

Workplan – Advocacy and Awareness Working Group

Purpose

To shape HSAA's public presence by advising on advocacy strategies and campaigns focused on the issues impacting our members.

Objective

To strengthen public awareness and enhance HSAA advocacy to influence positive change for HSAA members.

Key Duties and Responsibilities

- Review and advise on design of campaigns that resonate with the members and public.
- Propose ways to increase member participation in advocacy efforts and public awareness initiatives.
- Propose ways to increase promotion of messaging that reflects the real experiences, priorities, and concerns of HSAA members.
- Provide advice and direction on advocacy efforts focused on the issues impacting our health care system, our patients, and our professions.
- Review and help interpret advocacy and awareness evaluation results, including advising on the most effective method to gather feedback to ensure our advocacy priorities reflect our members' experiences and concerns.
- Provide advice and recommendations on awareness strategies and activities that promote the value of unions.
- Propose ways to increase public awareness of who our members are and the integral role we play in the healthcare system.
- Provide advice and direction on outreach activities targeted to increase awareness of HSAA members' professions among students and the general public.

Composition

The Working Group is composed of:

- Two (2) Board Members. One who is Chairperson
- Up to Seven (7) members-at-large
 - One member-at-large who is Indigenous*
 - One (1) member-at-large who identifies as a member of an equity- deserving community listed on the application form*

*Should no member apply for this position, it shall remain vacant. The Chair may make a motion to the Board for a mid-term appointment should a member-at-large become known after the initial selection process.

Staff Support

- Administrative support
- Other staff as assigned

Term

The term of the Working Group will be January 1, 2026, to September 30, 2026.

Reporting

Minutes and recommendations will be submitted to the Board.

Meetings

Up to 5 meetings.