

## **Sepsis Canada Communications Working Group Terms of Reference**

### **1. Purpose**

- a. Describe membership and our commitment to diversity.
- b. Outline the principal responsibilities of the group.
- c. Outline meeting procedures and decision-making processes.

### **2. Membership & Commitment to Diversity**

The Communications Working Group includes members with knowledge of communications and/or media strategy. The Sepsis Canada Communications Working Group representation table is used to capture group composition.

The Communications Working Group will reflect the diversity of Sepsis Canada and aims to be composed of:

- At least 50% women
- At least 20% trainee, early and mid-career investigators
- At least 20% members from a black, indigenous and person of color demographic
- At least 1 patient partner with first-hand experience with sepsis (patient or caregiver)
- At least 1 member/staff of the current communications team

Members may fulfil multiple roles. The Sepsis Canada Communications Working Group will be composed of a minimum of 8 voting members and one moderator at any one time.

Membership will be staggered (except for one Scientific Director who will serve on the committee so long as they are in their director role). Every 2 years, 50% of the committee will rotate. Active members will voluntarily step down. If there are not sufficient members that step down, the Scientific Director will ask members to step down. Committee diversity will be considered when asking members to participate in the committee.

### **3. Principal Responsibilities**

The Communications Working Group responsibilities include:

- Creating, reviewing, and periodically evaluating the overall Sepsis Canada communications strategy and platforms.
- Contributing suggestions, ideas, and constructive criticisms to individual initiatives including media relations and training, social media campaigns, and content development.
- The committee will find members who have an interest or expertise in a specific area of communications. Ideally, there will be two individuals

assigned to the 3 focus areas of the working group and one individual in the Chair and Vice Chair roles. These roles will be assigned to each voting member for the length of their term. If the members on the committee are part of the 50% remaining, they will be required to be assigned to a new role for their next term. (ie. Chair will move to Digital Lead etc). The committee is also encouraged to reach out to members of Sepsis Canada for assistance and expertise as needed, to engage and empower those individuals in our initiatives.

- Focus areas within the Committee are as follows:
  - Digital Leads
  - Traditional Media (incl. journalism/OOH advertising etc) Leads
  - Policy Leads

#### 4. **Meeting Procedures and Decision-Making Processes**

Meetings:

- Meetings will be held on a quarterly basis but may be adjusted as necessary to accommodate ad hoc projects. These meetings do not include one-on-one meetings set-up by the communications team with individual committee members.

The Communications Working Group members will:

- Review meeting agendas and pre-circulated documents prior to the meetings. Meeting material will be circulated at least 3 business days prior to the meeting and will be sent in draft form for any additions/new business by committee members
- Attend scheduled meetings and provide input. If unable to attend a scheduled meeting, members will provide input via email.
- Review circulated minutes and recordings as needed.

The Communications Working Group will strive for consensus all the time. When consensus cannot be achieved, decision making will proceed via a simple majority. Decision making (consensus or voting) may occur during the meeting. Members that did not attend the meeting will be given the option to partake in decision making up to one week after the meeting recording and minutes have been distributed via email.

A quorum consists of 50% + 1 of members providing their input in person or by review of the recorded meeting and discussed material via email up to one week out if absent from the original meeting.



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