

# STRATEGIC PLAN

2024

ONTARIO  
BRANCH  
MEMBERS  
REPORT



# CIPHI ONTARIO

## 4 KEY STRATEGIES

**01**

### **Governance**

Update governance structure opportunities to effectively raise the profile of CIPHI Ontario and the profession.

**02**

### **Professional Development**

Liaise with partners to create and provide Professional Development (PD) opportunities that will help PHIs complete their required Professional Development Hours (PDHs) and increase their knowledge of emerging Public Health issues.

**03**

### **Advocacy**

Promote the value of the CIPHI designation among public and private organizations and their employees.

**04**

### **Communication**

Create effective communication through various platforms to engage members, partners, and the public.

# Strategies Summary Tables

| GOVERNANCE  | PROFESSIONAL DEVELOPMENT  | ADVOCACY  |
|---|---|---|
| <p><b>1.0 Update governance structure and volunteer opportunities to effectively raise the profile of CIPHI Ontario and the profession</b></p>                                      | <p><b>2.0 Liaise with partners to create and provide PD opportunities that will support PHIs to complete their required annual PDHs and increase their knowledge of emerging public health issues</b></p> | <p><b>3.0 Increase collaboration among all certified PHIs to promote the value of CPHI(C) designation among public and private organizations</b></p>              |
| <p><b>1.1</b> Review the OBEC Structure</p> <p><b>1.2</b> Update objectives, roles and responsibilities for executive members</p>   | <p><b>2.1</b> Provide at least 1 in-person PD opportunity per year (in addition to the conference) &amp; rotate throughout Ontario</p> <p><b>2.2</b> Contact a PD Needs Assessment</p>                    | <p><b>3.1</b> Explore ways to enhance membership engagement</p> <p><b>3.2</b> promote the value of CPHI(C) designation among public and private organizations</p> |
| <p><b>1.3</b> explore opportunities to align with ASPHIO working groups, where feasible</p> <p><b>1.4</b> Align OBEC Practices, Policies and Procedures with NEC where possible</p> | <p><b>2.3</b> Promote the CPC Program</p> <p><b>2.4</b> Communicate professional development opportunities and other Ontario Activities</p>   | <p><b>3.3</b> Increase collaboration with provincial partners</p> <p><b>3.4</b> Disseminate Member Engagement Survey to Ontario-based PHIs</p>                    |
| <p><b>1.5</b> Encourage NEC to enhance the use of MSC for members</p> <p><b>1.6</b> Establish sustainable on-boarding for OBEC and volunteers</p>                                   | <p><b>2.5</b> Establish a community of practice for PHIs to exchange knowledge and expertise</p> <p><b>2.6</b> Establish sustainable conference planning for CIPHI Ontario</p>                            | <p><b>3.5</b> Showcase stories of PHI's working in traditional and non-traditional roles</p>  |



# Strategies Summary Tables

## COMMUNICATION

### 4.0 Effectively communicate through various platforms to engage members, partners, and the public

| PUBLIC  | MEMBERS   | PARTNERS  |
|---|---|---|
| <p><b>4.1 Use campaigns and communications to increase the public’s understanding of the profession</b></p>                   | <p><b>4.2 Increase communications and engagement with members through various platforms</b></p>   | <p><b>4.3 Identify various communication methods to engage and build relationships with partners</b></p>  |
| <p><b>4.1.1</b> Identify media partners (news, radio, social media)</p> <p><b>4.1.2</b> Support NEC campaign for EPH week</p> | <p><b>4.2.1</b> Develop communications plan</p> <p><b>4.2.2</b> Survey members to assess needs and preferred forms of communication</p>   | <p><b>4.3.1</b> Identify partners/champions</p> <p><b>4.3.2</b> Identify their preferred communication methods (calls, teams, meetings, etc.)</p> |
| <p><b>4.1.3</b> Develop campaigns for various PH programs (food, water, PSS, IPAC, etc.) as needed</p>                        | <p><b>4.2.3</b> Determine the frequency of social media posts and assess engagement/interactions (likes, shares, etc.)</p> <p><b>4.2.4</b> Identify which platforms to use and support training for the communication portfolio</p> | <p><b>4.3.3</b> Determine awareness of CIPHI and the public health inspection profession among partners</p>                                       |
| <p><b>4.1.4</b> Promote existing environmental and PH campaigns</p>   | <p><b>4.2.5</b> Review Communication Working Group to develop templates, surveys, etc.</p> <p><b>4.2.6</b> Explore use of a social media expert to identify tools (i.e. Canva) and support our efforts</p>                          | <p><b>4.3.4</b> Collaborate with partners to promote the profession and drive common initiatives</p>  |

