



## **PREAMBLE**

Go For Health Windsor-Essex (GFH) is a coalition of recognized and respected community health organizations and volunteers. The GFH coalition is committed to reducing the high rate of chronic disease through the advocacy and support of healthy living policy development. This unique partnership creates a model of collaborative action that is embraced by the business, education, government, health and recreation and leisure sectors. Partners in these sectors agree to advocate, create and implement policies that promote and support healthy living.

Four major chronic illnesses- heart disease, some types of cancer, respiratory diseases and diabetes, account for two-thirds of all deaths in Canada (Advisory Committee on Population Health, 2002). These chronic diseases are associated with five modifiable risk factors: tobacco use and second-hand smoke; excess alcohol consumption; being overweight or obese; unhealthy eating and physical inactivity. Up to 80% of illnesses, disabilities and preventable deaths from chronic disease are attributable to these risk factors (Advisory Committee on Population Health, 2002).

Lack of knowledge about positive mental health and the stigma held toward mental illness are two of the major barriers to having a population of mentally healthy people. It's estimated that one in five Canadians, close to six million people, will develop a mental illness at some point in their lives. Mental illness is estimated to cost the Canadian economy \$51 billion dollars a year (Lim, Jacobs, Ohinmaa, Schopflocher & Dewa, 2008).

Injury can happen to anyone, and the risk is always there- at home, day care, school, work, etc. The impact of injury is huge in terms of personal and economic costs. Personal costs include pain, disability, decrease in quality of life, and death. Injuries cost Canadians \$19.8 billion in 2004, which is the latest data available (SMARTRISK, 2009). In Ontario, roughly 145 people are injured every hour, and about 13 people die from their injuries daily (SMARTRISK, 2009).

This Terms of Reference is considered a living document and as such is subject to review and revisions as deemed necessary and approved by the GFH Steering Committee.

**VISION**

Windsor-Essex County embraces and models healthy living

**MISSION**

Provide leadership for collaborative action towards healthy living, for wellness and the reduction of chronic disease in Windsor-Essex County

**VALUES**

- **Participation** – The entire community, *at every level*, must participate in promoting and supporting behaviours that enhance each person’s ability to make healthy choices
- **Innovation** – The program’s strategies must be *new and appealing* in order to encourage widespread adoption of healthy living behaviors
- **Leadership** – People, who are in a position to promote healthier lifestyles, must be inspired to find the tools and support they need in order *to encourage others*
- **Diversity** – All goals and strategies must strive to include *all members* of a diverse community
- **Collaboration** – A successful coalition requires the *active integration of shared resources* in a community wide network
- **Impact** – All activities must have a *positive outcome* on the health and well being of the community

**STEERING COMMITTEE****Purpose**

The GFH Steering Committee provides the overall strategic direction for the GFH coalition. Additionally, it provides leadership, expertise and guidance for resource persons and/or designated leads of the targeted sector groups identified in the Terms of Reference preamble. The goal of the GFH initiative is to advocate, create and implement policies that promote and support healthy living.

**Objectives**

The primary objectives of the GFH Steering Committee include:

**1. Provides Strategic Direction**

- Provides strategic direction to the GFH coalition that supports community capacity building and sustainability around health policy
- Approves annual Sector work plans which identify key priorities, deliverables and performance measurements ensuring alignment with GFH strategic directions.
- Approves an annual communication plan for the GFH initiative
- Establishes Ad Hoc Committees, as required and approved by the GFH Steering Committee, to achieve the objectives of the GFH Steering Committee
- Conducts an annual review of the GFH Steering Committee Terms of Reference

## **2. Fosters Partnerships and Collaboration**

- Links individuals and groups within Windsor-Essex County with an interest in and/or a commitment to the prevention of chronic disease
- Promotes collaborative partnerships within and across community sectors
- Ensures member accountabilities are met
- Refers action items and issues of importance to the appropriate committees and/or agencies for attention and follow-up

## **3. Advocates for healthy policy development**

- Models healthy policy during all GFH meetings and activities
- Provides Sector support during the implementation of annual work plans
- Identifies opportunities for advocacy and promotion of healthy policy development

### **Membership**

- GFH Chair
- GFH Vice Chair
- One sector representative, i.e. lead, resource person or volunteer, as designated by each sector group - business, education, government, health and recreation and leisure
- Partners defined as volunteers, individuals or representatives of groups, organizations or services with an interest in and/or a commitment to reducing the incidence of chronic disease through policy development
- Windsor Essex County Health Unit (WECHU) resource staff person (Ex-officio)

### **Terms of Office**

#### ***Chair and Vice-Chair***

- A Chair and Vice-Chair are appointed by the GFH Steering Committee every other year for a two year term in January. Candidates may be approved via an appointment, volunteer or election process as appropriate and at the determination of the Steering Committee
- Multiple terms are optional on approval of the Steering Committee
- Ideally, the Chair and Vice Chair are volunteer members of the Steering Committee as opposed to a representative of a partner agency or service
- If the Chair resigns from his/her position within the two year term, the Steering Committee will select a GFH member to fill the role for the remainder of the term. The selection process will take place at a special Steering Committee meeting

#### ***Past Chair***

- The immediate Past Chair and Vice-Chair are encouraged to remain as GFH Steering Committee members for at least a one year period to act as an advisor to the new Chair

***Future Chair***

- The future Chair will be appointed by the Steering Committee one year in advance to provide the opportunity for familiarization with the role and work of the GFH Coalition

***Honorary Chair***

- Selected or confirmed annually (January) by the GFH Steering Committee for their community leadership, commitment to healthy living and to the Mission, Vision, Values and Purpose of the GFH coalition

**Office Accountabilities*****Chair***

- Provides strategic leadership to the Steering Committee ensuring strategic directions are in keeping with GFH Vision, Mission & Values
- Ensures GFH Steering Committee, Standing Committees and Ad Hoc Committees structure and activities are consistent with GFH Terms of Reference
- Represents the GFH coalition at community events and activities
- Acts as a GFH coalition media spokesperson
- Chairs Steering Committee and Operations Committee meetings. Meeting protocol activities include ensuring observance of order and decorum, presiding over all questions of order, receiving and submitting to a vote any required motions presented by members, voting on motions where the vote is tied, announcing the results of the vote on any motion and adjourning the meeting when business is concluded
- In collaboration with GFH staff resource and Operations Committee members, prepares and distributes meeting agendas at least three business days prior to the scheduled meeting. A common committee agenda template is provided for consistency (Appendix A)
- Ensures meeting minutes are recorded and prepared for distribution within two weeks following the meeting. Minute recording may be assigned, volunteered or rotated as per Committee preference. A common committee minutes template is provided for consistency (Appendix B)
- Approves minutes prior to distribution
- Ensures agendas and minutes are forwarded to the WECHU staff resource person for posting and archiving on the on the website [www.goforhealth.ca](http://www.goforhealth.ca)
- Ensures a financial report, identifying current and projected revenue and expenses, is prepared and reported at each GFH Steering and Operations Committee meetings.
- Approves routine operational expenses.
- Performs other duties as required at the direction of the Steering Committee
- The Chair is an ex-officio member of all committees.

***Vice Chair***

- Works with the Chair to provide strategic leadership to the Steering Committee ensuring strategic directions are in keeping with GFH Vision, Mission & Values

- Assumes the authority and performs all the duties of the Chair in the absence of the Chair
- If the Vice-Chair resigns from his/her position within the two year term, the Steering Committee will select a member involved with GFH to fill the respective role for the remainder of the term. The selection process will take place at a special Steering Committee meeting

### *Secretary*

- The Secretary shall ensure that the governance of the Coalition is documented in a manner that meets Steering Committee requirements.
- The Secretary shall attend all meetings of the Steering Committee to ensure minutes are taken and are accurate.
- The Secretary will review the minutes of Steering Committee meetings prior to distribution to the Steering Committee. The Secretary ensures that minutes are taken and ensures that the Steering Committee approves these minutes and ensures that they are held by the designated staff resource.

### *Treasurer*

- The primary role of the Treasurer is to advise the Steering Committee on financial matters affecting the Coalition and the acceptability of financial management practices of the Coalition in accordance with legal requirements.
- The Treasurer shall present financial statements at each Steering Committee meeting and provide recommendations regarding financial matters.
- The Treasurer shall review the monthly financial statements and alert the Steering Committee, through the Chair, of any issues that require Steering Committee attention.
- The Treasurer shall provide comment to the Steering Committee on financial statements and review Steering Committee expenses and report any concerns to the Steering Committee.

### **Membership Accountabilities**

- Signs and adheres to the 'GFH Steering Committee Code of Conduct Principles'
- Attends and actively participates in all meetings
- For group/agency/service committee representatives, arranges for an alternate representative to attend meetings they are unable to attend
- For designated Sector representatives, arranges for an alternate representative to attend meetings they are unable to attend and to provide Sector reports on their behalf.
- All members or member representatives unable to attend a Steering Committee meeting will send regrets to the GFH Chair or GFH Coordinator a minimum of one business day prior to the scheduled meeting.
- Members failing to attend three or more consecutive meetings without arranging for an alternate representative or providing regrets may be subject to a request from the Steering Committee for a written letter reconfirming their commitment to GFH

### **Meetings**

- A minimum of six bi-monthly meetings are held annually; commonly, scheduled in January, March, May, July, September and November
- Additional meetings may be called by the Chair on an “as needed” basis
- Any Steering Committee member can submit a written request to the GFH Chair requesting an additional meeting be scheduled to address a specific issue of concern

### **Decision Making**

- Wherever possible, decision making is achieved through member consensus
- If a consensus cannot be reached, the question/issue will be put to a vote, in the form of a motion. Each committee member is entitled to one vote; however, only one member present from each organization may cast a vote
- A motion is carried when a simple majority of the members present (quorum) have expressed agreement with the question/issue. A quorum consists of a simple majority of the members in attendance
- The Committee Chair votes to break a tie vote

### **Conflict of Interest**

- A conflict of interest exists when a GFH member, either on his/her own behalf or while acting for, by, with or through another, has any economic interest in any matter and is present at a meeting at which the matter is the subject of consideration
- Each member who is in an actual or perceived by committee members to have a conflict of interest is obligated to openly declare such a conflict
- If the Chair rules a conflict of interest exists, the conflict is recorded in the minutes. The member must not take part in the portion of the meeting at which the matter is being discussed or decided

### **Finances**

- The GFH Steering Committee develops an annual budget for its operating expenses
- For accountability purposes, the flow through agency’s policy and procedures are adhered to in all financial transactions
- The receipt of revenue and processing of expenses will follow the policies and procedures of the flow through agency

### **STANDING COMMITTEES**

In addition to the Steering Committee, GFH work is supported by six standing committees – an Operations Committee and five Sector Committees or groups (business, education, government, health and recreation and leisure)

### **OPERATIONS COMMITTEE**

- Oversees the coordination of the GFH initiative in keeping with GFH Steering Committee Terms of Reference and ensuring alignment with GFH strategic direction
- Performs functions on behalf of the coalition, within the parameters agreed to by the Steering Committee
- Provides direction for communication initiatives
- Makes recommendations to the GFH Steering Committee

### **Membership**

- Chair (Chair of the GFH Steering Committee)
- Ideally eight representatives from the GFH Steering Committee appointed on an annual basis. Operations Committee membership will be granted in response to a volunteer call to the GFH Steering Committee members. Should more than eight members volunteer to serve on the Operations Committee; a Steering Committee member vote will be held to determine the eight appointed representatives
- WECHU resource staff member (Ex-officio)

### **Primary Accountabilities**

- Reviews and monitors budget and expense reports
- Ensures the timely completion and review of required reports (e.g., to funding organizations), by the WECHU resource staff person
- Plans for GFH representation at strategic community and media events
- Ensures timely and appropriate communication to the GFH Steering Committee
- Keeps GFH Steering Committee membership and key leaders within the community informed on GFH activities and achievements
- Manages GFH branding for consistency and in keeping with GFH Communication Standards (Appendix C)
- Develops an annual communication plan to be submitted to the GFH Steering Committee for approval
- Oversees the implementation of the approved annual communication plan including media communication and strategies to link and support community sectors
- Ensures adherence to GFH Communications Review Flow-Chart (Appendix C)
- Ensures strategies are developed to maximize media involvement and exposure to GFH's healthy living policy initiatives
- Assists the WECHU staff resource person and GFH Coordinator with the development and maintenance of the GFH website

### **Meetings**

- The GFH Operations Committee meetings are scheduled monthly
- Additional meetings may be called by the Chair on an "as needed" basis
- Any Steering Committee member can submit a written request to the Chair asking that an additional meeting be scheduled to address a specific issue of concern

### **SECTOR GROUPS**

- Build and strengthen collaborative partnerships within their respective sector
- Advocate, create and implement policies within their sector that promotes and supports healthy living

### **Membership**

- Sector Lead (stakeholder leader, resource person or volunteer), as designated by the Steering Committee with input from the sector group
- Resource person provided by one of the member agencies as available
- Ideally 15 representatives from community agencies/services/groups and volunteers
- GFH Steering Committee Chair (Ex-officio)
- WECHU resource staff member (Ex-officio)

### **Primary Accountabilities**

- Develops annual work plans which identify key priorities, deliverables, and performance measurements and lead to the development of short or long-term policy initiatives
- Submits annual work plans to the GFH Steering Committee for approval
- Completes the logic model template for their sector (Appendix D)
- Develops and submits an annual budget to the Steering Committee for approval as required
- Implements approved work plans and achieves identified deliverables
- Adheres to the GFH Communications Plan and Standards (Appendix C) and the Communications Review Flow-Chart for all communication materials
- Establishes working committee(s) as required to achieve work plan objectives

### **Sector Lead Accountabilities**

- Provides leadership to build and strengthen collaborative sector partnerships
- Chairs the Sector Committee and is an active member of the GFH Steering Committee
- In collaboration with GFH Coordinator, prepares and distributes meeting agendas at least three business days prior to the scheduled meeting.
- Ensures meeting minutes are recorded and prepared for distribution within two weeks following the meeting. Minute recording may be assigned, volunteered or rotated as per Committee preference.
- Approves minutes prior to distribution.
- Ensures agendas and minutes are forwarded to the WECHU staff resource person for posting and archiving on the on the website [www.goforhealth.ca](http://www.goforhealth.ca).
- Provides or ensures reports, outlining sector activities and work plan implementation progress, are presented at Steering Committee meetings
- Prepares a report for the Operations Committee three times per year for publication in the GFH communiqué.

- In collaboration with Sector members, delegates sector work appropriately to achieve work plan objectives and foster sector collaborations.
- Acts as a GFH sector representative at community functions or activities
- Responds to requests from GFH Operations Committee to attend and/or provide sector representation at media events

### **Meetings**

- GFH sector groups meet, at a minimum, monthly with each sector determining their own meeting schedules

### **GFH NEW MEMBERSHIP PROCESS**

Go For Health Windsor-Essex (GFH) recognizes its membership as a diverse one, mandated by the GFH *Diversity Value*. The GFH *Diversity Value* states that “all goals and strategies must strive to include *all members* of a diverse community.”

GFH Windsor-Essex will seek and /or accept partners defined as volunteers, individuals or representatives of groups, organizations or services with an interest in and /or commitment to reducing the incidence of chronic disease through policy development. These partners must meet the following criteria:

- Advocate, create, and/or implement policies that promote and support healthy living.
- Abide by the GFH Terms of Reference.
- Be aligned with the mission, vision, and values of GFH.
- Agree to work together with other members in a collaborative and integrated way to influence/advocate for and ensure that progress is made by GFH.
- Be willing to declare a conflict of interest if one exists as defined in the GFH Terms of Reference.

### **Interested Parties**

If interested parties approach a GFH member, whether it is at the Steering Committee or Sector Group level, and expresses an interest in joining, the subsequent process should be followed:

1. The approached GFH member must communicate the party’s interest to the GFH Chair and/or the WECHU resource staff person.
2. WECHU resource staff person must provide the interested party with the GFH Membership Interest Form by email.
3. Interested party must complete the GFH Membership Interest Form and return it to the WECHU resource staff person, who will then share it with the appropriate Sector Group, Operations or Steering Committee.
4. If the interested party would like to join a Sector Group of GFH and the Sector Group feels that the individual is not an appropriate match for that Group’s activities, focus, or strategies then the GFH Chair and/or WECHU staff resource person shall take the interested party’s Membership Interest Form and Sector Group’s recommendations to the Operations Committee for a recommendation.

- After further consultation with the Sector Group, the Operations Committee may go to the Steering Committee for a final decision in the matter.
5. If the Steering Committee perceives the interested party as appropriate for the Sector Group activities, focus, and strategies then the Steering Committee shall approve the inclusion of that member supported by GFH's *Diversity Value*. The Sector Group will be expected to work with the new member in a collaborative and respectful manner.
  6. Once a decision has been made the WECHU staff resource person will email a letter of acceptance or regrets to the interested party and copy the Sector Group lead as appropriate.
  7. If an interested party would like to join the Steering Committee, steps 1-3 above must be followed and the interested party's Membership Interest Form will be taken to the Steering Committee for a decision.

### **Parties of Interest**

If GFH seeks to invite a particular party to join the coalition then the following process should be followed:

1. A letter of invitation shall be sent to the party of interest from the GFH Chair on behalf of the Steering Committee.
2. The letter shall indicate whether GFH would like the party to join the Steering Committee, Operations Committee or Sector Group, or give an opportunity to the party to indicate where they are interested in participating.
3. If GFH indicates that a particular Sector Group is the appropriate area for the party to join, then this information must be communicated to the Sector Group Chair prior to sending the invitation to the party of interest.
4. If the party of interest indicates that they would like to join a Sector Group of GFH and the Sector Group feels that the individual is not an appropriate match for that Group's activities, focus, or strategies then the GFH Chair and/or WECHU staff resource person shall take the information to the Operations Committee for a recommendation. After further consultation with the Sector Group, the Operations Committee may go to the Steering Committee for a final decision in the matter.
5. If the Steering Committee perceives the party of interest as appropriate for the Sector Group activities, focus and strategies then the Steering Committee may approve the inclusion of that member supported by GFH's *Diversity Value*. The Sector Group will be expected to work with the new member in a collaborative and respectful manner.
6. If the party of interest was given the opportunity to choose the area where they would like to join, then the Interested Party's process must be followed.

### **Key References:**

- Advisory Committee on Population Health. (2002). *Advancing integrated prevention strategies in Canada: An approach to reducing the burden of chronic diseases*. [Discussion paper]. Ottawa, ON
- Lim, K., Jacobs, P., Ohinmaa, A., Schopflocher, D., & Dewa C. S. (2008). A new population based measure of the economic burden of mental illness in Canada. *Chronic Diseases in Canada*, 28(3), 92-98.
- SMARTRISK. (2009). *The economic burden of injury in Canada*. SMARTRISK: Toronto, ON

**Appendix A****Go For Health Windsor-Essex****Committee Name***Date – Time***Name of Location – Address****Agenda****1.0 Welcome/introductions** Name**2.0 Review** Name

- Review of Agenda

- Review of Minutes – Date of previous meeting minutes

**Next meeting: Date, time.****3.0 Business Arising:**3.1 **Business issue** Name3.2 **Business issue** Name3.3 **Business issue** Name**4.0 New Business**4.1 **Item 1** Name4.2 **Item 2** Name

**Appendix B**

**Go For Health Windsor-Essex**  
**Name of Committee**  
*Date – Time*  
**Location Name – Address**

**Present:**

**Regrets:**

**Chair:**

**1.0 Welcome/Introduction: Gord** welcomed everyone.

**2.0 Review of Agenda:** Approved.

**Action Required**

**Review of Minutes of Committee name minutes (Date):**  
Approved or not Approved

**Next Operations Committee Meeting:** Date - Time - Location.

**3.0 Business Arising:**

**3.1 Business issue: notes**

**3.2 Business issue: notes**

<b>4.0 New Business:</b>	
<b>4.1 Item 1: notes</b>	
<b>4.2 Item 2: notes</b>	
<b>Meeting adjourned - Time</b>	

Appendix CCommunications Plan - 2010

**Purpose:** The Operations Committee is a standing committee of the Go For Health Steering Committee. The Operations Committee on behalf of the Steering Committee provides support and assistance to the sector leads and their committees.

**Consistent Messaging:** Consistent language is critical for brand recognition, therefore, when referring to the initiative, it shall be as follows; Go For Health Windsor-Essex or Go For Health, which can be abbreviated as GFH.

**Process, Proofreading and Approval:** Timelines and consistent process for all of GFH can be found in the Communications Review (Appendix A). Proofreading is the responsibility of each Sector Committee if the material is sector specific, and the responsibility of the Operations Committee if it is Steering Committee material. Please refer to the Communications Proofing Form (Appendix B).

**Primary Goal:** Provide print / electronic communication vehicles to facilitate inter-sector and external knowledge regarding; activities, achievements and opportunities for collaboration.

**Secondary Goal:** Provide support to the sectors with the development of print / electronic communication vehicles to support the work of the sectors.

**Objectives:**

- Develop and implement strategies to link the target sectors
- Ensure the utilization of displays at appropriate health-focused community events
- Support and assist the sector committees communications and reporting needs
- Encourage and support consistency of media messages
- Facilitate the development of on-line communications (website)
- Ensure the use of consistent communication standards

**Process:**

- Sector leads will communicate via email to the Go For Health support staff, providing activity updates, achievements, any media contacts with regard to specific activities within their sector that are thought to be newsworthy, and upcoming opportunities within the sector.
- The Operations Committee will include this information on the website.
- The Operations Committee will solicit via email from the sector leads and sector members, relevant websites to link with the Go For Health website.
- The Operations Committee will circulate draft documents to the Steering Committee for timely input and requested revisions.

- The Operations Committee will seek final approval from the Steering Committee regarding material being distributed on behalf of the Steering Committee.
- The Operations Committee will develop and update communication standards to provide guidelines for the proper use of the Go For Health logo and brand, including: development, approval and distribution of all communication materials. Please refer to the Communications Standards for additional details.

**Distribution Strategies:**

Email and hard copies where appropriate will be sent to members and identified leaders within sectors with a request to provide copies to their staff, partners, members, and communities where possible. Media Advisory (Appendix C) and Media Release (Appendix D) templates are to be adhered to. Please adhere to (Appendix E) when acknowledging the Ministry of Health Promotion and Sport.

**Intended Audience:**

*Primary:* Members of Go For Health; identified leaders in all target sectors as defined in the Call For Action.

**Potential Partnerships**

Organizations to be invited / encouraged to include messaging / content from website or other communication mechanisms of Go For Health in their organization's communications, thus extending the reach to the secondary audience.

**Communication Vehicles:**

- Hard copy and electronic documents
- Website [www.goforhealth.ca](http://www.goforhealth.ca)
- Media releases
- Display boards
- Power point presentations (Generic template to be provided)

**Budget**

To be determined. Funding requests and expenses are to be brought forward to the Steering Committee for approval.

## Communications Standards

### ***Introduction***

Go For Health Windsor-Essex (GFH) is committed to building and maintaining a consistent brand identity. Central to that goal is the consistent and precise application of its brand graphics. This communications standards booklet sets out a series of rules and guidelines for the visual presentation of the brand and logo required in the ongoing implementation of the communications plan. These rules, if consistently applied, will greatly contribute to the growth and acceptance of our image.

*Please read and properly implement* our communications standards; doing so is fundamental to the success of our communications plan. Finally, we encourage you to always reproduce materials in a manner and quality that reflects well on GFH and ensures that our brand is always experienced with clarity and integrity.

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### ***1.0 Brand Identity***

#### ***1.1 Logo***

The GFH logo is the key component of the GFH visual identity. It is the primary graphic expression for the brand's identity across all applications and visual materials. The logo is a single, cohesive element and must never be used in an altered or edited format unless approved by the Operations Committee.

Standard LogoHorizontal Logo*1.2 Protective space and minimum size*

Unless otherwise authorized, always maintain a minimum protective space around the GFH logo to maintain visual clarity and provide maximum impact. The minimum protective space is equivalent to the diameter of the green circle element on all sides of the logo. Protective space applies to positioning around other printed elements, background field edges, trim and rules.

Minimum size refers to the smallest size at which the GFH logo should be reproduced to ensure legibility. To protect the integrity and impact of the GFH logo, it should not be reproduced smaller than 2 x 2.6 centimeters.



### 1.3 Logo applications

All applications of the GFH logo shall follow the standard version, described in

### 1.4 Colour reproduction

**The GFH logo should appear in its CMYK/RGB version whenever possible.**

The grayscale GFH logo version should only be used in situations deemed appropriate by the GFH Operations Committee.

#### CMYK/RGB version



#### Grayscale version



#### Black and White version



#### Reverse Black and White version

*Background colour may vary*



### 1.5 Colour Values

**Colour values for Go For Health logo:**

CMYK (four-colour process)

Blue	C100 M75 Y0 K0
Green	C84 M11 Y100 K0
Lime	C11 M0 Y47 K0

Grey	C0 M0 Y0 K57
<u>RGB (on-screen representations)</u>	
Blue	R0 G184 B66
Green	R10 G161 B75
Lime	R231 G236 B160
Grey	R134 G136 B139
<u>PANTONE - Uncoated (solid-colour printing)</u>	
Blue	PMS 2935U
Green	PMS 355U
Lime	PMS 586U
Grey	PMS Cool Grey 10
<u>PANTONE – Coated (solid-colour printing)</u>	
Blue	PMS 2935C
Green	PMS 355C
Lime	PMS 586C
Grey	PMS Cool Grey 10
<u>HTML (web representation)</u>	
Blue	0055A4
Green	OAA14B
Lime	E7ECA0
Grey	86888B

### 1.6 *French logo*

In situations that require French communication, the following logos shall be used, following the guidelines outlined in this communications standards guide.



### 1.7 *Approval*

All communications materials to be published and externally communicated, either directly or indirectly produced by GFH shall be approved by the Operations Committee and forwarded to the Steering Committee for final approval before public distribution. Please follow the communications review (Appendix A).

### 1.8 *Improper use*

To ensure brand identity consistency, it is important that the GFH logo always be accurately presented. Under no circumstances should any component of the GFH logo ever be redrawn, modified or altered in any way. Reproduction of the GFH logo must always be completed using the approved electronic file art provided. The following are examples of unacceptable and improper usages;

- The colour of the logo should not be changed from what is outlined in 1.4
- The logo should not appear within frames or borders
- The horizontal and vertical scale should always change equally, eliminating stretch and consolidation

### 1.9

#### A) *Steering Committee Listing*

The following listing, which is subject to updating on an as needed basis, is used;  
**The Go For Health Windsor-Essex Steering Committee is comprised of organizations and volunteers, including;**

Canadian Cancer Society  
 Canadian Diabetes Association  
 Cancer Prevention Network, Erie-St. Clair  
 City of Windsor, Leisure and Recreation Services  
 District Stroke Strategy Windsor Essex  
 Erie-St. Clair Local Health Integration Network  
 Erie-St. Clair Regional Cancer Program  
 Greater Essex County District School Board  
 Hargreaves Stewart Inc.  
 Heart and Stroke Foundation of Ontario  
 Hôtel-Dieu Grace Hospital  
 Ministry of Health Promotion and Sport, Regional Services  
 Multicultural Council of Windsor and Essex County  
 SWOntario *in motion*  
 Town of Lasalle  
 Town of Tecumseh  
 University of Windsor, Faculty of Nursing  
 Windsor Essex Community Health Center  
 Windsor-Essex County Health Unit  
 Windsor Regional Hospital  
 YMCA of Windsor and Essex County

#### B) *Comprehensive Partnership Listing*

Include all partners; Steering and Sector partners, as listed and updated frequently on our website at [www.goforhealth.ca](http://www.goforhealth.ca).

## 2.0 *Resource*

### 2.1 *Logo file formats/types*

The JPG format is the standard for on-screen viewing or online publishing. A JPG file is a compressed file that contains some but not all of the original information. JPGs are useful for online/on-screen applications when smaller file sizes are preferred for quicker screen rendering. The vector-based EPS format is standard for high-resolution printing and is the primary format used by professional designers and printers. Please refer to the following chart below for standard file type usage;

File Types	<b>eps</b>	<b>tif</b>	<b>jpg</b>	<b>gif</b>	<b>bmp</b>
	Printing	Printing	Web	Web	Word
	Signage	Word	PowerPoint	PowerPoint	Excel
	Posters			Word	
	Embroidery				
	Vinyl Applications				
	Screen Printing				

Use png files whenever a rasterized image (i.e. anything other than vector files) is required and the logo background must appear “clear.”

### 2.2 *Operations Committee*

The Operations Committee is a standing committee of the GFH Steering Committee. The Operations Committee, on behalf of the Steering Committee, provides support and assistance to the sector leads and their committees while providing print / electronic communication vehicles to facilitate inter-sector knowledge regarding; activities, achievements and opportunities for collaboration.

Generally speaking, the Go For Health Operations Committee would like to review, before publication, any documents in which the name, logo and branding elements of Go For Health are included in a manner that suggests the organization is the author, co-author or originator, etc. of the document. Simply put, if anything in the document suggests that the information is from or by GFH, we should have an opportunity to review it to ensure the communication is aligned with GFH’s communications plan and standards.

## 3.0 *Contact Information*

### 3.1 *General inquiries*

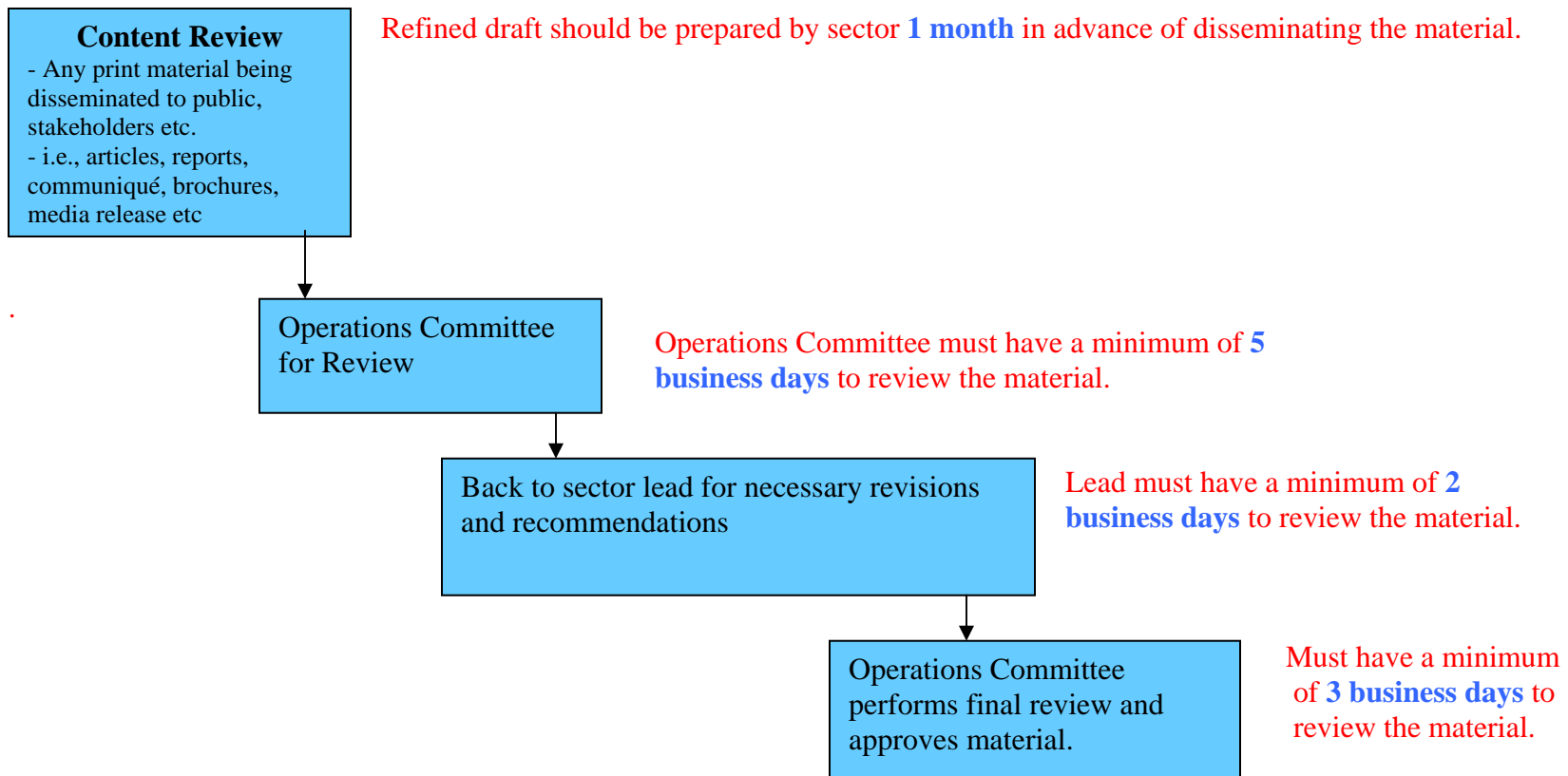
For all inquiries regarding the GFH Communications Standards, please contact:

Maryam Salem – GFH Support Staff at 519-258-2146 ext. 3247 or  
[msalem@wechealthunit.org](mailto:msalem@wechealthunit.org)

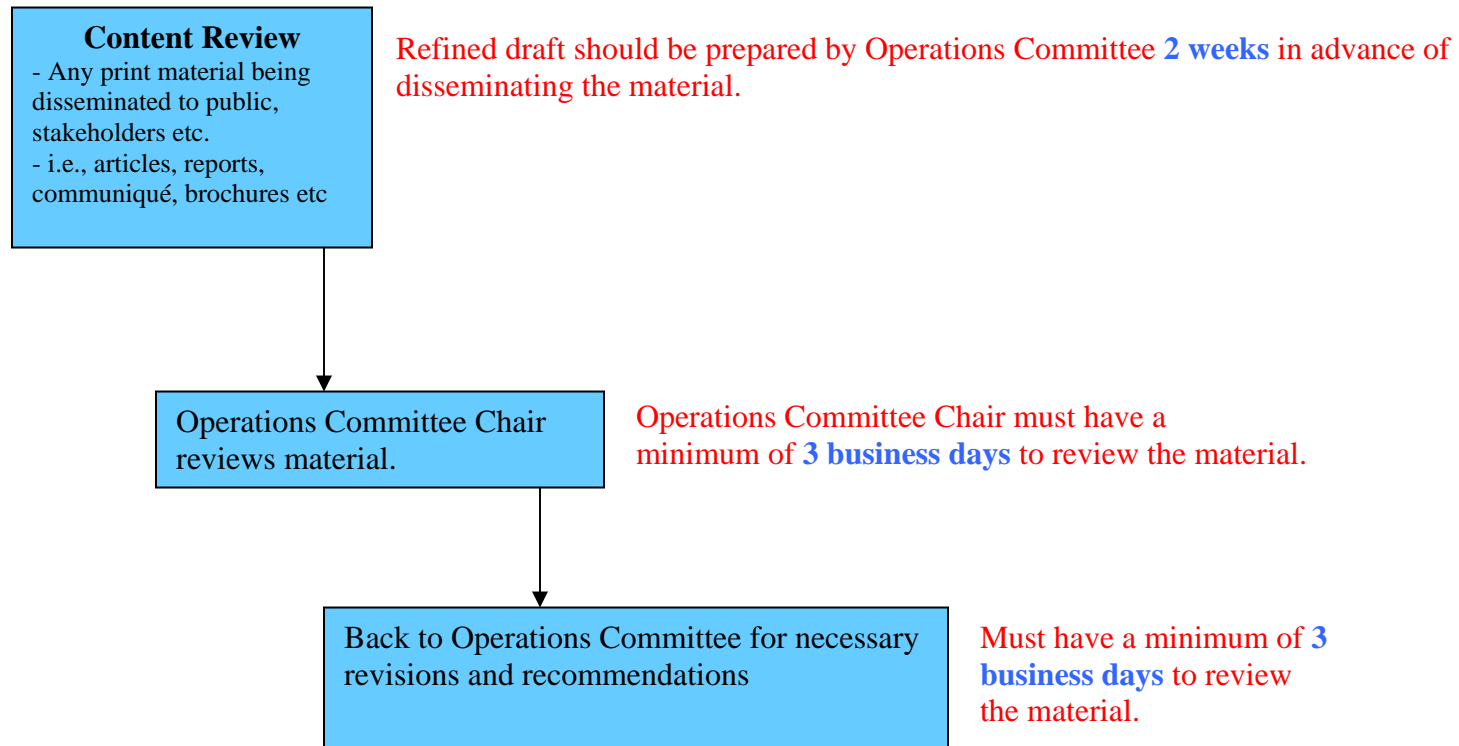
4.0 Appendix

4.1 Communications Review (Appendix A)

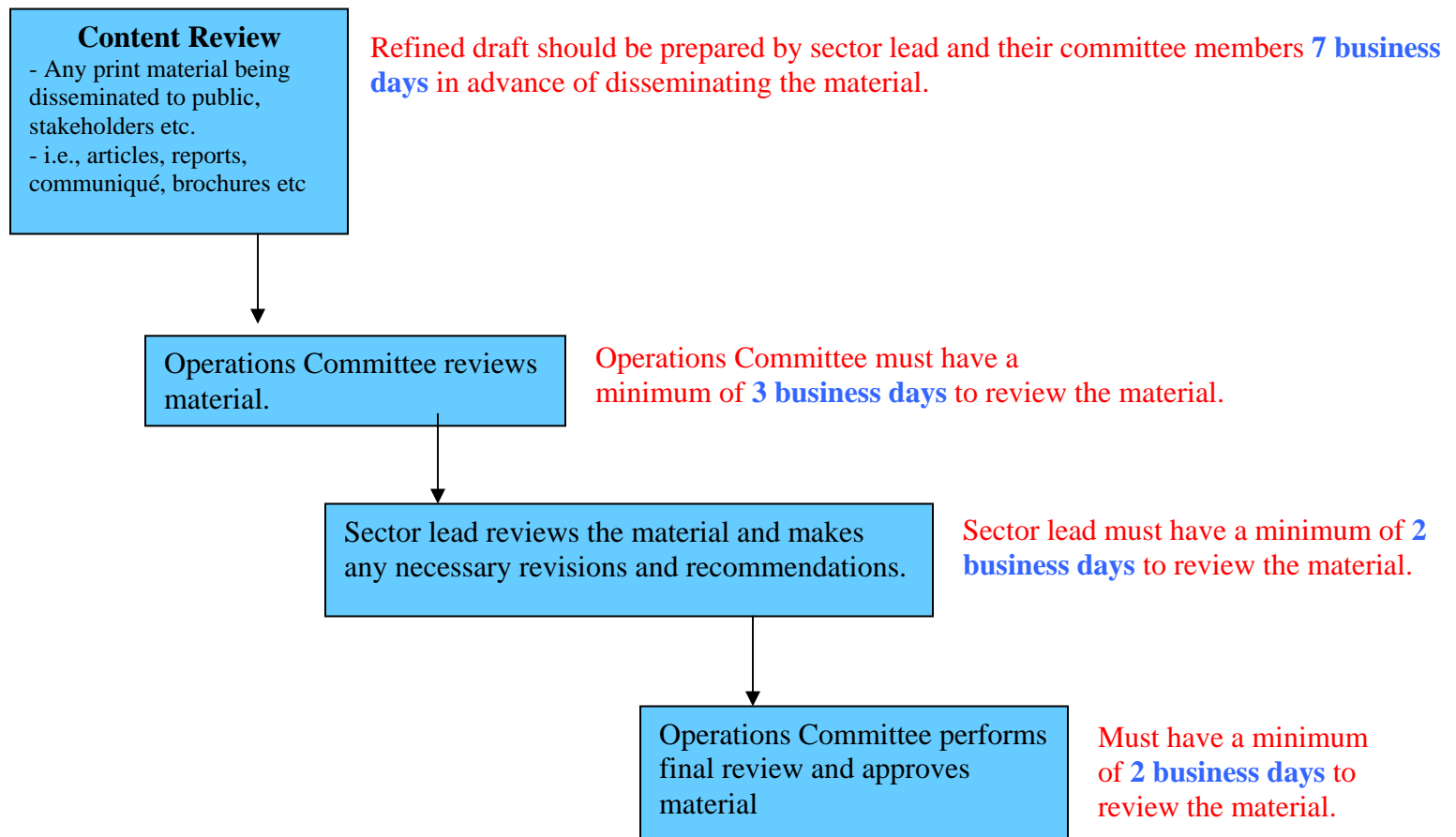
**Communications Review (Sector Specific Material)**



## Communications Review (Steering Committee Material)



## Communications Review (Sector Expedited Material)



4.2 *Communications Proofing Form (Appendix B)*

**Communications Proofing Form**

Project Name:

Draft #:

Date:

Project Lead:

<b>Overall Meaning</b>	<b>Reviewer</b>
Clarity of meaning	
Overall tone/formality, etc.	
Appropriate literacy level	
Flow/readability	
<b>TEXT</b>	
Spelling checked	
Bullet point placement	
Font type/size/ colour legible and consistent	
Disclaimer & legal symbols (TM)	
Acronyms spelled out first time	
Grammar and sentence structure	
References cited and correct	
Programs (incl. WTW) & initiatives italicized	
Events not italicized	
<b>PHOTOS/ILLUSTRATIONS</b>	
Ethnic & gender inclusivity	
Appropriate & relevant to material	
Not already used in major campaigns	
Spacing of graphics, charts, etc.	
<b>LOGOS &amp; ADDRESSES</b>	
Correct, recent logos & copyright date	
Correct & consistent address/phone #s	
Correct & consistent websites/e-mails	
Correct & updated partnership listing	

Document complies with Go For Health Communication Plan.  Yes  No

Comments:

4.3 Media Advisory (Appendix C)



**Go For Health Windsor-Essex**  
500 Victoria Avenue  
Windsor, ON N9A 4M8

September 30, 2010

## **Media Advisory**

### **HEALTHY SCHOOLS DECLARATION LAUNCH & SIGNING**

**WHO** **Dr. Allen Heimann** (Medical Officer of Health, Windsor-Essex County Health Unit), **Warren Kennedy** (Director of Education, Greater Essex County District School Board), **Paul Picard** (Director of Education, Windsor-Essex Catholic District School Board), **Janine Griffore** (Directrice générale de l'éducation, Conseil scolaire de district des écoles catholiques du Sud-Ouest), **Denyse L. Berecz** (*pour Gyslaine Hunter-Perreault* Directrice de l'éducation par intérim, Conseil scolaire de district du Centre-Sud-Ouest), **Gordon S. Smith** (Chair, Steering Committee, Go For Health Windsor-Essex)

**WHAT** To launch and sign the Healthy Schools Declaration, which is a formal commitment by; each of the 4 school board directors, Medical Officer of Health from the Windsor Essex County Health Unit and Chair of Go For Health Windsor Essex that identifies existing policies and develops new policies that support healthy and active school environments, thereby reducing the onset of preventable chronic health illnesses for children and youth in our community.

**WHERE** WFCU Centre  
Ontario Room  
8787 McHugh Street,  
Windsor, Ontario

**WHEN** Thursday, September 30, 2010 from 7:30 a.m. to 9:00 a.m.

**For more information, please contact:**  
Celso Oliveira, Go For Health Coordinator  
519.982.4854, [celso@goforhealth.ca](mailto:celso@goforhealth.ca)

4.4 *Media Release (Appendix D)*

**GFH Logo**

**Go For Health Windsor-Essex  
500 Victoria Avenue  
Windsor, ON N9A 4M8**

**MEDIA RELEASE**

**September 30, 2010  
For Immediate Release**

**Healthy Schools Declaration Launch and Signing – Signatories Commit to Supporting Healthy and Active School Environments**

**Windsor** – The Go For Health Windsor-Essex Education Sector Committee successfully launched the Healthy Schools Declaration. Directors of Education from the 4 area School Boards were in attendance (**Denyse L. Berecz** (for Gyslaine Hunter-Perreault), Directrice de l'éducation par interim, Conseil scolaire de district du Centre-Sud-Ouest, **Janine Griffore**, Directrice générale de l'éducation, Conseil scolaire de district des écoles catholiques du Sud-Ouest, **Warren Kennedy**, Director of Education, Greater Essex County District School Board, **Paul Picard**, Director of Education, Windsor-Essex Catholic District School Board), along with **Dr. G. Allen Heimann**, Medical Officer of Health, Windsor-Essex County Health Unit and **Gordon S. Smith**, Chair, Steering Committee, Go For Health Windsor-Essex. The 6 signatories signed their organizations formal commitment in supporting the development and implementation of Healthy and Active School Environments.

The group assembled for the Healthy Schools Declaration Launch was impressive. The number of people attending, the broad scope of community sectors represented, and the seniority of the individuals from the various organizations provided for an exciting Launch and Signing.

Renu Khosla, Sector Lead of the Go For Health Education Sector noted that “The Healthy Schools Declaration represents a vital step in our commitment to improving student health through policy development, implementation and collaboration. This commitment is going to make a difference in the quality of lives of current students and generations that follow”. Renu highlighted next steps in the Healthy Schools Declaration, “Next steps involve the development of consistent policies regarding physical activity and healthy eating choices in Windsor and Essex County schools.

Go For Health Chair, Gord Smith, acknowledged members in recognizing the critical state of chronic disease in Windsor and Essex County. “We live in a time when our children may not outlive us, by promoting awareness of how basic lifestyle issues affect our children’s health and by advocating for school policies that promote healthier living, we have an opportunity for our children to live better lives which will greatly reduce the strain on our future health care system”, said Smith.

**For more information, please contact:**

Celso Oliveira, Go For Health Coordinator  
519.982.4854, [celso@goforhealth.ca](mailto:celso@goforhealth.ca)

4.5 *Ministry of Health Promotion and Sport (MHPS) (Appendix E)*

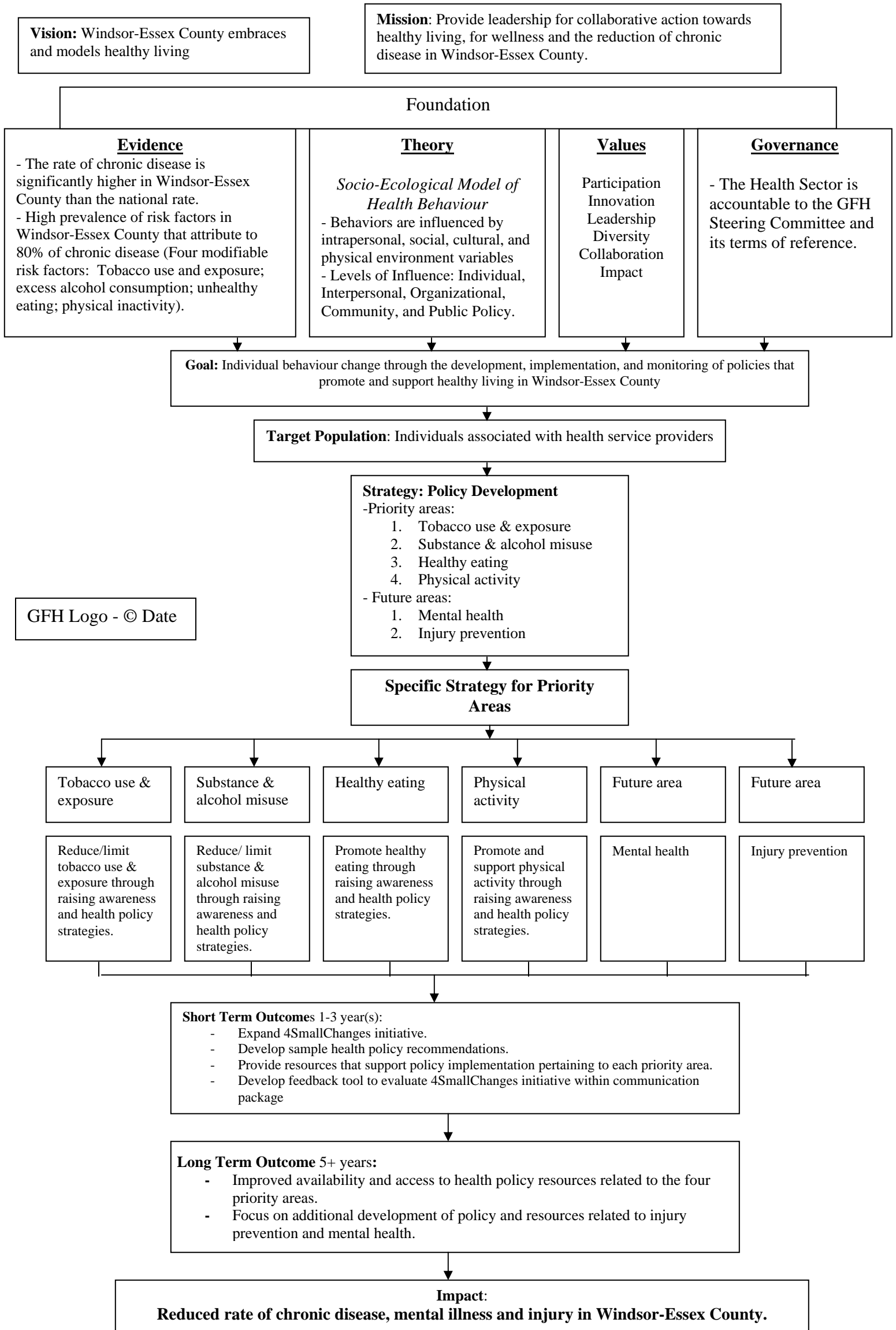
Please acknowledge the MHPS as follows on any print materials; **Funded by the**

**Government of Ontario.**

Please refer to the Ontario Logo Guide when using the MHPS Ontario Logo.

**Appendix D**

**Logic Model**



GFH Logo - © Date