

Equity, Diversity, & Inclusion
All belong

Patient Experience
Empathy, compassion, and respect in every encounter

Staff Experience
This is where we want to work, grow and thrive

Research & Innovation
Driven by our passion



Greek Seven Layer Dip

9

Ingredients

- 10 ounces (283g) hummus
- 1 cup plain Greek yogurt
- 1 yellow pepper, minced
- 1/2 cup fresh dill, chopped
- Juice of 1/2 small lemon
- Ground black pepper and salt (to taste)

Instructions

- In a small bowl, combine yogurt, pepper, dill, lemon juice, salt and freshly ground pepper. Set aside.
- In a large bowl, mix hummus, yogurt mixture, red onion, cucumber, tomatoes, feta and olives.
- Serve with whole grain pita chips or baked bread (optional).

Recipe from dionnykiss.com

STRAATEGIC PLAN 2026

JUNE

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8

Thunder Bay Regional Health Sciences Centre
752 subscribers

HOME VIDEOS PLAYLISTS CHANNELS ABOUT

Uploads PLAY ALL

- Media Event: First COVID-19 vaccine administered in...
- COVID-19 Situation Report for December 22nd, 2020
- COVID-19 Situation Report for December 18th, 2020
- COVID for Dec...



Thunder Bay Regional Health Sciences Centre

Cardiovascular Sciences Program

Intensifies our leaders and fosters advanced care processing. The **Advanced Practice Program** (APP) is a collaborative program designed to enhance the training and quality of care for the people in our community. Together, we will continue to improve the health and well-being of our patients and our community.



Communications and Engagement Toolkit



Communications and Engagement

The Communications and Engagement team at Thunder Bay Regional Health Sciences Centre (TBRHSC) engages with staff, patients, partners and the public to communicate the right information at the right time, in alignment with the Hospital's Strategic Plan. We combine multimedia with the Hospital's corporate brand, expressed through the mandate of Patient and Family Centred Care and our Strategic Plan 2026.

What we do

The objective of the Communications and Engagement Department is to enhance the public's awareness and understanding of TBRHSC's programs, services and facilities and the research happening at the Thunder Bay Regional Health Research Institute (TBRHRI). We work with every Hospital program and service to support both internal and external communication efforts. *For example:*

- Publications: Annual Report, Chronicle Journal features, Patient Care Resource.
- Message development and distribution.
- Photography for publication and promotion.
- Video consultation and support.
- Branding and graphic design (i.e. electronic and printed posters, PowerPoint presentations, research posters, etc.)
- Website development and maintenance for www.tbrhsc.net, www.tbrhri.ca, www.nwostroke.ca and www.rjac.ca
- Social media (TBRHSC is on LinkedIn, Twitter, Facebook, Instagram and YouTube; TBRHRI is on Facebook and X).
- Electronic media – flat screens, electronic signage and web streaming.
- Daily internal e-newsletter (Informed)
- Media and public relations.

How do I request support from Communications and Engagement?

All requests for Communications and Engagement support must be submitted through the online ticketing system at <https://comms.tbrhsc.net/communication-request/>.

Communications service requests are reviewed by the Communications and Engagement team on a daily basis for priority sequencing.

How do I submit content for the Daily Informed Newsletter?

The Daily Informed Newsletter is published Monday to Friday and distributed to all TBRHSC and TBRHRI staff via email. All submissions to the Daily Informed Newsletter are sent to TBRHSC_GroupNews@tbh.net.

Daily Informed Newsletter: Submission Guidelines

- Word (.doc/.docx) is the preferred format for content submissions.
- All submissions (e.g. event posters, memos, etc.) must adhere to our corporate branding and style standards. Contact a member of the Communications and Engagement team for assistance.
- Whenever possible, please include a high-resolution photo (.jpg) to accompany your item, especially for new hires and retirements (a member of the Communications & Engagement team would be happy to take the photo if needed).
- Indicate both the date to start posting and the expiry date.
- Please note that community events include any education, information or awareness-raising initiatives and activities happening in the community that support TBRHSC and TBRHRI's Strategic Plan directions.
- Please ensure that content intended for the Daily Informed Newsletter has been approved by your department's Manager/Director/VP prior to submitting.

Chronicle Journal Article Requirements

Our weekly Health Page in the Chronicle Journal is an excellent opportunity to share health care news and updates with our community. Your article can promote a new initiative or development, highlight an area of interest, or celebrate a recent success. You may choose to simply describe the services offered and how they are accessed, or feature a team or individual.

Articles should be 300-500 words in length and include:

- Headline/Title.
- Photo with caption.
- Author's name.
- A quote from the project/department lead or topic "expert".
- A quote from a patient or family representative (if possible/applicable).

Elements to consider when drafting your article:

- What is your article about? Make sure it is clearly stated at the beginning.
- Answer the 5 W's (who, what, when, where, why).
- Simplify content as much as possible to make it appropriate and readable for the general public.
- How does your article include 'a call to action'? Provide the message at the end, or a link to where more information can be found (program website, a number to call, etc.)

Once you've completed your article draft, Communications and Engagement will happily provide support to finalize the article, including editing services as required.

Media Relations

Thunder Bay Regional Health Sciences Centre and Thunder Bay Regional Health Research Institute provide assistance to accredited news media and professional journalists involved in print, radio, television, film, news agencies and online media. We consider the following when determining to grant accreditation.

The applicant must:

- Be employed as a journalist by a news gathering organization;
- Possess a diploma or degree in journalism, broadcasting or related field and;
- Be a member of a Canadian or international media organization.

The media must:

- Have a business address, telephone number and online presence (website, social media);
- Have a published policy regarding journalistic standards and ethics; and
- Conform with any other factor(s) considered to be relevant and material by TBRHSC and TBRHRI.

Staff, professional staff, learners, scientists or volunteers that are contacted by the media are asked to forward the request to the Marcello Bernardo Manager, Communications and Engagement.

To learn more about how we handle media relations for TBRHSC and TBRHRI, visit the Process tab on the Communications and Engagement page of the Corporate Intranet.



Visual Identity and Templates

To reflect the launch of the Strategic Plan 2026, Communications and Engagement is pleased to share that the new corporate templates for TBRHSC and TBRHRI are available on the corporate intranet.

In order to support the change, please visit the Communications and Engagement Department page, and select the Branding, Logos and Templates tab. Download the latest templates today for immediate use.

For further branding inquiries, please contact Steve Coghill, Senior Graphic Designer at extension 6560 or Steve.Coghill@tbh.net. All other communications requests must be submitted using our online intake system at <https://comms.tbrhsc.net/communication-request>.

Corporate Email Signature

Your email signature is a reflection of TBRHSC and TBRHRI. To support a consistently professional image for TBRHSC and TBRHRI and ensure appropriate presentation of information to patients, families, and other internal and external stakeholders, the following standards are to be applied to all @tbh.net email accounts. Please review your current email signature and edit as required.

Name (credentials – optional)

Preferred Pronouns (optional)

Title

Department

Email

Je parle français (optional)



Address
Room # / Building
City / Postal Code

Telephone #
Cell # (optional)
Fax #

www.tbrhsc.net



Exceptional **Care** for every patient, every time.

This e-mail message (and any attachments) may contain confidential and/or privileged information for the sole use of the intended recipient. Any review or distribution by anyone other than the person for whom it was originally intended is strictly prohibited. If you have received this e-mail in error, please contact the sender and delete all copies. Opinions, conclusions or other information contained in this e-mail may not be that of the organization.

Guidance for Internal Memos

At TBRHSC and TBRHRI, it is important to formally communicate in a uniform manner to display our professionalism and to create and maintain our brand.

Memos require Manager/Director/VP approval, Leadership and/or their Administrative Assistant (AA) will circulate to the parties identified in the "To" field. Organizational memos will be fed up to the Executive Assistant (EA) of the portfolio for circulation. The Communications and Engagement team circulates memos on behalf of the President and CEO.

Please use the corporate branded templates, available on the intranet, for all memos. When circulating via email, the text of the memo should be inserted into the body of the email, with the memo also attached as a PDF.

Memos should be used for urgent or timely information. As an alternative, the Daily Informed Newsletter provides an efficient option for non-urgent communication and helps reduce the number of incoming emails for everyone with an @tbh.net email account. It is distributed daily, Monday to Friday to all staff.

French Translation Services

Communications and Engagement works with L'Accueil francophone to translate content into French. This service is provided free of charge for patient-facing materials that fall within their eligibility guidelines. Contact a member of the Communications and Engagement team for details.

Get Social with your Hospital and Health Research Institute

TBRHSC uses social media to share news about our programs and services, to engage with patients and families, and to celebrate our staff and the exceptional care they provide. See our updates on [Facebook](#), [X](#), [Instagram](#), [LinkedIn](#) and [YouTube](#).



Find out the latest in patient-centred research by connecting with TBRHRI.

[Facebook / X](#)



View our Social Media Policy by visiting tbh.net/socialmediapolicy.

Websites

TBRHSC's external website is designed to meet the needs of patients and families in Northwestern Ontario while supporting our Strategic Plan. Features include a strong linkage to our social media channels, a Google-optimized search function, easily accessible and high-demand information (facility maps, parking, accessibility, contacts), and a clean, easy to read design.

TBRHRI's external website is designed to promote and inform the public on the patient-centred research happening right here in Thunder Bay.

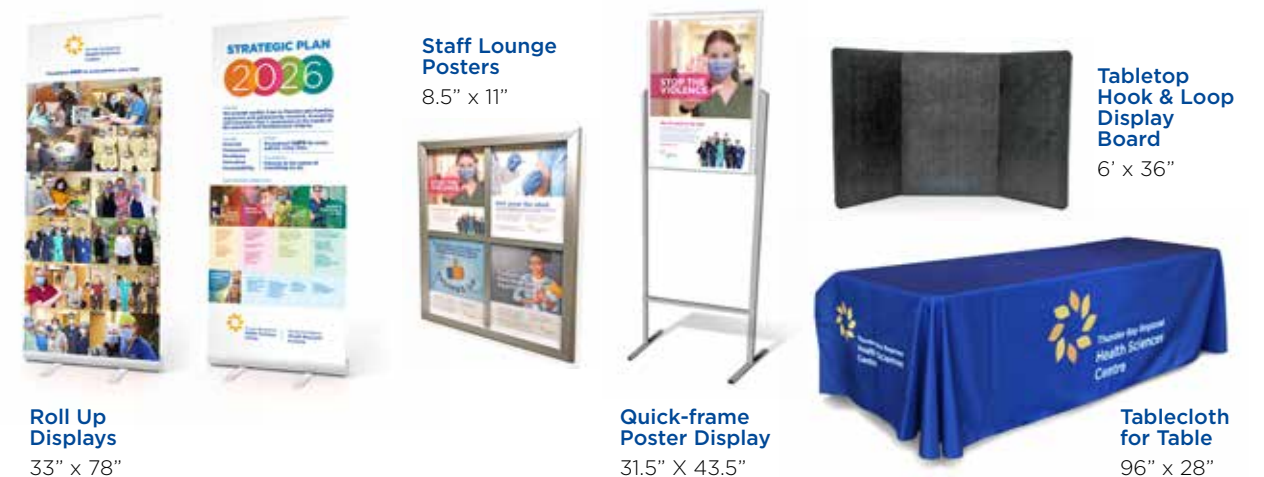
Both websites provide users with the flexibility to access the site on multiple platforms (smart phones, tablets, laptops).

Please submit any update or change requests at <https://comms.tbrhsc.net/communication-request/>



Promotional Materials and Resources

Communications and Engagement has available for use an array of promotional materials and resources. Quick-frame posters and staff lounge posters are located strategically throughout the Hospital and are typically used to highlight in the moment campaigns and announcements. For use in events both on and off-site, there are various roll up displays and a tabletop hook and loop display board. These tools are used for conferences or to compliment additional promotional events for such things as program roll-out and co-sponsored workshops. For media events, there is a logo display wall, podium and media sandwich board. Please see images below for details.



To request these materials and sign-out for use, please submit a ticket by visiting <https://comms.tbrhsc.net/communication-request/>.

Meet the Communications and Engagement Team

Jennifer Wintermans

VP, Quality and Corporate Affairs

Jennifer.Wintermans@tbh.net

Ext. 6016

Sheila Brown

Executive Assistant to
Jennifer Wintermans,
VP, Quality & Corporate Affairs

Sheila.Brown@tbh.net

Ext. 6018

Marcello Bernardo

Manager

Marcello.Bernardo@tbh.net

Ext. 6011

Steve Coghill

Senior Graphic Designer

Steve.Coghill@tbh.net

Ext. 6560

Raiili Pellizzari

Communications Specialist and
Project Lead

Raiili.Pellizzari@tbh.net

Ext. 6926

Gina Fata

Cultural Communications Specialist

GinaFata@tbh.net

Ext. 6031



Thunder Bay Regional
**Health Sciences
Centre**

Thunder Bay Regional
**Health Research
Institute**

