



Greater Columbia Accountable Community of Health

Collaboration • Innovation • Engagement

GCACH Communications Committee

CHARGE

The Greater Columbia Accountable Community of Health (GCACH) is governed by a Board of Directors who provide strategic direction and work in partnership with the Leadership Council and workgroups on approved projects. The number of Directors shall be determined from time to time by a vote of the Board but shall consist of not less than fifteen (15) and not more than twenty-five (25). They may appoint, from time to time, from its own members and/or the public, standing or temporary committees consisting each of no fewer than two Directors. The designation of any such committee and the delegation of authority thereto shall not relieve the Board or any members thereof of any responsibility imposed by law.

The Communications Committee is an authorized and ongoing committee of the Board.*

DEFINITIONS

“Communications” – the art and science of reaching target audiences using marketing communication channels such as advertising, public relations, experiences or direct mail for example. It is concerned with deciding who to target, when, with what message and how. It involves: (1) determining the objectives, (2) choosing the audience, and (3) selecting appropriate channel(s) to reach them.

MEMBERSHIP

The Secretary of the Board shall chair a committee comprised of at least two (2) members of the Board to oversee the internal and external communications of the GCACH. They will organize and coordinate publicity and outreach within the organization, and facilitate communication between the GCACH and the public. They will act as spokesmen for the GCACH at formal and informal presentations and to the media when directed by the President.*

The Director of Community Engagement and the Communications Coordinator of GCACH will serve as ex-officio members of this committee. The Secretary may request members of the Leadership Council or subject matter experts to also serve on this committee with the President’s authorization.

ROLE

The Communications Committee shall be responsible for planning and developing a robust communications engagement strategy that:

- Promotes transparency in decision-making,
- Provides opportunities to collaborate and involve stakeholders,
- Empowers and promotes shared leadership with partners and providers,
- Informs and educates the public with key messaging,
- Oversees GCACH campaigns

OBJECTIVES

- Develop key messages that align with the programmatic priorities of GCACH
- To advance population health through community engagement
- Disseminate information to all stakeholders, partners, potential members, and the public
- Garner support and engage members and non-members to actively participate in GCACH activities and collectively problem-solve challenges related to the GCACH mission
- Craft a distinct brand identity for GCACH that positions the organization as a thought-leader
- Advocate for health transformation as well as serve as a convener and facilitator for its stakeholders

CONFLICTS OF INTEREST

The Communications Committee members are required to comply with the Greater Columbia Accountable Community of Health Conflict of Interest policy.