chair:

The Advocacy Committee is led by a team of a Junior Chair and Senior Chair. Recruitment for these positions comes from within the committee. The Junior Chair position is held by a person who has most recently served at least one year on the Advocacy Committee, as a core member. After serving one year as the Junior Chair he or she assumes the responsibilities of the Senior Chair. After the one-year term as the Senior Chair, he or she either resigns from the committee if at the end of his or her term, or returns to the role as a core member of the committee until the end of his or term on the committee.



Ideally, each branch should have a branch representative assume the responsibilities of the Junior Chair and Senior Chair within a 9-year cycle

In anticipation of factors that make it difficult for a committee member to assume the responsibilities of the junior/senior chair roles according to a 9-year schedule, the model operates under a flexible schedule. A representative from another branch representative with at least one year of experience may assume the junior chair responsibilities before the 9-year cycle is complete, if needed. The responsibilities of the junior and senior chairs are outlined in Appendix A.

<sup>1</sup> An "active" CSHP member is one who is currently registered as an Active, Active-in-Training, Active Honorary Life, Active Retired, or Joint member.



## Advocacy Committee

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### Core Members:

- A representative of each branch is appointed by the Branch. Branch representatives ideally have some experience in media relations, advocacy, communications, government relations, and lobbying. If a Branch does not have a representative, or if the representative is not available, the default contact person at the Branch is the President of that Branch.
- CSHP Coordinator, Professional and Membership Affairs
- External Liaison
- Executive Director

### Ad Hoc Rapid Response Group

- Rapid Response Group composed of CSHP Past Presidents, CSHP National Executives, previous GHPPC members, Advocacy Chairs and Advocacy Committee members
  - Supports the work of the national Advocacy Committee by providing expertise and insight into advocacy matters arising from legislation, guidance documents, or operational policies and practices of the federal or provincial governments, or regional health authority.

### Corresponding Members:

- CSHP communication/public relations consultant or staff member
- CSHP Branch Presidents (Advocacy Committee meeting minutes)
- Representatives of other organizations as applicable

### Ex officio Members:

- CSHP President

### External Members:

None

### Staff Liaison:

Advocacy & CHPRB Administrator

### **Terms of Office:**

Junior Chair: 1-year term

Senior Chair: 1 year term

Committee Members: 2 years, may be extended by a 1 or 2 year additional term (to fulfill responsibilities of junior and senior chair positions). Maximum term is 4 years maximum. (Renewal of committee members is to be staggered when possible.)

### **Meeting Frequency**

The Committee's work will be conducted by teleconference and email. Teleconference meetings will be scheduled by the Chair, with at least four meetings per year. The corresponding members will be invited to join meetings, as determined appropriate by the Chair, to provide advice on specific issues.

## Advocacy Committee

### Annual Goals and Objectives

The committee will develop goals and objectives annually which will be submitted to CSHP Council.

GOALS AND OBJECTIVES	STATUS	TARGET DATE
Act as a resource for the CSHP branches when responding to provincial advocacy issues.		
Regularly scan the media and other information sources to identify and monitor emerging issues in hospital pharmacy to which CSHP may want to respond, and provide assistance to CSHP to respond as needed.		
Develop tools and tactics that will allow CSHP members to be active participants in grass roots advocacy efforts in structured and controlled manner.		
Annually scan the Canadian healthcare sector for hospital pharmacy issues, reconsider the current advocacy themes, and recommend new or revised themes to Council as appropriate.		
Using the advocacy policy and procedures, conduct or actively continue at least one planned advocacy campaign each year to communicate the key messages of the current advocacy theme(s)		
Enhance awareness of task forces and committees of government or national health organizations and opportunities to provide input into any matters related to health care systems and delivery. Have awareness of our current level of participation, and identify the need for an enhanced level of participation.		
Work with the PSNs, CSHP staff, Rapid Response Group and other advisors as appropriate to develop key messages and briefing documents to support the advocacy theme(s).		
Annually evaluate effectiveness of advocacy campaigns and responses.		
Consider developing a campaign launch with other organizations such as CCAPP, ADPC, AFPC, CPhA, NAPRA, as relevant. Requests to these organizations to be made by the Committee's Executive liaison.		

#### STATUS CODES

**P**= Planning      **O** = Ongoing      **I** = In-progress  
**C** = Completed      **U** = Unable to complete      **N** = Not applicable

### Budget

Teleconference services are provided by CSHP. Requests for funding for specific projects must be communicated to the Director of Finance by January 1 each year.

### Additional Reference Material

- CSHP Council and Branch Reference Manual
- CSHP Strategic Plan



## Advocacy Committee

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### General Guidelines

#### **For Committees and Task Forces**

- Conduct activities according to the established policies and procedures, including CSHP's Conflict of Interest Policy, Branding Policy, and Privacy Policy.
- Review CSHP member volunteer list for members interested in joining the committee or task force.
- Ensure that a member of the Practice Standards Steering Committee is a core or corresponding member if working on a standard, information paper, statement, or guideline.
- Invite at least one new CSHP member or a member who has no past CSHP committee or task force involvement to be a member of the committee or task force.
- Whenever possible, maintain a distribution of members from across all branches.
- Prepare a report to Council for the Mid-term Council meeting and the Annual General Meeting (See Section 8 of the CSHP Reference Manual for information on preparing a report to Council.)
- Submit all documents (standards, statements, guidelines, information papers, discussion papers, etc.) through the document approval process (see CSHP Reference Manual, Section 6) by March of each year for approval at the Annual General Meeting of the same year.
- Submit requests for changes to the terms of reference to the Executive Liaison for consideration.
- Circulate minutes of all meetings to committee or task force membership, the Executive Liaison, and the CSHP office.
- Consider small hospital and student issues during committee and task force deliberations.
- Investigate how other professional groups and organizations handle issues similar to those on which the committee is working (to learn from the experiences of others).
- Report to the Executive Director via semi-annual and/or annual reports on the use of the CSHP Council and Branch Reference Manual, with suggestions for improvements.

#### **For Committees Only**

- Review annually the committee's goals and objectives, discuss/re-evaluate them with the Executive Liaison, and include updated terms of reference in the committee's AGM report to Council.
- Recruit additional members yearly to provide a succession plan.
- Review/prepare and update the committee's calendar of events. The Calendar should act as a guide for future chairs and may include significant dates, ideas for working with corresponding members, individuals or agencies, and important contacts.
- Review the Committee's success in meeting its general mandate and the role of the committee in helping the Society fulfill its Mission.



## Advocacy Committee

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### COMMITTEES

#### Types of Committee

1. Consultative: These committees are seen as experts in a particular field and serve as a resource to Council or the membership.
2. Functional: These committees exist to complete a certain function or task. This is usually associated with a particular policy or procedure and the committee usually reports on its work to Council. An example of this is the Nominating Committee.
3. Policy and Standard: These committees undertake to develop, recommend, or revise CSHP policies and standards and professional standards developed and endorsed by CSHP. This type of committee reports directly to Council. An example of this committee would be the Bylaws Committee.
4. Operational: These committees exist to ensure that the goods and services that are provided by CSHP are top quality. These committees work closely with paid staff on particular functions, and as such, are viewed as volunteer staff members. Examples of these committees would be the Educational Services Committee and the Editorial Board of CJHP.
5. Affiliated Board: A semi-autonomous entity charged with the administration of an established and ongoing program or service of CSHP. Affiliated boards are accountable to Council.

#### Reporting Relationships

All committees shall submit reports to Council, including recommendations to Council when appropriate. For routine activities, the reporting relationships of committees can be divided as follows:

1. Council: These committees report directly to the Council as a board of directors for CSHP activities. This would be due to the nature of the work that is involved. For example, the Bylaws Committee would report to Council due to the impact of bylaw changes on the operations and governance of CSHP.
2. Executive Director: Operational committees may report to the Executive Director and all staff that report to him/her. This would be due to the operational nature of the work that this group performs.
3. Other Organizations: CSHP committees would not report solely to an external organization. An external reporting relationship may occur when a joint committee is developed by CSHP and a partner organization. The work of the committee may require the oversight of the CSHP Council or the CSHP Executive Director.

### TASK FORCES

Task forces are formed to respond and deal with specific issues affecting the profession or the Society. Task forces are dissolved once their work is complete. In most cases, task forces report directly to CSHP Council.

## Advocacy Committee

### APPENDIX A Responsibilities of Chairs

Responsibilities – Chair(s)	Frequency	Senior Chair	Junior Chair
Chair Advocacy Committee meetings	≥ 4/year	✓	✓ (in the absence of the chair)
Prepare agenda	≥ 4/year	✓	
Review draft minutes (written by CSHP office staff)	≥ 4/year	✓ (second review)	✓ (first review)
Conduct activities according to the established policies and procedures, including CSHP's Conflict of Interest Policy, Branding Policy, and Privacy Policy	Ongoing	✓	✓
Review Advocacy committee membership to recruit junior chair as part of succession planning	As needed	✓	✓
Inform Branch Presidents of the attendance record of their appointed representative the national Advocacy committee	As needed	✓	
Prepare a 1-2 page report to Council for the Mid-term Council meeting and the Annual General Meeting (See Section 8 of the CSHP Reference Manual for information on preparing a report to Council.)	2/year	✓	
Review reports to Council that were prepared by Senior Chair	2/year		✓
Submit requests for changes to the terms of reference to the Executive Liaison for consideration	As needed	✓	
Report to the Executive Director via semi-annual and/or annual reports on the use of the CSHP Council and Branch Reference Manual (policies and procedures), with suggestions for improvements	As needed	✓	
Investigate how other professional groups and organizations handle issues similar to those on which the committee is working (to learn from the experiences of others)	Ongoing	✓	✓
Review the Committee's success in meeting its general mandate and the role of the committee in helping the Society fulfill its Mission	Ongoing	✓	✓
Review the committee's goals and objectives, discuss/re-evaluate them with the Executive Liaison	Annually	✓ (drafting)	✓ (observational learning experience)
Review/prepare and update the committee's calendar of events (The Calendar should act as a guide for future chairs	Annually	✓	



## Advocacy Committee

Responsibilities – Chair(s)	Frequency	Senior Chair	Junior Chair
and may include significant dates, ideas for working with corresponding members, individuals or agencies, and important contacts.)			
Liaise with CSHP national office and executive to react to advocacy issues.	As needed (expect ≥ 2/year)	✓	
Work with external liaison to identify and recommend possible themes/topics for advocacy campaigns	1/year	✓ (lead responsibility)	✓ (observational/learning experience)
Liaise with CSHP national office in finalizing advocacy campaign materials	As needed for annual campaign		✓
Joins the campaign lead team to develop key messages, stakeholder letters (information papers, statements will be drafted by CSHP office and others as needed), and email announcements	Annual campaign		✓
Communicate with Junior Chair and Advocacy Committee members outside of teleconference meetings	As needed	✓	

Last updated May 28, 2013 by B Chevalier