CanWaCH
Canadian Partnership for
Women and Children's Health

CanWaCH PUBLIC ENGAGEMENT WORKING GROUP
Terms of Reference

Mandate:	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:
	Pursuant to the vision, mission and strategic plan for CanWaCH, the Public Engagement Working Group will:
	1. Provide input into **CanWaCH Public Engagement *coordination efforts,*** 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:
	• 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's public education and engagement efforts.*** This includes feedback on products produced by CanWaCH and contractors, such as:
	• 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, children and adolescent health;
	• Content, including key messages, Q&As, toolkits, social media assets and more as applicable to align with CanWaCH members' collective efforts to increase the Canadian public's awareness and knowledge in relation to investment in women, children and adolescent 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's public education and engagement efforts.
	3. Provide advice on ***measuring and reporting on the success*** of public engagement activities by CanWaCH and its partners.
	4. Provide input into Canada's international development sector Public Opinion Research Working Group (PORWG) (coordinated by CanWaCH) to identify gaps and opportunities in public opinion research initiatives and how this work can support the advancement of public engagement objectives .
	5. Provide support and awareness for CanWaCH public engagement coordination and initiatives across the membership by acting as public engagement 'ambassadors'.

Established: April 2017
Last Revised: April 2022
Reports To: Director, Stakeholder Engagement

Terms of Working Group:
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.

Co-Chairs:
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.

Membership:
Up to 16 members representing the diversity of CanWaCH partners by organization size, region within Canada, programming focus, and location.

The PEWG will be supported with secretariat services by CanWaCH personnel.

Meeting Format:
Virtual; In-person where necessary and feasible