Terms of Reference

OPHNL –Marketing

Members/Composition

Members of OPHNL will be asked to express interest to participate in the Marketing Working Group. Membership of the working group will comprise of at least one member of the OPHNL Executive. Individuals expressing interest to participate in the group will be accepted on a first come, first served based. A total of eight to ten members can form the membership of this workgroup.

Term of Membership

The working group members will meet monthly via teleconference for 2-3 hours for approximately four months starting April 2016. Additional ad-hoc meetings may be organized by individuals within the working group to achieve tasks. The working group will meet its deliverables by September 2016.

Purpose

To increase awareness of OPHNL and the value of public health nursing

* Develop key messages about the value of public health nursing
* Advocate for the voice of public health nursing to be included in decision making about health system transformation
* Update and refresh the website
* Develop branding for OPHNL

Goals

1. Identify key messages to promote the value of public health nursing in health system transformation.
2. Identify and develop a list potential stakeholder groups that the OPHNL can engage to achieve its strategic direction on being a strong voice in public health nursing. Also, link with the strategic alliances group to identify additional potential messages which will help us enhance interactions with key stakeholders to address system level issues related to public health nursing, population health and social determinants of health
3. To develop an image and logo to promote the new organization.

Deliverables

1. Logo and images
2. Ensure website is accurate and up to date
3. Identify other forms of media for messaging

Communications

The primary mode of communication will be via teleconference meetings. In addition, the working group may use basecamp/electronic means to post comments and ideas on relevant tools and documents created by the working group

Contact Information for Marketing Chair

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