

## POLICY

## POLITIQUE

### NATIONAL OPERATING POLICY # 18

**Subject:** Communications

**Approved:** July 27, 2017

#### **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
- ListServ
- Web site
- News Release
- Social Media

#### **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 and the Branch Presidents.

**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

Purpose of policy is 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 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](#). E-mail addresses shall not be shared with individuals, email groups, associations and corporations unless there is prior written permission from the owner of the e-mail.

## 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](mailto:office@ciphi.ca)  
Office Hours: 8:30 am to 5:00 pm - Monday to Friday - Pacific Time.

National President: [president@ciphi.ca](mailto:president@ciphi.ca)  
National Office: [office@ciphi.ca](mailto:office@ciphi.ca)  
Questions: [questions@ciphi.ca](mailto:questions@ciphi.ca)  
CPC Program: [cpcprogram@ciphi.ca](mailto:cpcprogram@ciphi.ca)  
Webmaster: [mike@ciphi.ca](mailto: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**

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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*

**National Operating Policy #18  
APPENDIX A**

**Subject:** Corporate Communications  
**Approved:** July 27, 2017

**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 policy is to connect the following CIPHI corporate members:

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

2.1 The National President shall ensure:

- the policy is adhered to.
- minutes from the NEC meetings are shared and posted on the National CIPHI website.
- all formal NEC correspondence (e.g.: letters) is copied to the National Office.

2.2 Chairs of BOC, CoPE and EHFC shall:

- ensure updated contact information for their committee members is provided 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 (e.g.: 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 calling the MPS office at (604) 732-3877.

**National Operating Policy #18  
APPENDIX B**

**Subject:** ListServ

**Approved:** July 27, 2017

***Objective and Rationale***

The CIPHI National ListServ is an electronic mailing list.

The purpose of this policy is to ensure the ListServ 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 to all those who subscribe to the mailing list.

Examples of subscribers of the ListServ include:

- holders of the CPHI(C) credential
- partners including government agencies
- academic institutions and
- public health associations.

Subscribers also have the ability to post messages to the ListServ pending the approval of the Administrator or Moderator(s).

***Specific Operations***

**1.0 USE OF LISTSERV**

The ListServ shall be used to serve the purpose noted in the Objective and Rationale. The following provides examples to assist in determining what is appropriate or not for its use.

1.1 Examples of communications which may be distributed using the ListServ includes but is 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 members
- Communication for commercial purpose
- Other news and information relevant to CIPHI and its partners

#### 1.2 Examples of inappropriate submissions using the ListServ:

- Discussion board
- Promote non-public health issues or events
- Distribution of chain letters, junk email or spam
- Student surveys

These are defined as surveys by students in public health programs, but not limited to the recognized Environmental Public Health schools. Individuals requesting posting of surveys will be directed to the Member Service Centre for posting of the survey and associated materials.

- Professional surveys

These are defined as surveys by individuals in a professional capacity for academic or organizational gain. Individuals requesting posting of surveys will be directed to the Member Service Centre for posting of the survey and associated materials.

## 2.0 POSTING MESSAGES

Messages may be posted to the listserv using the following email address: [ciphi-national-news@list.web.net](mailto:ciphi-national-news@list.web.net).

## 3.0 SUBSCRIPTION AND OPTING OUT

There shall be no restriction of whom may subscribe to the ListServ unless the email used cannot be confirmed to be an actual person (i.e. spambots).

- Subscribers are always allowed the option of opting out of receiving future emails and removal of their contact from the ListServ mailing list. Automatic links providing for opting out will be included in each message.
- The message shall state: *“This email was sent on behalf of the Canadian Institute of Public Health Inspectors. You received this email because you subscribed to the CIPHI-National-News mailing list. If you would like to unsubscribe from this list, simply send an email to [office@ciphi.ca](mailto:office@ciphi.ca) or by calling 1-888-245-8180 between 8:30 am to 5:00 pm – Monday to Friday – Pacific Time.”*

## 4.0 FREQUENCY

The ListServ shall be sent in a timely manner as posts are ready for sharing.

## 5.0 SUBMISSION REQUIREMENTS

Submissions shall:

- not exceed a 150-word limit and be free of any attachments larger than 1MB.
- become the property of the CIPHI and be subject to review and approval by the Moderators appointed by CIPHI and
- be included or excluded in the listserv at the discretion of the Moderators.

## **6.0 ROLES AND RESPONSIBILITY OF THE LISTSERV ADMINISTRATOR AND MODERATOR**

CIPHI's ListServ is moderated. This ensures that postings are relevant to CIPHI specifically or the field of environmental public health in general. The moderator assesses all contributions and posts them to the listserv subscribers.

Responsibilities of the administrator and moderators include:

- responding to all subscription and posting requests within five business days.
- approving postings which are relevant to the business of CIPHI and/or other public health related news and events.
- responding to subscribers' requests.
- 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 list attributes such as ownership, open/closed list status, moderated/un-moderated status, etc.
- creating and maintaining current and relevant files such as the subscriber's membership list and news.
- responding to errors related to their list such as delivery and remove errors; and
- maintaining this policy and procedure.

### **6.1 Administrator**

- The ListServ administrator is an individual who has been designated by the National President to act as the listserv Administrator.
- The Administrator's email account is: [ciphi.ontario@gmail.com](mailto:ciphi.ontario@gmail.com). The password to access the email account will be maintained by the Administrative Assistant at the CIPHI National Office.

### **6.2 Moderator (s)**

- The administrator may designate one or more moderators to manage the day-to-day operation of the ListServ which includes subscription requests/removals, and posting requests. As a matter, of course, the National President and National Past-President shall be added as moderators.

### **6.3 Receiving ListServ Postings**

- All messages posted to the ListServ will be sent to the administrator/moderator(s) with a message stating "As list administrator, your authorization is requested for the following mailing list posting:"
- The web page for users of the listserv is: <http://list.web.net/lists/listinfo/ciphi-national-news> . The web page allows users to subscribe/unsubscribe to the listserv, change subscription options, get a password reminder.

### **6.4 Approving or Denying Messages**

- To approve or deny the request (posting) the list administrator and/or moderator(s) click on the following web link: <http://list.web.net/lists/admindb/ciphi-national-news>. This will send the administrator/moderator(s) to the CIPHI-National-News administrative interface which requires authorization.



- The administrator/moderator will be prompted to enter a password. This password is required to handle all administrative requests.
- The password to access the administrative interface will be maintained by the Administrative Assistant at the CIPHI National Office.
- Only the administrator and/or moderator(s) are authorized to access the administrative interface.

#### 6.5 Administrative Request

- These are displayed in one of two ways, on a summary page, and on a details page:
- The summary page contains pending subscription and unsubscribe requests, as well as postings being held for approval, grouped by sender email address.
- The details page contains a more detailed view of each held message, including the message's headers and an excerpt of the message body.

#### 6.6 Actions available for Administrative Requests

- Defer – Defer your decision until later. No action is taken now for this pending administrative request, but for held postings, you can still forward or preserve the message (see below).
- Approve – Approve the message, sending it on to the list. For membership requests, approve the change in membership status.
- Reject – Reject the message, sending a rejection notice to the sender and discarding the original message. For membership requests, reject the change in membership status. In either case, you should add a reason for the rejection in the accompanying test box.
- Discard – Throw away the original message, without sending a rejection notice. For membership requests, this simply discards the request without notice to the person making the request. This is usually the action you want to take for known spam.

#### 6.7 Deferred (held) Messages

- For held messages, turn on the Preserve option to save a copy of the message for the site administrator. This is useful for abusive messages that you want to discard, but need to keep a record for later inspection.

#### 6.8 Forwarding Messages

- Turn on the Forward to option, and fill in the forwarding address if you want to forward the message to someone else, not on the list.
- To edit a held message before it is sent on to the list, you should forward the message to yourself and discard the original message. Then, when the message shows up in your mailbox, make your edits and resend the message to the list, including an Approved: headers with the list password as its value. It is proper etiquette, in this case, to include a note in the re-sent message, explaining that you have modified the text.
- When you're finished, click on the Submit All Data button at the top or bottom of the page. This button will submit all selected actions for administrative requests that you have made a decision for.

### 6.9 Changing the Configuration of Categories

- To change the configuration of categories (including the mailing list) and to perform other administrative activities visit the CIPHI-National-News (General Options) page at <http://list.web.net/lists/admin/ciphi-national-news> by accessing the administrative interface.
- Detailed instructions are available for each field. Only the administrator and/or moderator(s) are authorized to access the administrative interface.

### 6.10 Authenticity of Subscription

- If the administrator or moderator of the ListServ is unsure about the authenticity of a subscription request, for example, they believe it may be a spambots account, the administrator or moderator will “reject” the subscription request and place the following text in the “reason for refusal” field: “In order to validate your subscription request please provide us with the name of the health agency or company you are associated with.”
- If there is a strong reason to believe the subscription request is from a non-reputable source (i.e. spam) the administrator or moderator will immediately reject the subscription request without cause.

### 6.11 Unsubscribing ListServ Members

- Membership to the CIPHI ListServ is a privilege and not a right of the individual. The administrator and moderator(s) have the right and are responsible for unsubscribing list members who violate the Code of Ethics by sending off-topic mail to the holding box, misuse or abuse the resource.
- The administrator and moderator(s) shall refer to the Code of Ethics for determining what constitutes off-topic or abusive mailings and/or behaviour.

### 6.12 Sending Files to the ListServ

- To protect the integrity of the information found within a document, all attachments must be formatted into a .pdf file prior to being posted on the ListServ.
- Users are encouraged to send links (URLs) to documents on the Web, rather than large attached documents in their email to the listserv.

## **7.0 WEB SUPPORT FOR ADMINISTRATOR**

Web Networks provides all technical support. They can be contacted at 401 Richmond St. W., Suite 384, Toronto, ON, M5V 3A8. Questions pertaining to the operation of the listserv can be addressed to [mailman-admin@list.web.net](mailto:mailman-admin@list.web.net) or by calling 416-596-0212 or 1-800-932-7003.

**National Operating Policy # 18**  
**APPENDIX C**

**Subject:** Website

**Revised:** July 27, 2017

**Objective and Rationale**

The purpose of this policy is to guide the use of the National CIPHI website and outline the responsibilities of the Webmaster.

**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.
- Email addresses will be used only to respond to email and for purposes outlined in NOP #2.

**2.0 DATA SECURITY**

- CIPHI will make efforts to place appropriate physical, electronic, and managerial procedures to safeguard and secure the information we collect 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](http://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](http://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 to: [questions@ciphi.ca](mailto:questions@ciphi.ca).

**6.0 WEBMASTER DUTIES**

- Manage, maintain, update and debug the software that runs the website
- Manage the domain names that CIPHI controls ([ciphi.ca](http://ciphi.ca), [ciphimember.ca](http://ciphimember.ca), [icisp.ca](http://icisp.ca) and [ciphi-icisp.ca](http://ciphi-icisp.ca))
- Manage the NEC mailing list
- Assist with the moderation of the CIPHI listserv

- Manage the email addresses that CIPHI uses (i.e. president@ciphi.ca, office@ciphi.ca, boc@ciphi.ca, CoPE@ciphi.ca, etc.)
- Manage the website hosting account
- Assist the branches with their website hosting needs, including any problems that arise, as we utilize a shared webhosting service
- Pay any bills or fees relating to website hosting or domain names on behalf of CIPHI, and submit invoices for reimbursement
- Post the list of member names on a quarterly basis, or as needed
- Monitor and maintain the website, taking care to keep its content current, fresh, appropriate, and safe
- Work closely with the President, NEC, BOC, National Office and others to ensure the website meets the needs of the organization and its members

**National Operating Policy #18**  
**APPENDIX D**

**Subject:** News Release  
**Approved:** July 27, 2017

*Objective and Rationale*

A news release may be issued to provide information to the media.

The purpose of this policy is to ensure news releases provide useful, timely, accurate and interesting information regarding national CIPHI business, environmental health or emerging public health issues or concerns which are noteworthy.

*Specific Operations*

**1.0 INITIATING NEWS RELEASES**

- A member of the NEC may notify the National President of an activity or an event which is newsworthy or that requires media attention by CIPHI.
- The member shall present detailed background information and as much information as possible to the National President. Including, but not limited to: the date, time, place, who is involved, who is supporting it, what/why this is happening, any relevant statistics or data.
- Notification of newsworthy events may be received by the National President from sources other than a member. Where this is the case, the President shall develop detailed background information noted in the bullet above.
- The National President shall share the details with the NEC with the proposed key messages to determine if there is support for CIPHI to issue a press release on the issue. At the same time, the National President shall also propose the name(s) of spokespersons for NEC feedback.
- The National President shall include in the email a “respond by date/ time” at which point the National President shall make a final determination. (This timeline may be very short if the issue requires immediate attention. The National President makes this final determination).
- The National President (or a person assigned by the President), drafts the press release and shall receive 3 NEC member approvals prior to publishing.

**2.0. ASSIGNING A SPOKESPERSON**

- The person assigned shall have knowledge of the topic area and be available to take media inquiries. Preferably, a person with media training and experience should be appointed; however, this is not a requirement.

### **3.0 SUPPLEMENTAL INFORMATION**

- The NEC member initiating the request (or the National President where the request came outside of the NEC) shall develop key messages which may include Q&As for the CIPHI media spokesperson. This information may also be given to media upon request, if they want more information.
- The President shall approve any supplemental information.

### **4.0 DISTRIBUTION OF FINAL APPROVED NEWS RELEASE**

- The National President shall distribute an e-copy of the news release to: the spokesperson/topic expert members of the NEC, Chairs of the BOC, CoPE and of the EFHC, and Administrative Assistant of the CIPHI National Office at office@ciphi.ca,
- The National President shall email the news release using the Canadian Institute of Public Health Inspectors (CIPHI) – National – Listserv at ciphi-national-news@list.web.net. The Administrator of the listserv will approve the posting for immediate release.
- Where appropriate, the National President emails the news release to the Canada Newswire.
- The National President shall contact the CIPHI Webmaster and Member Service Centre (MSC) moderator to request that the new release be posted on the CIPHI website and MSC.

### **5.0 REQUEST FOR INTERVIEWS**

- If the media contacts the spokesperson directly, the spokesperson shall inform the National President of this and/or any media calls.
- The spokesperson responds in a timely manner to any requests for interviews.
- All media calls are recorded by the National President on the Summary of Media Calls form and forwarded to the CIPHI National Office for filing.

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]

**National Operating Policy #18  
APPENDIX E**

**Subject:** Social Media  
**Approved:** July 27, 2017

**Objective and Rationale**

The purpose of this policy is to guide the use of responsible social media use by CIPHI corporate members and to provide guidance to members making reference to CIPHI in their personal use.

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.

**Specific Operations**

**1.0 CIPHI SOCIAL MEDIA ACCOUNTS**

- Accounts may be provided to the NEC, BOC, EFHC, CoPE and Branches.
- The NEC shall approve official CIPHI social media accounts
- At least 2 individuals per account must have administrative access
- One individual shall be designated as the lead social media spokesperson for each account.

**2.0 DESIGNATING CIPHI SOCIAL MEDIA SPOKESPERSONS**

- The NEC, BOC, EFHC, and COPE may designate official spokespeople for their respective work within CIPHI.
- This includes official social media communications on behalf of CIPHI where these services have been contracted or provided by volunteer or executive members.
- It is important that executive members, staff and members using social media do not represent themselves as official spokespersons for the CIPHI unless designated to do so.
- Using the CIPHI emblems or logos in your avatar, profile picture, background or use of "CIPHI" in a username or Twitter handle would identify you as an official spokesperson and, as such, is not permissible for personal use.

**3.0 CURRENT OFFICIAL ACCOUNTS**

Twitter Accounts: @ciphi\_national, @efhcca, @ciphi\_cope  
Facebook Fan Pages: CIPHI National, CIPHI COPE, and EFHC



#### **4.0 MEMBER USE OF SOCIAL MEDIA IN CIPHI CONTEXT**

Members using CIPHI Social Media Accounts are expected to:

- uphold the Code of Ethics of CIPHI.
- use a disclaimer where expressing personal views.
- always consider communication as “public” and not “personal” when using social media and recognize that the message may reach a wide audience.
- share passion for the work of EPHP and use supporting and encouraging language.
- contact our National or Branch President if they find misrepresentation of CIPHI.
- correct their own mistakes when identified in their posts.
- protect the privacy of others. (e.g.: posting about BOC exams, certification process, etc. is not permitted).
- encourage the sharing of successes of CIPHI as an organization.
- keep the content of the post factual.
- get approval for CIPHI social media accounts from the NEC.