



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 between 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.
 - 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:**
 - Review of Charter:
 - 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.
 - Workplan:
 - 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.



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Communications and Health Promotion Committee (CHP)
Workplan, FY 2022

Chair/Co-Chair:	Anna Cry and Julie Southwick
Workgroups/Lead(s):	
Birth Defects Awareness Month	
Folic Acid Awareness Month	Barbara Frohnert
Social Media	Stephanie Glickman
Newsletter	Rachel Daskalov
Key Members:	

Deliverable	Workgroup	Schedule	Interim Deadline	Launch Date	FY2022 Workplan
D1) Develop Communication Calendar (Social media)	Social Media	Annual		Monthly	Draft health observance posts for upcoming months (recurring) Ensure social media posts are inclusive and diverse.
D2) Issue materials for Birth Defects Prevention and Awareness to highlight BDA month.	BDAM	Annual		October 2022	Drafting materials for BDAM (May-Aug 2022) Web page development (Sept 2022) D&I review materials (Sept 2022) Board Approval (Oct 2022) Publish Web Page (Nov 2022)
D3) Issue materials for Folic Acid Awareness	FAAW	Annual		August 2022	Content creation (July 2022) D&I review materials (July 2022) Social media posts (July 2022) Publish Web Page (Aug 2022)
D4) Newsletter	News	Bi-Monthly		Feb/Apr/Jun Aug/Oct/Dec	Call for Content (Jan/Mar/May/Jul/Sept/Nov) Draft (Feb/Apr/Jun/Aug/Oct/Dec) Email (Feb/Apr/Jun/Aug/Oct/Dec)
Concepts/Future Goals					
C1) Family stories / engagement		Begin in 20XX			List high-level tasks (buckets) with deadlines