

**POLICY**

CATEGORY/SECTION

**BOARD - GENERAL**

SUBJECT

**ADVOCACY & ENGAGEMENT****AUTHORITY**

Governance &amp; Procedural By-law 03-2021

**INTENT OF POLICY**

1. To establish a protocol for advocacy and engagement efforts undertaken by or on behalf of The District of Thunder Bay Social Services Administration Board (TBDSSAB or the Board);
2. To ensure advocacy and engagement efforts follow best practices;
3. To allow for the prioritization of advocacy and engagement efforts that align with TBDSSAB's vision, mission and values, strategic goals, and the diverse perspectives of our clients and communities;
4. To increase the efficacy of advocacy and engagement efforts by establishing a framework to guide the planning, implementation, and evaluation of efforts and their intended outcomes.

**DEFINITIONS****Advocacy**

Refers to any deliberate or strategic activity that is intended to ***influence or effect change*** by engaging our ***audience/stakeholders***.

**Engagement**

Any deliberate or strategic outreach, consultation or communication with our ***audience/stakeholders*** that is intended to ***influence or effect change***.

- "Influence or Effect Change" may mean to increase or change awareness, knowledge, behaviours or attitudes, foster collaboration, effect policy change or influence decisions within TBDSSAB or external organizational, political, economic, and social institutions.
- "Audience/Stakeholders" may include (but is not limited to) service users, TBDSSAB staff, community partners, decision-makers, provincial or federal government officials.
- In nearly all cases, advocacy and engagement activities under this policy will be related to social justice and/or the administration of the service system.

IMPLEMENTATION / BOARD APPROVAL DATE:

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Examples of Advocacy and Engagement activities may include (but are not limited to):

- Research/position papers
- Meetings with government officials
- Public campaigns or statements via media, social media, or other platforms
- Participation in working groups, tables, or committees
- Raising and lowering of flags in recognition of an event/campaign

**POLICY**

The Chief Executive Officer (CEO) is responsible for the development of TBDSSAB’s advocacy and engagement efforts with final approval from the Board for political advocacy activities and strategies.

- The authority to pursue advocacy and engagement activities requires authority from the CEO, with final approval from the Board as required.
- The Communications and Engagement Officer will serve as a centralized resource for the coordination and tracking of advocacy and engagement activities.
- All TBDSSAB advocacy efforts requiring strategies for engaging with political stakeholders or lobbying provincial and federal governments requires final approval from the Board. The Board will request meetings with government officials for the fulfillment of any advocacy efforts through the CEO with support from Administration.
- A framework is provided in the Advocacy and Engagement Procedure and the accompanying Form.

**STANDARDS OF APPLICATION**

This policy applies to all TBDSSAB advocacy and engagement efforts.

**RELATED POLICIES**

- BRD-01:94 Endorsement and Letter of Support
- BRD-01:110 Social Media Policy
- BRD-01:111 Corporate Communication Policy
- BRD-01:144 Advocacy & Engagement Policy
- CEO-01:10 Requests For Financial Support
- CEO-01:136 Surveys
- HR-01:133 Workplace Diversity and Inclusion Policy
- HS-01:75 Flag Etiquette

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**RELATED PROCEDURES**

CEO-01:140 01 Process Reviews Procedure

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