

Draft Date: April 2014

Policy for the Communication Committee (CC)**Accountability:** Sickle Cell Awareness Group of Ontario**Responsibility:** Executive Director**Approver:** Sickle Cell Awareness Group of Ontario -Management**Approval date:****Last Revision date:** Aug. 6th, 2015**Current Revision:** May 6th, 2016**Review:** As necessary**Overview:**

The Sickle Cell Awareness Group of Ontario (herein referred to as “SCAGO”) is a provincial association, formed to advocate for and support individuals with sickle cell disease. SCAGO advocates and lobby in a coordinated fashion on key issues to secure and maintain patient access to comprehensive care while empowering the patients and educating the medical and the allied health professionals that treat them.

The goals of the organization are to promote the health of our citizens, reduce pain and suffering, and help people to live as nearly normal lives as possible and to raise the level of awareness and knowledge of the disease within the sickle cell and the larger community

1. POLICY STATEMENT

The CC is one of the most important committees of SCAGO and responsible for the planning, development and implementation of all of the organization’s communications, and public relations activities, both external and internal

2. Type of Committee/Reporting Relationship: Management Committee

The CC is part of the management of the Sickle Cell Awareness Group of Ontario and through its chair and/or co-chairs, reports to and works closely with the Executive lead and the Executive Director of SCAGO

3. Vision of the Communication Committee of the SCAGO.

To create, implement and measure the success of:

-A comprehensive communications and public relations program that will enhance the Association’s image and position within the marketplace and the general public, and facilitate effective internal and external communications

4. **Membership:** As deemed fit by the chair of the committee
5. **Chairperson:** Current Chairperson-

The Chairperson shall be selected through a screening process

6. **Duration of Meetings**

As deemed fit by the chair of the committee

7. **Expected Activities**

- ✓ Ensure articulation of SCAGO's desired image and position, assure consistent communication of image and position throughout the organization, and assure communication of image and position to all stakeholders, both internal and external.
- ✓ Responsible for editorial direction, design, production and distribution of all of the organization's publications
- ✓ Coordinate media interest in the organization and ensure regular contact with target media and appropriate response to media requests.
- ✓ Coordinate the appearance of all SCAGO's print and electronic materials such as letterhead, use of logo, brochures, etc.
- ✓ Must ensure strong social media presence of the organization
- ✓ Produce quarterly newsletters
- ✓ Develop, coordinate and oversee programs, technical assistance and resource materials to assist SCAGO in the marketing, communications and positioning of its activities.

8. **Terms of Office of the chair/s:**

Two years with six months as probation period

9. **Role of the chair**

- ✓ Chair shall be responsible for the smooth running of the committee.
- ✓ Chair shall be responsible for ensuring that the committee members perform duties/task with all diligence and accuracy.
- ✓ Chair shall be responsible for delegating and providing guidelines to the committee members.
- ✓ The chairperson shall provide quarterly written reports on the committee to the Volunteer chair, Executive lead and/or CEO.