

Section 9: External Linkages Policies

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Policy Section: Operational – External Linkages	Policy Number: EL-1
Policy: Linkage with Key Stakeholders	Date Approved: June 13, 2003
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The AWNA must act in the best interest of its members. To do this, the AWNA builds linkages with key stakeholders to ensure that:

- The AWNA seeks the opinions, concerns, and needs of the membership and other key stakeholders that may be impacted
- An avenue is provided to voice members' and key stakeholders concerns

Parameters

1. The Board President and the Executive Director, or their designates, are the only individuals who may speak officially to the public as representatives of the AWNA.
2. The AWNA spokesperson must represent Board policies and directions in a positive manner to the members and to the public.
3. The Executive Director ensures that there is a written communication plan for the AWNA, with mechanisms for identifying and addressing key stakeholder concerns. This communication plan includes processes for gathering statistical evidence of key stakeholder opinions, concerns, needs, and demands.
4. To build an understanding of the opinions, concerns, needs, and demands of the membership and/or other key stakeholders, the Board and/or the Executive Director, or their designates, strive to:
 - a. Meet key stakeholder groups
 - b. Include input from key stakeholders in the planning processes
 - c. Communicate with other organizations with similar interests, public officials, and individual citizens
 - d. Review articles in the media
5. The AWNA may join other organizations to further its mission and the interests of the members.

A) CCNA Membership

The AWNA shall maintain a membership in the CCNA.

Policy Section: Operational – External Linkages	Policy Number: EL-2
Policy: Public Image and Media Relations	Date Approved: June 13, 2003
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High credibility is necessary for the AWNA to accomplish its mission. The AWNA strives to maintain a positive public image. Employees of the AWNA must work together to enhance and protect the image of the AWNA.

Parameters

1. The Executive Director ensures that the AWNA has an effective corporate communications and public relations strategy to address membership and industry concerns.
2. Only the President and the Executive Director, or their designates, may make presentations to the media, or the public, regarding Board policies and/or positions.
3. Any spokesperson for the AWNA must represent the AWNA, including Board policies and directions, in a positive manner to the media, the public, and staff.
4. Any presentations to the media must accurately portray the AWNA's policies and positions.
5. The President, the Executive Director, or their designates, approve all press releases prior to release.

Policy Section: Operational – External Linkages	Policy Number: EL-3
Policy: Partnerships	Date Approved: June 13, 2003
	Last Date Reviewed: Nov 2007
	Last Date Revised: Jan 2006
	Number of Pages: 1

The AWNA may enter into partnerships that help to optimize and coordinate resources in order to:

- Work more effectively towards its vision, mission, and goals
- Meet the needs of its members

Parameters

1. The Executive Director is proactive in developing appropriate partnerships for the AWNA that enhance service delivery, use of resources, shared decision-making, and evaluation.
2. The AWNA does not enter into a partnership with any organization whose principles, services, and / or products are incompatible with the AWNA's vision, mission, values, or goals.
3. The Executive Director obtains input from AWNA partners when necessary.

Partnerships – See appendices

Rural Physician Action Plan Alberta's Promise

Policy Section: Operational – External Linkages	Policy Number: EL-4
Policy: Position Statements	Date Approved:
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	Last Date Revised:
	Number of Pages: 1

Relevant position statements are effective mechanisms for furthering the vision, mission, and goals of the AWNA. Position statements may be developed on issues of interest to the AWNA, and that the AWNA will take actions as required in order to further its viewpoints.

Parameters

1. All position statements developed by the Board and / or the Executive Director must:
 - a) Support the vision, mission, and goals of the AWNA
 - b) Be assessed for the value and potential impact on the AWNA
 - c) Be timely
 - d) Be endorsed by the Board and / or the membership
2. Position statements considered by the Board to be no longer relevant will be archived. The Executive Director files and retains each position according to policy #*OF-4: Asset Protection*.

Policy Section: Operational – External Linkages	Policy Number: EL-5
Policy: Government Relations	Date Approved: June 13, 2003
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	Last Date Revised:
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Effective government relationships assist the AWNA in achieving its vision, mission and goals, and enhancing its profile by:

- Providing information to the government about issues relevant to the AWNA
- Responding to requests from the government about issues relevant to the AWNA
- Seeking recognition of the AWNA as a key stakeholder in specific issues of concern

Parameters

1. The Government Relations Committee has the primary responsibility of government relations for the AWNA. Refer to #BP-8: *Terms of Reference* for the detailed roles and responsibilities of the Government Relations Committee.

Policy Section: Operational – External Linkages	Policy Number: EL-6
Policy: Corporate Logo	Date Approved: June 13, 2003
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The consistent use of the AWNA logo promotes awareness of the organization. The logo also provides a unique visual image that builds recognition and encourages a positive public image.

Parameters

1. The Executive Director ensures that the corporate logo is used, according to *AWNA Logo Style Usage Guide*, on all AWNA correspondence, forms, and public relation and promotional materials.
2. The Executive Director must approve all requests for the use of the logo for external publications or endorsements.