

AMMI Canada Framework on Advocacy Initiatives Implementation

1.0 Background:

AMMI Canada recognizes that engaging in advocacy around topics involving Infectious Diseases and Microbiology is a key priority for our members. Advocacy initiatives can take many forms, including creating social media campaigns, launching petitions, developing public forums, organizing meetings with policymakers, writing op-eds or press releases, and giving interviews to raise awareness and shape public opinion. Members may participate in or lead advocacy efforts outside of AMMI Canada. In order for an advocacy initiative to be sanctioned by AMMI Canada, a fair, consistent and transparent process must be followed.

The purpose of this document is to provide a framework for the governance and internal processes within AMMI Canada for evaluating, authorizing, monitoring and estimating the impact of advocacy initiatives. This will ensure that proposed initiatives are assessed in a structured manner and that those approved are aligned with our organization's mission, vision and core values.

2.0 Criteria for submitting an AMMI Canada advocacy initiative proposal:

Any AMMI Canada member, committee or working group can submit a proposal for an advocacy initiative. Proposals may be submitted on behalf of AMMI Canada working groups, committees, or the AMMI Canada Council.

In order to be considered, the initiative should:

- Align with AMMI Canada's core values, long-term vision, vision and mission.
- Aim to influence changes that improve the health of Canadians through the diagnosis, prevention and treatment of infectious diseases.

3.0 Submission process:

Any AMMI Canada member, committee or working group can submit a proposal for an advocacy initiative. Proposals may be submitted on behalf of AMMI Canada working groups, committees, or the AMMI Canada Council.

The proposed initiative should be submitted to the AMMI Canada secretariat along with a brief (e.g., 500 words) statement that includes:

- i. A description of the proposed initiative
- ii. Goals and expected outcomes
- iii. How the initiative aligns with the association's mission and vision
- iv. An estimate of the resource requirement
- v. A timeline
- vi. A process for evaluating the impact of the initiative
- vii. Anticipated risks
- viii. Parallel initiatives led by other groups

4.0 Review of submission:

Advocacy initiatives will be reviewed by the AMMI Canada President, the President Elect and the Past President (“3Ps”), who have the final authority to authorize its implementation. Decisions require a majority vote (2/3) by the 3Ps.

The decision to authorize an initiative will be based on a comprehensive analysis to assess the potential benefits and risks, including:

- Degree of alignment with AMMI Canada’s values
- Potential impact
- Opportunity: e.g. emerging need, overlooked topic by the public, policymakers, etc.
- Resources required
- Timeliness
- Threats: unanticipated consequences to our members or other stakeholders
- Presence/absence of similar initiatives in Canada

A standardized evaluation form will be used to assess each proposal (Appendix).

Expert consultation: If needed, the 3Ps may reach out to key stakeholders and subject matter experts within the association to further evaluate the potential risks and benefits of the initiative.

5.0 Resources required :

- The member(s) who submit a proposal are expected to lead and implement the initiative. In general, due to limited resources, the secretariat of AMMI Canada and 3Ps will not be able to assist in the design or implementation of advocacy initiatives.

6.0 Resources required :

- Every new advocacy initiative newly approved by the 3Ps will be presented at the next council meeting for information, input and feedback. This will ensure initiatives remain aligned with AMMI Canada’s mission, vision, core values and long-term goals.
- If possible, metrics that allow assessment of progress of initiatives will be presented (e.g. engagement rate, media coverage, policy changes, direct feedback from members or stakeholders). If present, dissenting opinion (e.g. complaints from AMMI Canada members) will be presented and discussed.
- Adaptation: feedback from council including suggestions to modify initiatives will be communicated to the leaders of the advocacy initiative as well as to the 3Ps.

[Submit here](#)