

# HEALTH RECORD ASSOCIATION OF BRITISH COLUMBIA

## 2013/14

**Date of Report:** September 7, 2014

**Executive Position/Committee Name:** President-Elect

### **Policy, Constitution & Bylaws/Archives**

The following information is to be forwarded to the membership at least 60 days in advance of the AGM:

- **HRABC Policies.** Reviewed and except for some minor title changes they do not require updating.
- **Website Development Policy and Procedures.** Developing the new HRABC website with significant changes need sign off from the Executive. The Communications Department (Committee in our case) has final sign off for information delivered to the public (in our case the membership) encompassing both the substance and the way it is presented. Request that Website/Social Media Policy be add to the agenda for a discussion if we need to draft a separate policy? Who would draft this policy?
- **Canada's new anti-spam legislation**, which came into effect **July 1, 2014** might apply to HRABC. There are hefty fines if you break these new laws (up to \$10 million). Request that this be added to the AGM agenda for discussion. A policy should be developed as well as Communications Committee ensuring that we are in compliance with this legislation.

### **What is the Canadian Anti-Span Legislation (CASL)?**

CASL regulates all commercial electronic messages. It prohibits the distribution of commercial electronic messages (CEMs) without the expressed or implied consent of the recipient.

### **What is a Commercial Electronic Message?**

A CEM is any electronic message (e.g., email, text, etc.) that encourages participation in a "commercial activity", or or promotes the person or organization sending the CEM. This includes:

- Emails or texts that *market or advertise* a service, person, product, or *invite the recipients to events*
- *Newsletters, e-bulletins, and other informative emails* containing links to the sender's website or *promoting the sender and/or his/her products/services*
- Offers of opportunities such as contests, discounts, specials, jobs, etc.

### **Why does this matter to HRABC?**

While it is generally private industry that are impacted by the legislation, there are circumstances where public bodies may be impacted and required to comply. As a result, this law will affect how we use email to communicate with external audiences (e.g., recruitment activities or soliciting donations). And... not complying with CASL could result in fines up to \$10 million for an organization, and \$1 million for an individual.

### **What's required under CASL?**

CASL has many requirements, including the following:

- Consent must be obtained **PRIOR** to sending any CEM. Therefore it **cannot be collected via email**. It also must be recorded and tracked.

- When communicating via CEM, certain information must be in the correspondence, specifically:
  - The sender's name, address, and any one of telephone, email address or web address; as well as a statement indicating that the person whose consent is sought can withdraw consent (opt-out/unsubscribe).
  - Unsubscribe/opt out links must be active for at least 60 days after sending of CEM.
  - In the event of a person withdrawing consent (opting-out), their information must be removed within 10 calendar days.
- **Membership:**

HRABC Membership 2014 has dropped by 25% (160 members compared to 224 members last year). This not only impacts our credibility as an association but our operating budget as well. Suggest that this topic be added to the agenda in order to discuss how we are going to improve our membership numbers.

It may be of some help to review the common themes of a survey and consider doing our own survey provincially. Request that discussion on Membership survey to help make decisions as to the feasibility of a Conference in 2015 if membership continues to drop or membership is not engaged.

Reasons not to belong to a provincial association:

- Not a requirement of employment (not mandatory)
- Too expensive to belong to both CHIMA and a provincial association
- No benefit...no newsletter, communication, education, employment information, networking etc.

Reasons to likely join a provincial association:

- Regular Education sessions or continuing Education workshops
- Information and updates on employment opportunities...job postings, industry updates
- Conference opportunities and CPE credits
- Networking sessions including outside the province
- Coding data quality workshops
- Better promotion of the Association

Respectfully submitted,  
Dawn Lawrie