

POLICY

POLITIQUE

NATIONAL OPERATING POLICY # 18

Subject: Communication

Approved: July 27, 2017

Revised: March 2024

Objective and Rationale

Effective communication is critical to the success of CIPHI. It reinforces the vision, mission and values of the organization. It connects CIPHI members, the National Executive Council, the Board of Certification, the Council of Professional Experience, the Environmental Health Foundation of Canada, the Branch Executives, CIPHI Committees, the National CIPHI office, and external partners to the business activities of CIPHI.

The Communications Policy (NOP #18) sets the framework under which we communicate both internally and externally. Attached are appendices which provide detailed processes for various communication tools and methods used by CIPHI. These include:

- Corporate Communications (Appendix A)
- MailChimp (Appendix B)
- Website (Appendix C)
- News Releases (Appendix D)
- Social Media (Appendix E)

Specific Operations

1.0 DEFINITIONS:

The following definitions are applicable to the Communications Policy:

NEC: The National Executive Council refers to the National President, the President-Elect, the Immediate Past-President, Directors and Branch Representatives.

BOC: The Board of Certification refers to the Chairperson, Members of the Board of Certification, and Examiners as appointed by CIPHI Branches for the purpose of administering BOC exams.

CoPE: The Council of Professional Experience refers to the Chairperson and the Council Members.

EHFC: The Environmental Health Foundation of Canada refers to the Board Members of the EHFC.

National Office: The services engaged by the board to provide administrative support and other services to the board and the corporation.

Corporate Members: Refers to all individuals within the corporate structure of CIPHI. This includes members of the NEC, BOC, CoPE, EHFC, Branch Executives, CIPHI Committees and the National Office.

2.0 PURPOSE:

To ensure that CIPHI communications are:

- Clear, consistent, accurate, timely, well-coordinated and effectively managed.
- Respectful, professional, and courteous.
- Articulated and communicated to reflect CIPHI's vision and mission, its code of ethics, its core values, and its brand.
- Shared by the NEC, BOC, CoPE, EHFC, Branch Executives, CIPHI committee members, the National Office, and with members and stakeholders.

When using CIPHI communication tools:

- Communicating for personal business (e.g., buying, selling items, and advertising) or private gain is prohibited (see NOP # 13: [Conflict of Interest Policy](#)).
- Communicating for commercial purpose is only permitted where authorized by the Appendix which governs specific communication tools.
- Falsely impersonating an individual, group, organization or entity is not permitted.
- All communications shall respect the NOP # 2 [Personal Information and Privacy](#).

3.0 CIPHI NATIONAL CONTACT INFORMATION:

The mailing address of the National Office is:
CIPHI - #720-999 West Broadway Ave
Vancouver BC V5Z 1K5
Canada

Phone: 1-888-245-8180

Email: office@ciphi.ca

Office Hours: 8:30 am to 5:00 pm - Monday to Friday - Pacific Time.

Email addresses:

National President: president@ciphi.ca

National Office: office@ciphi.ca

Program: cpcprogram@ciphi.ca

Webmaster: mike@ciphi.ca

Accountability

The National President, members of the BOC, CoPE, EHFC, Branch Executive Councils, CIPHI Committees and the National Office shall ensure that the handling and transmission of information is managed in a manner which preserves the purpose of this policy and protects the privacy and confidentiality of the author(s) and members as deemed appropriate.

Attachments / Appendices

Appendix A - Corporate Communications: [page 04](#)
Appendix B - MailChimp: [page 06](#)
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Document Change History

Approved as NOP #18 Communications (Internal) on November 18, 2011

Revised and Amalgamated with NOP #16 (ListServ) NOP #17 (News Releases) and NOP #20 (Social Media) on July 27, 2017

Reviewed: July 27, 2017

Revised: March 2024

**National Operating Policy #18
APPENDIX A**

Subject: Corporate Communications

Approved: July 27, 2017

Revised: March 1, 2024

Objective and Rationale

Effective corporate communication is critical to the success of CIPHI. It reinforces the vision, mission, and values of the organization. It fosters process improvement, facilitates change, and drives business results.

The purpose of this appendix is to outline the communications that connect the following CIPHI corporate members:

- the National Executive Council (NEC),
- the Board of Certification (BOC),
- the Council of Professional Experience (CoPE),
- the Environmental Health Foundation of Canada (EFHC),
- the Branch Executives,
- CIPHI committees, and,
- the National CIPHI office.

Specific Operations

1.0 TYPES OF CORPORATE COMMUNICATIONS

Include, but not limited to:

- Meeting agendas, minutes, and documents for review (including budget details),
- Updates on active projects and work plans, strategic plans,
- Administrative updates regarding the National Office or service providers,
- Organizational changes,
- Updates to existing policies, procedures,
- CIPHI media releases,
- Related news, information, etc.

2.0 CORPORATE COMMUNICATIONS RESPONSIBILITIES:

The National President holds ultimate responsibility for Corporate communications, however, to ensure communication is effective, responsibilities are shared.

The National President shall ensure:

- the policy is adhered to.
- all formal NEC correspondence (eg: letters) are copied to the National Office.
- NEC meeting minutes and agendas are available on the shared Google Drive for all NEC members to view.

2.1 The Chairs of BOC, CoPE and EHFC shall:

- provide updated contact information for their committee members to the National Office to update the contact directories.
- share minutes of their meetings with their committee members.
- report updates to the NEC as deemed relevant.
- copy all formal committee correspondence (ex: letters) to the National office.

3.0 TELECONFERENCE PROVIDER:

CIPHI teleconference provider is Bell Canada

Dial-in number: 1-866-613-5223 (toll-free within North America)

- Conference access codes and confidential Chairperson Personal Identification Numbers (PINs) have been assigned by the National Office to the National President, all Branch Presidents, and Chairs of the BOC, CoPE and the EHFC.
- Any calls made to these accounts will automatically be billed and sent to the appropriate Chairperson of the Council or Committee they are representing.
- To obtain either the conference access code or confidential Chairperson PIN the Chairperson or designate must contact the Administrative Assistant at the National Office.
- Lost or misplaced PINs must be reported immediately to the National President and the Administrative Assistant at the National Office.

Technical support can be obtained by contacting the service provider at 1-866-226-5566 or by contacting the CIPHI office.

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APPENDIX B

Subject: MailChimp

Approved: July 27, 2017 (formerly Listserv)

Revised: March 1, 2024

Objective and Rationale

MailChimp replaced the National Listserv as the CIPHI automated e-mail marketing platform effective March 1, 2024.

The primary purpose of this policy is to ensure that MailChimp provides an efficient way for members of the “Corporate Communication Team” to disseminate information to large numbers of Environmental Public Health Professionals (EHPs) by automating the distribution of e-mail (“e-blasts”) to all those who subscribe to the mailing list.

Definitions

“Administrator” Person assigned by the CIPHI National Office and approved by the National Executive Council to perform the administrator roles and responsibilities described in this policy.

“Corporate Communications Team” includes the CIPHI National President, Chair Board of Certification (BOC), Chair Council of Professional Experience (CoPE), National Director Education, National Director of Advocacy.

“Moderator” An individual who is a CIPHI member and has been appointed by the National Executive Council to perform the moderator roles and responsibilities described in this policy.

Specific Operations

1.0 Communication Guidelines

1.1 Appropriate communications which may be distributed using MailChimp include but are not limited to:

- business activities of the NEC/BOC/CoPE/EHFC
- advocacy and position statements
- newsletters
- media releases
- promotion of education events and professional development opportunities

- general notices and announcements (i.e., membership renewals, AGM notice, call for elections)
- success stories/accomplishments of NEC, BOC, CoPE, EHFC, Branch Executive and CIPHI Committee members
- recognition of volunteers and award recipients
- surveys conducted by the NEC to help inform decision-making on behalf of CIPHI members
- other news and information relevant to CIPHI and its partners
- communication for commercial purposes

1.2 Inappropriate communications which may NOT be distributed using MailChimp include but are not limited to:

- promotion of non-public health issues or events
- distribution of chain letters, junk email or spam
- student surveys including those connected with recognized Environmental Public Health schools
- professional surveys defined as surveys by individuals in a professional capacity for academic or organizational gain

2.0 Subscriptions

- There shall be no restriction of who may subscribe to the CIPHI MailChimp mailing list unless the email used cannot be confirmed to be an actual person (i.e. spambots).
- A request to become a subscriber can be submitted via a link provided on the CIPHI website.
- Subscribers have the option at any time of cancelling their subscription and being removed from the MailChimp mailing list. A message will be included in each e-blast that states *“This email was sent on behalf of the Canadian Institute of Public Health Inspectors. You received this email because you subscribed to CIPHI’s MailChimp mailing list. If you would like to unsubscribe, simply click on “unsubscribe from this list”.*

3.0 Distributing Information via MailChimp

- The **Corporate Communications Team (CCT)** have direct access to the MailChimp account and have the authority to send e-mail blasts directly to the subscribers. They do not need to engage an Administrator in this process but are expected to follow sizing requirements found in Section 5.0.
- Other persons who wish to distribute information via the CIPHI MailChimp account must send a request to the MailChimp Administrator at office@ciphi.ca. Requests must comply with submission requirements of this policy. Submissions become the property of CIPHI and are subject to review and approval by an Administrator.

4.0 Submission Requirements

- The email request should be clear and concise
- Total message size must not exceed 25M.

- Images should be approximately 1MB or less and other file types should be 10MB or less
- All attachments must be formatted into a pdf file prior to being sent to the CIPHI Office email
- Users are encouraged to send links (URLs) to documents on the Web, rather than attaching large documents in their request
- The subject title and content must be prepared meticulously, with a professional appearance (i.e., free of typos and exhibiting strong grammar)

5.0 Roles and Responsibility of the Administrator

The Administrator's email account is office@ciphi.ca. The password to access the email account will be maintained by an Administrator at the CIPHI National Office.

The administrator(s) will have access to CIPHI's MailChimp and be authorized to access the administrative interface in MailChimp.

The administrator responsibilities include:

- responding to all subscription and submission requests within five business days
- approving e-blasts which are relevant to the business of CIPHI and/or other public health related news and events
- responding to subscribers' requests
- requesting the assistance of a Moderator if necessary
- assisting subscribers with subscribing or unsubscribing to the list
- correcting subscriptions that are made incorrectly or in error
- configuring or re-configuring the list to change target audience through the use of segments and/or tags
- current and relevant files such as the subscribers, membership list and news
- upholding this policy any related procedures

6.0 Roles and Responsibility of the Moderator

The National Executive Council may designate one or more moderators to assist the Administrator. As a matter of course, the National President and National Past-President shall be added as moderators.

The Moderator's role is to support the Administrator if they require assistance in determining if a submission is relevant to the business of CIPHI and/or other public health related news and events (as per this policy). The Administrator may contact a Moderator directly if they need their assistance.

7.0 Technical Support for Administrator

MailChimp provides technical support. They can be contacted at The Rocket Science Group, LLC 675 Ponce de Leon Ave NE, Suite 5000, Atlanta, GA 30308 USA. Questions pertaining to the operation of MailChimp can be addressed on their website directly [here](#).

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APPENDIX C**

Subject: Website

Revised: July 27, 2017

Revised: March 2024

Objective and Rationale

The purpose of this appendix is to guide the internal use of the National CIPHI website.

Specific Operations

1.0 USE OF INFORMATION COLLECTED BY CIPHI

- Aggregate information such as the number of hits per page may be collected. This information is for internal and marketing use only.
- Personal information obtained by CIPHI via the website will be used only for purposes outlined in NOP #2 – Personal Information and Privacy.

2.0 DATA SECURITY

- CIPHI will make efforts to place appropriate physical, electronic, and managerial procedures to safeguard and secure the information it collects online.
- CIPHI will make efforts to prevent unauthorized access, maintain data accuracy, and ensure the correct use of information

3.0 COPYRIGHT RULES

- CIPHI maintains its Internet site as a service to the Internet community. The content (images, text, and files) placed by CIPHI at www.ciphi.ca is copyrighted.
- CIPHI permits downloading of the content only for personal, non-commercial, educational use. The content may not be otherwise copied and may not be modified.
- Permission for public distribution of the PDF files can be arranged through the CIPHI executive.

4.0 LINKS TO NON-CIPHI WEBSITES

- Links on some pages of www.ciphi.ca may direct the user out of the CIPHI website.
- These links are provided as a convenience to the user and the inclusion of any link does not imply or constitute an endorsement by CIPHI.

5.0 USER QUESTIONS OR CONCERNS

- Users may direct questions or concerns about the website via the “Contact Us” link on the CIPHI website.

6.0 WEBSITE EDITOR

The National Website Editor is responsible for the overall management of the www.ciphi.ca website in accordance with the Terms of Reference for National Website Editor found in National Operating Policy # 3 *Benefits of National Positions*

The NEC approves the appointment of National Website Editor by majority vote in accordance with NOP #3.

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APPENDIX D

Subject: News Releases and Media Enquiries

Approved: July 27, 2017

Revised: March 1, 2024

Objective and Rationale

There may be instances where CIPHI needs to engage the media. This typically takes the form of CIPHI initiating a news release to the media. It may also take the form of a statement being released in response to an enquiry from the media regarding public health topics such as CIPHI business at the National or Branch level, the role of Environmental Health professionals, or emerging public health issues or concerns.

The purpose of this policy is to ensure news releases or responses to media enquiries are dealt with in a timely and professional manner and that the content is within the scope of CIPHI's mandate and authority.

Specific Operations

1.0 INITIATING A NEWS RELEASE

- The National President may initiate a news release in response to an activity or event that appears newsworthy and may benefit from media attention.
- The executive members of CIPHI Boards (NEC, CoPE, BOC) may request the President initiate a news release. The request should include detailed background information including, but not limited to, the date, time, place of the event, who is involved, who is supporting it, what/why this is happening and any relevant statistics or data.
- The National President shall draft proposed key messages (which may include Q and A's) and share via e-mail with the NEC to determine if there is support for CIPHI to issue a press release. The National President shall also propose the name of spokesperson for NEC approval.
- The National President shall include in the email a "respond by date/ time" for feedback after which they will make a final determination on the course of action to be taken. In the absence of any feedback by the response date the President may make a unilateral decision on how to proceed.

- The National President prepares final draft of the press release and, time permitting, shall receive a minimum of 3 NEC member approvals prior to publishing.

1.1. ROLE OF SPOKESPERSON

- In the absence of a spokesperson being assigned, the National President shall be the spokesperson.
- The person assigned shall have knowledge of the topic area and be permitted to speak to it on behalf of CIPHI. Preferably, a person with media training and experience should be appointed, however, this is not a requirement.
- The spokesperson shall be available to respond in a timely manner to media enquiries resulting from the press release.
- The spokesperson must notify the National President of any media enquiries resulting from the press release.

1.2 DISTRIBUTION OF FINAL APPROVED NEWS RELEASE

- The National President shall distribute an e-copy of the news release to the spokesperson/topic expert member(s) of the NEC, Chairs of the BOC, CoPE and of the EFHC, and the Administrative Assistant of the CIPHI National Office at office@ciphi.ca
- The CIPHI Office shall distribute the news release to subscribers using the Canadian Institute of Public Health Inspectors (CIPHI) automated e-mail marketing platform (MailChimp), the CIPHI website and the MSC.
- Where appropriate, the National President instructs the office to email the news release to the Canada Newswire.

2.0 MEDIA ENQUIRIES - NATIONAL

- If the CIPHI Office or any national board member of CIPHI is contacted directly by the media for comment, the request shall be forwarded to the National President.
- A response will only be considered for media enquiries within the scope of the CIPHI mission statement to advance the profession through certification, advocacy, education and professional competencies.
- Requests for comment by CIPHI National on any environmental/public health issues or events that fall under the authority of a regulatory body or employer and/or issues regarding the professional conduct of a CIPHI member related to their employment should be denied and where possible, referred to the appropriate agency.
- Assessment for response will be made on a case-by-case basis

3.0 MEDIA ENQUIRIES - BRANCH

- Each Branch is encouraged to respond to the media if enquiries are made directly to the Branch and fall within the scope of any National and Branch affiliation agreement.
- Requests for comment by a CIPHI Branch on any environmental/public health issues or events that fall under the authority of a regulatory body or employer or issues regarding the professional conduct of a CIPHI member related to their employment should be denied and where possible, referred to the appropriate agency.
- If the Branch wishes to forward the enquiry to NEC, they may submit the enquiry to the National President and inform the media that the request is being forwarded to the national board for response.

ATTACHMENT: news release template

[Insert date]

Office of [insert name of individual], National
President
Canadian Institute of Public Health
Inspector
Tel: 1.888.245.8180 | Email:
president@ciphi.ca

www.ciphi.ca

[INSERT PRIMARY TITLE HERE ALL IN UPPER CASE AND BOLDED IN 11 PT ARIAL]

[Insert secondary title here in lower case in 10 pt Arial]

[Body in 11 pt Arial]



About CIPHI

The Canadian Institute of Public Health Inspectors (CIPHI) is the only professional association for Environmental Public Health Professionals (EHPs) who hold the CPHI (C) credential in Canada (incorporated 1934). CIPHI's mandate is to advance the profession, science, and field of environmental public health through certification, advocacy, education and setting standards. CIPHI, like no other organization, covers a continuum of public health areas, including food safety, drinking water quality, on-site wastewater disposal, indoor air quality, infectious diseases prevention and control, epidemiology, tobacco reduction, and many more environmental health initiatives. CIPHI's mission is to protect the health of Canadians and to represent all EHPs across Canada.

FOR MORE INFORMATION OR TO ARRANGE AN INTERVIEW:

[Insert name] | [Insert position]

Tel: [Insert] | Email: [Insert]

Draft National Operating Policy #18
APPENDIX E

Subject: Social Media
Approved: July 27, 2017

Revised: March 1, 2024

Objective and Rationale

The purpose of this appendix is to guide the establishment of CIPHI social media accounts and promote appropriate use of this medium by CIPHI members.

CIPHI encourages the use of social media to communicate about pertinent topics. Executive members, volunteers and members at large must always remember their responsibilities to CIPHI's Code of Ethics.

Definitions

Administrator - A member of the National Executive Council appointed by the NEC to manage and control access to all CIPHI social media accounts. May also be appointed as a spokesperson.

Social Media Manager (SMM) – A person appointed by the NEC to manage messages received through the CIPHI Social Media accounts in accordance with *National Operating Policy (NOP) #3 Benefits of National Positions Appendix C Terms of Reference - Social Media Manager*.

Spokesperson – A member of NEC, BOC, EHFC and CoPE appointed by the NEC to speak on behalf of CIPHI regarding social media matters related to their respective board.

Specific Operations

1.0 CIPHI SOCIAL MEDIA ACCOUNTS

- The NEC shall approve official CIPHI social media accounts
- The SMM and a minimum of one other administrator must have administrative access to each CIPHI account

2.0 SOCIAL MEDIA MANAGER

- The appointment of National Social Media Manager by the NEC and the responsibilities of the position can be found in *NOP #3 Benefits of National Positions Appendix C Terms of Reference - Social Media Manager*

3.0 CIPHI SOCIAL MEDIA SPOKESPERSONS

- The BOC, EFHC, and COPE may each nominate one official spokespeople for their respective work within CIPHI.
- Executive members, staff and members using social media must not misrepresent themselves as official spokespersons for the CIPHI unless designated to do so.
- Any use of CIPHI logo, branding or visual identity by a spokesperson must comply with NOP# 14.

4.0 MEMBER USE GUIDELINES

- In order to hold membership in CIPHI persons must acknowledge the CIPHI Code of Ethics (Code) and agree to conduct themselves in accordance with the fundamental principles and ethics in the Code.
- This conduct includes communication by members using CIPHI social media accounts.
- Members must take responsibility for any content they post and ensure they are being compliant with the Code of Ethics.
- A member using CIPHI social media who fails to comply with the Code of Ethics could be subject to loss of social media privileges or disciplinary action in accordance with NOP # 27 *Code of Ethics – Complaints, Investigations and Discipline*