

**Manitoba Palliative Care Nurses Association
Public Relation- Terms of Reference**

Name of Committee: Manitoba Palliative Care Public Relation Committee

Report to: Manitoba Palliative Care Nurses Association Executive

Purpose: To provide a forum for the development of public relations strategies to unify, palliative care nursing in Manitoba and our association. The Public Relations Committee will build relationships with other agencies and stakeholders who provide palliative care services for patients and families living with a terminal illness at local and provincial levels.

Our charge is two-fold:

- A) To promote membership while strengthening and advancing the profession of palliative care nursing;
- B) To promote the participation of nurses from other areas of nursing who care for terminally patients and their families.

Objectives:

1. To develop a yearly strategic public relations plan.
2. To communicate and collaborate with stakeholders such as the Canadian Hospice Palliative Care Nursing Interest Group, Canadian Nursing Association, Canadian Hospice Palliative Care Association, Winnipeg Regional Health Authority Palliative Care Subprogram, University of Manitoba nursing students, Long Term Facilities in Manitoba, other chapters in rural areas and organizations with an interest in palliative care.

Membership:

- three members with alternating chair

Number of Meetings:

- as required to organize and set up this committee

Terms of Reference

- will be reviewed annually