

# **ConnectWell Advocacy Committee Draft Terms of Reference**

## **Purpose:**

The purpose of the committee is to ensure that the mission, vision and values as outlined in the strategic plan are championed by the Board. Advocacy is at the heart of ConnectWell's mission statement. Through the committee's recommendations to the Board, the Board may gain a better understanding of the challenges and opportunities that exist for our communities and clients. The committee will examine issues pertaining to the determinants of health and use creative problem-solving to recommend actions aimed at mitigating challenges faced by communities, programs or services. The focus will be outcomes that enable the Board to strengthen what works well and challenge what does not work well in order to improve the health and well-being of clients.

## **Membership:**

The committee will be composed of a minimum of three Directors. Membership will also include equal geographic representation from four community members from across the organizational catchment area. Subject matter experts will be invited at the discretion of the Chair and consistent with the Committee's topics of focus.

## **Functions:**

The functions of the committee will be completed in accordance with Policy 6.01.17 Advocacy positions

### **1. Identify an issue.**

- The committee may receive the identification of an issue through an environmental scan or from staff, communities, ConnectWell partners, the Board or a Board committee.
- Determine the scope of the problem
- Determine if the issue corresponds to ConnectWell's mission
- Create an annual workplan based on prioritized issues

### **2. Analyze to gain a necessary understanding**

- May include researching the broader issue, seeking a lived experience, researching policy etc.
- Determine if there are opportunities for remediation
- Determine what resources may be needed to complete the advocacy and are they sufficient to meet the goal
- Determine if there are any risks to ConnectWell

### **3. Strategize**

- Determine how best to remedy the problem
- Determine long, short and medium goals/outcomes and ways to achieve them

- Determine if there are partnering opportunities and solicit clear commitments
- Determine how to mobilize support/stakeholders
- Determine attainable measures of success

#### 4. Mobilize

- Complete the Advocacy Worksheet attached to policy 6.01.17 for each issue and submit it to the Board
- Provide the Board with supporting rationale to take action
- Present recommendations to the Board for approval
- Carry out the approved action(s)

#### 5. Evaluate

- Determine a timeframe for evaluation(s)
- Assess the impact of the advocacy strategy using pre-determined measures
- Report evaluative outcomes to the Board

#### **Authority:**

The committee reports to the Board. It meets monthly or at the call of the Chair