



**Canadian Institute of Public Health Inspectors**  
**L'Institut canadien des inspecteurs en santé publique**

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**NEWFOUNDLAND AND LABRADOR BRANCH**  
**STRATEGIC PLAN**  
**2010-2012**





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**PURPOSE:**

This strategic plan is an official document to share the objectives and planned directions of the Newfoundland and Labrador Branch (NL Branch) of the Canadian Institute of Public Health Inspectors (CIPHI) for 2010-2012.

**MISSION STATEMENT:**

The NL Branch is a local division of CIPHI who represent Certified Public Health Inspectors in the province of Newfoundland and Labrador.

CIPHI advances the profession, science and field of Environmental Public Health through certification, advocacy, education and setting standards. We protect the health of Canadians and represent environmental public health professionals across Canada.

**VISION:**

Health Protection: Cornerstone of Public Health

**STRATEGIC GOALS, OBJECTIVES, AND ACTION PLAN for 2010-2012**

<b>Strategic Goal 1: The NL Branch builds on its membership through recruitment and retention efforts.</b>			
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>TIMELINE</b>
<b>Increase Membership</b>	Develop membership recruitment/retention packages for various subgroups (i.e. PHI's/ EHO's, EH students, newly certified PHI's, retired PHI's, etc.)	Membership Committee Chairperson	October 2010
	Develop membership satisfaction survey	Membership Committee Chairperson	October 2010
	Survey non-members to determine why they haven't joined	Membership Committee Chairperson	September 2011
	Compile list/contact information of potential members (CFIA, RETIRED, PHI/EHO's)	Membership Committee Chairperson	September 2011

**STRATEGIC GOALS, OBJECTIVES, AND ACTION PLAN for 2010-2012**

<b>Strategic Goal 2: The NL Branch strengthens its organization through effective communication and good governance practices with its members.</b>			
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>TIMELINE</b>
<b>Enhance communication efforts to members</b>	Develop an annual newsletter - "Field Notes"	Newsletter Editor	October 2010
	Submit quarterly Branch Updates to EHR	Branch President	In accordance with EHR timelines.
	Email Updates	Branch President	Ongoing
	Distribute branch executive meeting minutes to membership in a timely fashion	Branch Treasurer	Two weeks following executive approval
	Website Updates	Branch Executive/Webmaster	Ongoing
<b>Regularly assess the implementation progress of the Strategic Plan</b>	Provide an annual progress report to the membership	Branch President	Annually during AGM
	Annual evaluation by the Branch Executive of the implementation progress of the Strategic Plan.	Branch Executive	Annually 2 months prior to AGM

**STRATEGIC GOALS, OBJECTIVES, AND ACTION PLAN for 2010-2012**

<b>Strategic Goal 3: The NL Branch highlights the importance of Environmental Public Health Professionals through community awareness campaigns.</b>			
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>TIMELINE</b>
<b>Promote Environmental Public Health Week (EPHW)</b>	Seek proclamation from the Province or other large cities and/or municipalities	Branch Executive	2 months prior to EPHW
	Advertise to the general public through Public Service Announcements (PSA's), radio advertisements, Information displays/booths	Branch Executive	During EPHW
	Encourage employers to hold a nutritional break for CPHI(c) staff	Branch Executive	1 week prior to EPHW

**STRATEGIC GOALS, OBJECTIVES, AND ACTION PLAN for 2010-2012**

Strategic Goal 4: The NL Branch aims to foster, enhance and/or develop professional development opportunities for PHI's/EHO's in NL.



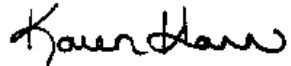
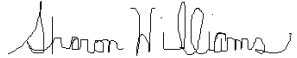
<b>OBJECTIVE</b>	<b>ACTION</b>	<b>RESPONSIBILITY</b>	<b>TIMELINE</b>
<b>Promote Professional Development</b>	Host annual 2-day environmental health conference	Education Committee, Conference Planning Committee	Annually
	Encourage full participation in the CIPHI Continuing Professional Competencies (CPC) Program	Branch Executive	Ongoing
	Showcase the CPC Program to CPHI (c) holders and employers throughout the province	CPC Provincial Champions/ Branch Education Chairperson	November 2010
	Develop and offer "Monthly Environmental Health Challenging Questions" for credit towards CPC Program.	Branch Education Chairperson	Monthly, beginning January 2011
	Post conference satisfaction survey	Conference Planning Committee	Annually
	Develop sponsorship policy which will offer monetary assistance to NL Branch members to attend professional development opportunities.	Branch Education Chairperson	June 2010

**STRATEGIC GOALS, OBJECTIVES, AND ACTION PLAN for 2010-2012**

Strategic Goal 5: The NL Branch Establishes an awards program to recognize public health excellence in NL.

OBJECTIVE	ACTION	RESPONSIBILITY	TIMELINE
<b>Promote existing Memorial Award for Public Health Excellence</b>	Present the Memorial Award at the educational conference	Branch Executive	During AGM (every 2 <sup>nd</sup> year)
	Update website to include Memorial Award information, including call for nominations	Webmaster	March 2010
	Inform members of nomination deadline.	Branch Executive	1 month prior to deadline annually
<b>Establish an additional award or means of recognizing professional excellence of certified PHI/EHO's</b>	Establish an additional award/ Certificate of Recognition and the accompanying Terms of Reference to recognize professional success amongst certified PHI/EHO's in NL	Branch Executive	March 2011

**STRATEGIC GOALS, OBJECTIVES, AND ACTION PLAN for 2010-2012**

<b>Approving Officers</b>			
<b>Name</b>	<b>Title</b>	<b>Date</b>	<b>Signature</b>
Chris Hart	President	May 20, 2010	
Darryl Johnson	Past-President	May 21, 2010	
Terry Battcock	Vice-President	May 20, 2010	
Karen Randell	Secretary/Treasurer	May 25, 2010	
Sharon Williams	East Councillor	May 21, 2010	
Sara Timpa	Central Councilor	May 25, 2010	
Vacant	Western Councilor		