National Birth Defects Prevention Network
Surveillance · Research · Prevention

Communications and Health Promotion Committee Charter

- **Mission**:
  The mission of the Communications and Health Promotion Committee (CHP) is to plan, coordinate, and execute NBDPN communications across functional committees, NBDPN membership, partner organizations, families, and the general public.

- **Responsibilities:**
  - Collect communication updates during the Operations Committee (OC) meeting to coordinate communication plan as needed.
  - Disseminate information via various platforms to include: website, social media, digital newsletters and other media.
  - Conduct Health Promotion activities related to birth defects.
  - Identify opportunities to communicate and disseminate birth defects prevention and prevalence findings.
  - Ensure all internal and external communications align with values of diversity and equity by actively using inclusive language and imaging (where appropriate)
  - Measure and monitor communications and engagement analytics (e.g., Google analytics, etc.) to gauge the impact of deliverables.

- **Deliverables:**
  - Produce NBDPN Newsletter (bi-monthly)
  - Produce / Distribute Toolkit / Packet for Birth Defects Prevention Awareness Month and Folic Acid Awareness Week (annually)
  - Social media postings and campaigns (Instagram, Twitter, and Facebook) - as much as practicable; website content development and updates. Add emphasis in future: LinkedIn
  - Email and communication to members of NBDPN

- **Organization:**
  - <u>Review of Charter:</u>
    - This Charter shall be reviewed and assessed by Communications and Health Promotion Committee at least annually and any proposed changes shall be submitted to the Board of Directors for approval.

  - <u>Workplan:</u>
    - The committee shall develop an annual workplan for the committee and submit to the Operations Committee Chair (Board Vice-Chair) by the 15th of first month of the organization's fiscal year.
    - Workplans will be reviewed and approved by the Operations Committee.

- Membership/Structure/Quorum:
  - Committee chair(s) shall be appointed by the Board of Directors and will serve on the Operations Committee.
  - This committee shall consist of at least **10** members.
  - Committee members should have general knowledge of definitions and trends in birth defects prevention
  - Committee members can hone communication skills, and gain experience in health promotion, marketing, social media and public relations.
  - Committee workgroups may be organized by or assigned based on the annual workplan.

- Meetings:
  - The committee shall convene on a monthly basis. A quorum of any meeting shall consist of simple majority of attendees. Meetings will be conducted on Zoom and recorded as needed.

- Agenda, Minutes, Reports
  - The committee chair shall be responsible for:
    - Establishing the agendas for meetings.
    - An agenda, together with relevant materials, shall be sent to committee members at least 3 days in advance of the meeting.
  - Minutes for all meetings shall be drafted by the designee, reviewed by the committee chair and co-chair (if applicable) and approved by committee members at the following meeting.
  - Agendas and meeting minutes shall be uploaded to the NBDPN Box online site and available for review by the Operations Committee and the Board of Directors.