



National Birth Defects Prevention Network  
Surveillance · Research · Prevention

## **Health Promotion Committee Charter**

- **Mission:**

The mission of the Health Promotion Committee (HPC) is to plan, coordinate, and execute NBDPN health promotion activities in collaboration with 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.
  - Assist with review and dissemination of 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.
- **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 the 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 15<sup>th</sup> 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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**Health Promotion Committee (HP)**  
**Workplan, FY 2023**

<b>Chair/Co-Chair:</b>	Kristina Ottenwess Jeni Waldrop
<b>Workgroups/Lead(s):</b>	
Birth Defects Awareness Month	Amanda Devereaux Courtney Miller
Folic Acid Awareness Month	Barbara Frohnert (TBD)
Social Media	Stephanie Glickman
(Newsletter)	Jeni Waldrop

<b>Deliverable</b>	<b>Workgroup</b>	<b>Schedule</b>	<b>Interim Deadline</b>	<b>Launch Date</b>	<b>FY2023 Workplan</b>
D1) Develop Social Media Calendar	Social Media	Annual		Monthly	Draft health observance posts for upcoming months (recurring) and maintain active engagement. Ensure social media posts are inclusive and diverse.
D2) Issue materials for Birth Defects Awareness to highlight BDA month.	BDAM	Annual		October 2023	Drafting materials for BDAM (May-Aug 2023) Web page development (Sept 2023) D&I review materials (Sept 2023) Board Approval (Oct 2023) Publish Web Page* (Nov 2023)
D3) Issue materials for Folic Acid Awareness	FAAW	Annual		August 2023	Content creation (July 2023) D&I review materials (July 2023) Social media posts (July 2023) Publish Web Page* & OTIS podcast (Aug 2023)
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)
<b>Concepts/Future Goals</b>					
C1) Family stories / engagement		Begin in 2023			List high-level tasks (buckets) with deadlines

C2) World Birth Defect Day					Content creation, social media posts, website updates, collaborate with external partners (podcast)
C3) Addressing Health Equity in Health Promotion					

\*Temporarily managed by Health Promotion Committee/NBDPN AMCHP liaison