

Front-line Communications Working Group

Terms of Reference

RESPONSIBLE TO: Director of Communications, SafeCare BC

MEMBERSHIP:

The Front-line Communications Working Group will be comprised of front-line workers with experience working in the continuing care sector. Members of the Working Group must:

- Have work experience in at least one of the following: long-term care, home and community care, and/or assisted living for a minimum of three years.
- Have approval from their current employer.
- Be able to consistently meet the time commitments associated with the working group's activities.
- Have easy access to a computer or smart phone device.
- Be able to use video messaging software such as Zoom and Microsoft Teams.
- Be comfortable navigating websites, email, and Microsoft Office.
- Have English fluency.

Experience in both the home care and long-term care sector will be an asset.

Every effort will be made to ensure the members on the working group are representative of:

- The distinct regional areas across BC
- The different roles of front-line work
- Both long-term care and home and community care

Subject matter experts may be brought into the Working Group on an as-needed basis to address specific project needs. The Working Group will be chaired by a staff member of SafeCare BC, as determined by the Director of Communications.

MEETINGS:

The Working Group will meet virtually four to five times per year via Microsoft Teams or Zoom. Meeting agendas will be prepared and circulated three to five days prior to the meeting and actions will be circulated three to five days after the meeting, unless otherwise determined by the Working Group. Meetings will be scheduled for 60-90 minutes in duration. Members may be required to read documents or other materials in advance of and in between meetings to provide advice and direction.

TERM:

Front-line workers can apply to be on the Working Group on the SafeCare BC website. SafeCare BC staff will manage the appointment process to the Working Group. The membership term is 18 months with the option to renew.

ATTENDANCE:

Members who miss three consecutive meetings for unexcused reasons are deemed to have resigned from the Working Group.

FUNCTIONS:

The Front-line Communications Working Group provides input, expertise, and knowledge to strengthen the effectiveness of SafeCare BC communications initiatives, programs, and projects.

Specifically, the Working Group will provide input into communications-based activities directed towards front-line workers as outlined in SafeCare BC's annual workplan.

RESPONSIBILITIES:

The Working Group will provide front-line worker-specific input and recommendations on the following:

1. Strengthening SafeCare BC's engagement with front-line workers in the home and community care and long-term care sectors.
2. Communications strategies and materials related to education, training, resources, and return-to-work initiatives targeted to front-line workers.

OPERATION:

Wherever possible, Working Group recommendations will be made by consensus. If the Working Group is unable to reach consensus on an issue after thorough debate, the issue will be referred to the SafeCare BC CEO for consideration.

The Chair will be responsible for liaising between the Working Group and the SafeCare BC CEO. The Chair will report to the SafeCare BC CEO on recommendations from the Working Group and will similarly relay the CEO's decisions on recommendations to the Working Group.

REIMBURSEMENT:

Working Group members will receive an honorarium for their participation. The process through which an honorarium may be disbursed will be established by SafeCare BC. In addition, members will be reimbursed for reasonable expenses incurred during their duties on the Working Group. These expenses will be reimbursed in accordance with SafeCare BC's Board policies.