



CanWaCH

Canadian Partnership for
Women and Children's Health

CanWaCH PUBLIC ENGAGEMENT WORKING GROUP

Terms of Reference

Mandate:	<p>The Public Engagement Working Group will provide input, expertise and advice towards CanWaCH's public engagement coordination and outreach. The terms of reference are as follows:</p> <p>Pursuant to the vision, mission and strategic plan for CanWaCH, the Public Engagement Working Group will:</p> <ol style="list-style-type: none">1. Provide input into CanWaCH Public Engagement <i>coordination efforts</i>, such that the Partnership strengthens the ability, and amplifies the voice, of our partners to engage the Canadian public and builds greater awareness of the importance of investing in women and children's health globally. This includes providing advice and support towards:<ul style="list-style-type: none">● CanWaCH's efforts to monitor, support and share partner public engagement activities within the Partnership and to target audiences; and,● The identification of key milestones and opportunities for CanWaCH members to collectively strengthen those activities.2. Provide review, expertise and advice on the CanWaCH Public Engagement Campaign. This includes review and feedback on products produced by CanWaCH and contractors as part of this campaign, such as:<ul style="list-style-type: none">● In-depth research and analysis on target audiences' behaviour (concerns, issues, beliefs, mindset), as it relates to international development assistance and with a particular focus on women and children's health;● Content, including key messages, Q&As, tool-kits, social media assets and more as applicable to align with CanWaCH members behind a common platform to influence the Canadian public's engagement and behaviours in relation to investment in women and children's health globally;● Processes that will enable CanWaCH members, regardless of internal capacity, to deliver on their public engagement mandates; and,● Media outreach conducted as part of the CanWaCH Public Engagement Initiative.3. Provide advice on measuring and reporting on the success of public engagement activities by CanWaCH and its partners.4. Provide input to the CanWaCH Stakeholder Engagement and Policy Working Group (SEPWG) on the reporting and results of public engagement activities by CanWaCH and its partners to government stakeholders.5. Provide support and awareness for CanWaCH public engagement coordination and campaign initiatives across the membership by acting as public engagement 'ambassadors'.
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Established:	April 2017
Last Revised:	March 2020
Reports To:	Director, Stakeholder Engagement
Terms of Working Group:	<p>Membership replacement should be on a rotating basis with half (7) of the PEWG members normally being replaced every two years to ensure continuity yet opportunity for new organizations to join the working group. Annually, a call for nominations will be issued in March, inviting nominations from CanWaCH member organizations in order to fill the PEWG positions expiring. A member whose two year term has elapsed may be considered for extension. To be considered for extension, the member must express their interest in extending their term via email to the PEWG chair or co-chairs. Those expressing interest are not guaranteed to have their terms extended; the co-chairs and the CanWaCH secretariat will evaluate applications for extension on a case by case basis along with nominations received from organizations not currently represented on the working group. Two youth delegates will serve a one-year term on the PEWG to ensure continuity yet provide an opportunity for new students and/or young professionals to join the working group. A call for nominations for two youth delegates will be issued annually and will follow the same schedule as the general call for nominations for PEWG members.</p>
Co-Chairs:	<p>A member chair or co-chairs will be elected by membership and will serve a two-year term. Member chair or co-chairs are eligible for re-election following the completion of their term.</p>
Membership:	<p>Up to 14 members representing the diversity of CanWaCH partners by organization size, region within Canada, programming focus, and location.</p> <p>Two youth delegates (18-24 years old) who have established working relationships with CanWaCH.</p> <p>The PEWG will be supported with secretariat services by CanWaCH personnel.</p>
Meeting Format:	Teleconference; In-person where necessary and feasible (a minimum of once per year)
