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National Birth Defects Prevention Network  
Surveillance · Research · Prevention

### **Health Promotion Committee Charter**

- **Mission:**

The mission of the Health Promotion Committee (HPC) is to plan, coordinate, and execute NBDPN health promotion activities in collaboration with functional committees, NBDPN membership, partner organizations, families and the general public.
- **Responsibilities:**
  - Collect communication updates during the Operations Committee (OC) meeting to coordinate communication plan as needed.
  - Assist with review and dissemination of information via various platforms to include website, social media, digital newsletters, and other media.
  - Conduct Health Promotion activities related to birth defects.
  - Identify opportunities to communicate and disseminate birth defects prevention and prevalence findings.
- **Deliverables:**
  - Produce NBDPN Newsletter (quarterly)
  - Produce / Distribute Toolkit / Packet for Birth Defects Prevention Awareness Month and Folic Acid Awareness Week (annually)
    - Develop and distribute evaluation surveys to Network following BDAM and FAAW; provide results to the Board
  - Social media postings and campaigns (Instagram, Twitter, and Facebook) - as much as practicable; website content development and updates. Add emphasis in future: LinkedIn
    - Collaborate with partners with social media messaging
    - Submit social media analytics from Hootsuite to the Board (annually)
  - Email and communication to members of NBDPN
- **Organization:**
  - Review of Charter:
    - This Charter shall be reviewed and assessed by the Health Promotion Committee at least annually and any proposed changes shall be submitted to the Board of Directors for approval.
  - Workplan:
    - The committee shall develop an annual workplan for the committee and submit to the Operations Committee Chair (Board Vice-Chair) by the 15<sup>th</sup> of first month of the organization's fiscal year.
    - Workplans will be reviewed and approved by the Operations Committee.

- Membership/Structure/Quorum:
  - Committee chair(s) shall be appointed by the Board of Directors and will serve on the Operations Committee.
  - This committee shall consist of at least **10** members.
  - Committee members should have general knowledge of definitions and trends in birth defects prevention
  - Committee members can hone communication skills, and gain experience in health promotion, marketing, social media and public relations.
  - Committee workgroups may be organized by or assigned based on the annual workplan.
  
- Meetings:
  - The committee shall convene on a monthly basis. A quorum of any meeting shall consist of simple majority of attendees. Meetings will be conducted on Zoom and recorded as needed.
  
- Agenda, Minutes, Reports
  - The committee chair shall be responsible for:
    - Establishing the agendas for meetings.
    - An agenda, together with relevant materials, shall be sent to committee members at least 3 days in advance of the meeting.
  - Minutes for all meetings shall be drafted by the designee, reviewed by the committee chair and co-chair (if applicable) and approved by committee members at the following meeting.
  - Agendas and meeting minutes shall be uploaded to the NBDPN Box online site and available for review by the Operations Committee and the Board of Directors.



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**Health Promotion Committee (HP)  
Workplan, FY 2024**

<b>Chair/Co-Chair:</b>	Kristina Ottenwess Jeni Waldrop
<b>Workgroups/Lead(s):</b>	
Birth Defects Awareness Month	TBD
Folic Acid Awareness Month	TBD
Social Media	Stephanie Glickman
(Newsletter)	Jeni Waldrop

Deliverable	Workgroup	Schedule	Interim Deadline	Launch Date	FY2023 Workplan
D1) Develop Social Media Calendar	Social Media	Annual		Monthly	Draft health observance posts for upcoming month (recurring) and maintain active engagement. Ensure social media posts are inclusive and diverse. Collaborate with PMG for scheduling via Hootsuite.
D2) Issue materials for National Birth Defects Awareness to highlight BDAM month.	BDAM	Annual		October 2024	Drafting materials for BDAM (May-Aug 2024) Web page development (Sept 2024) D&I review materials (Sept 2024) Board Approval (Oct 2024) Publish Web Page* (Nov 2024)
D3) Issue materials for Folic Acid Awareness	FAAW	Annual		August 2024	Content creation (July 2024) D&I review materials (July 2024) Social media posts (July 2024) Publish Web Page (PMG Support) and OTIS podcast (Aug 2024)
D4) Newsletter	News	Quarterly		Jan/April/July/Oct	Call for Content (Dec/Mar/Jun/Sept) Email Distribution (Jan/April/July/Oct)

Concepts/Future Goals					
C1) Family stories / engagement		Annual			Incorporate in all deliverable and HP efforts
C2) World Birth Defect Day		Annual		March 3, 2024	Content creation, social media posts, website updates (February) March of Dimes collab (March)
C3) Addressing Health Equity in Health Promotion		Annual			Incorporate in all deliverable and HP efforts