

POLICY/PROCEDURE NUMBER:

**C 6.1**

DATE:            September 2019	SUBJECT:
ISSUE: <b>Communications Committee</b>	<b>Communications Plan</b>
REVIEWED:    March 2023	PAGES:    1 of 6

**1. Purpose:**

- 1.1 This communication plan outlines means and tools while adhering to the Mission and Vision of the Society so as to promote CHES and add value to the members while also building the CHES brand and growing membership among engineering and facility management staff in hospitals, long-term care and allied facilities/organizations.
  
- 1.2 The objective of the communication plan is to utilize marketing and communications mechanisms in order to support the Society in keeping members informed and current in their healthcare engineering and facility management roles.
  
- 1.3 By building the CHES brand through proper communications and marketing strategies, the Society hopes to also increase membership thus offer greater support and influence over healthcare engineering across Canada.

**2. Definitions:**

- 2.1 Social Media Strategy

Social Media is a mechanism to promote CHES activities, share knowledge and promote professional development.

**3. Responsibilities:**

- 3.1 The CHES National Communications Committee:

- 3.1.1 is responsible for promoting and enhancing all communication efforts in order to support the work of the Society as per Policy C-1.1 Communications Committee Terms of Reference
- 3.1.2 Shall complete and submit a calendar of events with timelines for communication activities shall be completed annually by the Communications Committee in conjunction with National Office and submitted to the CHES Board for approval by Nov 30<sup>th</sup> of every year.

- 3.2 CHES National will provide access to the designated CHES Communications Committee Member(s) as required.

- 3.3 The Chair of the Social Media Committee is responsible to approve posts not originating from the CHES National website.

**4. Procedure:**

- 4.1 CHES shall ensure members have access to the following information vehicles:
  - 4.1.1 Networking and Knowledge Sharing

POLICY/PROCEDURE NUMBER:

**C 6.1**

DATE:            September 2019	SUBJECT:
ISSUE: <b>Communications Committee</b>	<b>Communications Plan</b>
REVIEWED:    March 2023	PAGES:    2 of 6

- 4.1.1.1 CHES Journal (Canadian Healthcare Facilities) – quarterly
- 4.1.1.2 CHES E-News
- 4.1.1.3 Conferences
- 4.1.1.4 Webinars
- 4.1.1.5 CSA Healthcare Standards
- 4.1.1.6 CHES Website
- 4.1.1.7 CHES Social Media
- 4.1.2 Education and Professional Development
  - 4.1.2.1 Conferences
    - 4.1.2.1.1 National and Chapter
  - 4.1.2.2 Education Days
  - 4.1.2.3 Events
    - 4.1.2.3.1 Canadian Healthcare Construction Course (CanHCC)Certifications
  
- 4.2 The Communications Committee shall to promote the above activities utilizing the tools in accordance with Appendix A.
  
- 4.3 The Communications Committee shall use the various social media channels to promote the CHES activities in accordance to Appendix B.
  
- 4.4 Social media vehicles, frequency and hashtags will be released in accordance to Appendix C – Communications Schedule.

POLICY/PROCEDURE NUMBER:

**C 6.1**

DATE: September 2019	SUBJECT: <b>Communications Plan</b>
ISSUE: <b>Communications Committee</b>	
REVIEWED: March 2023	PAGES: 3 of 6

**Appendix A**  
**CHES Communication Tools**

CHES has the following communication tools to support the values of CHES networking, peer support, education and collective knowledge.

Communication Medium	Policy	Label/Name	Minimum Commitment
Journal	C-2.1 to C2.5	<i>Canadian Healthcare Facilities Journal of Canadian Healthcare Engineering Society</i>	Quarterly
Website	C-3.1, C3.2	<a href="http://www.ches.org">www.ches.org</a>	Ongoing
National Conference / Tradeshow	E3.1-E3.4	CHES National Conference	Annually (Fall)
Chapter Conference / Tradeshow		Various by Chapter	Annually
ENews (MediaEdge)	C-2.1, C2-6		
CHES eblasts and newsletters	C2.1	Emails	CHES newsletter/Update - Monthly CHES eblasts - as required
Canadian Healthcare Construction Course	E6.1	CAN HCC	4/year
Canadian Certified Healthcare Facility Manager	E7.1-7.3	CCHFM	Ongoing. Apply online to write the exam.
Chapter Educational Days		As defined by the Chapter.	Annually as defined by the Chapters
Webinars	E5.1-5.2	Webinar Series	8/year. Call for abstracts in February

POLICY/PROCEDURE NUMBER:

**C 6.1**

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ISSUE: <b>Communications Committee</b>	
REVIEWED:    March 2023	PAGES:    4 of 6

Awards & Grants	D3.1,D4.1,D5.1,D6.1	Hans Burgers Award for Outstanding Contribution to Healthcare Engineering Wayne McLellan Award of Excellence in Healthcare Facilities Management President's Award Young Professional Grant (YPG) Chapter awards and grants such as Ontario's Bursary Program <b>SHOULD</b> we separate out AWARDS and Grants/Bursaries? And list each Chapter that offers a Bursary? They are in my mind, quite distinct.	Annually
Membership	D2.1-2.5		Annually. Membership Renewal promotion starts in January.
Elections	B4.1-4.3	National and Chapter Nominations and Elections	Every two years. Call for Nominations in January of election year
LinkedIn		CHES National Office (338 Connections) - Public Canadian Healthcare Engineering Society (71 Followers) - Members only  INSERT exact LinkedIn account name	Ongoing
Twitter		@CHES_SCISS (138 Followers) #CHESYYYY (for National Conference)	Ongoing
Partner Organizations		Canadian Coalition for Green Health Care, Canadian College of Health Leaders, others as approved.	Ongoing

POLICY/PROCEDURE NUMBER:

**C 6.1**

DATE: September 2019	SUBJECT: <b>Communications Plan</b>
ISSUE: <b>Communications Committee</b>	
REVIEWED: March 2023	PAGES: 5 of 6

### Appendix B Communication Channels

The following proposes which CHES communications channels will be used to promote CHES activities and provide information to members.

Mechanism	Publications		Professional Development							Recognition	Administration				
	Journal	Enews (MediaEdge)	National Conference and Tradeshow	Chapter Conference and Tradeshow	CAN HCC	CCHFM	Educational Days	Other course offerings (Medical Gas, etc)	Webinars	Awards	Membership	Elections (National/Chapter)	Call for Nominations (National/Chapter)	Bursary Nominations (National & Chapter)	Administration communication (AGM, Bylaws etc)
Print	✓														
Journal	✓		✓		✓	✓			✓	✓					
Enews MediaEdge		✓									✓				
Events / Conferences	✓		✓	✓	✓	✓		✓		✓	✓				
Linkedin	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Twitter	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
Eblast/CHES updates and newsletter	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Website	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Social media can be used to:

- Promote CHES-approved activities
- Promote CHES-approved partner activities
- Encourage participation and registration at CHES conferences and events including real time promotion of tradeshow and speakers/sessions

The following highlights social media hashtags, frequency and activities to promote.

POLICY/PROCEDURE NUMBER:

**C 6.1**

DATE: September 2019	SUBJECT: <b>Communications and Marketing Plan</b>
ISSUE: <b>Communications Committee</b>	
REVIEWED: March 2023	PAGES: 6 of 6

Appendix C  
Communications Schedule

Activity	Social Media Promotion	Media Hashtags
Journal	Journal Publication quarterly, feature stories	#CHESJournal
National Conference	Call for abstracts (Fall - once at launch and 1 week before deadline) Registration (at launch, 2 months before, 1 month before and last call 1 week before) Highlight Speakers. Frequent updates during conference.	#CHESYYYY Where YYYY = year of event
Chapter Conferences	Minimum: Registration at open and 1 reminder Frequent updates during conference.	#CHESTBD and approved by Chapters
Workshop and Training (i.e., CAN HCC)	Registration at open and 1 reminder Update during course	#CANHCC
Educational Days	Registration at open and a minimum of 1 reminder	Chapter reference.
Other course offering (Medical Gas, etc.)	Registration at open and a minimum of 1 reminder	#CHES
Webinars	Registration as required. Reminder 1 day before	#CHES
Awards & Grants Do we separate out Grants/Bursaries into separate category?	Nominations at launch of nominations and 1 week prior to close (End of March) Award recipients following Gala Banquet.	#CHES #CHESYYYY
Membership	Membership renewal in the spring	#CHES
Elections	National - Call for Nominations and minimum 1 week to close. Election results Chapter – Every two years or as defined by the Chapter. Call for Nominations and minimum 1 week to close. Election results.	#CHES
National Healthcare and Facilities Engineering Week	Reminders for planning and during the week.	#NHFEW #CHES
Administration and General Information/Communication	AGM reminder and agenda. Bylaw information, CSA promotion, etc..	#CHESYYYY
Partner Events and or Information	As requested, and approved	

*This policy should be reviewed biannually.*