

**STATEMENT OF COMMITMENT: CPM FOCUS GROUP ON COMMUNICATIONS**

*[Report of CPM-2 (2007), Appendix 11, updated by IPPC Secretariat 2012-11 with guidance from CPM-7 (2012); updated by the IPPC Secretariat 2015-09<sup>1</sup> and 2020-10-02<sup>2</sup>]*

Each nominee is requested to read the information listed and referenced in Appendix 1 for the relevant body, complete and sign this statement of commitment and submit it at the same time as the nomination and CV.

**1. Body: CPM Focus Group on Communications**

Expected meeting date and location, if relevant: Several virtual or face-to-face meetings as needed

**2. Nominee:**

I have read the information listed and referenced in Appendix 1 in regards to my nomination and, if selected, agree to undertake the tasks and responsibilities involved and to commit the time required. I have also discussed with my employer the time commitment and financial resources<sup>3</sup> required (as appropriate) to carry out my duties if my nomination is approved for the body indicated under section 1 above.

I also agree that, if I request financial assistance to attend the relevant meeting and I am eligible to receive it, I have read and will adhere to the conditions laid out in Commitment of Funded Participants section of the *Criteria used for prioritizing participants to receive travel assistance to attend meetings organized by the IPPC Secretariat* (web link provided in footnote 1).

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

<sup>1</sup> 2015-09, in order to accommodate the situation where two different agencies contribute to the funding of an expert (one for salary and the other for travel), the IPPC Secretariat clarified that “financial resources” were intended for travel.

<sup>2</sup> 2020-10, in order to apply this form to all bodies and clarify 4. Authorization (financial resources)

<sup>3</sup> As recommended by the second session of the Interim Commission on Phytosanitary Measures (1999), whenever possible, those participating in IPPC activities voluntarily fund their travel and subsistence to attend meetings. Participants may request financial assistance, with the understanding that resources are limited and the priority for financial assistance is given to developing country participants (see below section “4. Authorization (financial resources)”).

The statistical information in place at the time of signing this statement of comment will be applied for the duration of the term of membership in the relevant IPPC body.

**3. Authorization (time):**

I have read the information listed and referenced in Appendix 1 in regards to the above nominee who is employed in our organization. If this nominee is selected, I agree to ensure that the appropriate time will be allocated to allow the nominee to undertake the tasks and responsibilities involved and commit the time required. I have the authority from my organization to authorize this and understand the time commitment required to carry out these duties.

CHRISTINA MORRIS, A/EXECUTIVE DIRECTOR, STRATEGIC AND ISSUES COMMUNICATIONS

Name, Title (Supervisor) (please print)

1400 MERIVALE, TOWER 1, OTTAWA, ONTARIO, CANADA

Address (Supervisor)

1-343-542-7949

Phone (Supervisor)

christina.morris@inspection.gc.ca

Email (Supervisor)



Recoverable Signature

X

Christina Morris

Director, Media, Ministerial and Area Communica...

Signed by: Morris, Christina

Signature (Supervisor)

Date

**4. Authorization (financial resources)<sup>4</sup>:**

**4.1** I have read the information listed and referenced in Appendix 1 in regards to the above nominee who is employed in our organization. If this nominee is selected, I agree to ensure that the appropriate financial resources will be allocated to allow the nominee to undertake the tasks and responsibilities involved. I have the authority from my organization to authorize this and understand the financial resources required (as appropriate, see footnote 1) to carry out these duties.

OR

<sup>4</sup> The organization that employs an IPPC meeting participant is responsible for funding the travel and daily subsistence allowance for that person to attend. If the employer is unable to allocate sufficient funds, participants are first encouraged to seek assistance from sources other than the IPPC Secretariat. Where such demonstrated efforts to secure assistance have been unsuccessful, requests for assistance (i.e. travel and subsistence costs) from the IPPC Secretariat may be made. However, any support is subject to available funds. Requests for assistance will be assessed by the *Criteria used for prioritizing participants to receive travel assistance to attend meetings* organized by the IPPC Secretariat that is in place at the time this statement of commitment (<https://www.ippc.int/publications/criteria-used-prioritizing-participants-receive-travel-assistance-attend-meetings>).

☐ **4.2** I have read the Criteria used for prioritizing participants to receive travel assistance to attend meetings organized by the IPPC Secretariat and the nominee is eligible for travel assistance (airfare and/or DSA), considering that evidence of effort will be presented to the IPPC Secretariat, indicating that no other funds were available, and that the Secretariat should try to allocate appropriate funds, if available.

☒ Contact information same as per point 3 (if this is the case, still add signature and date below).

\_\_\_\_\_  
Name, Title (please print)

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Contact details for nominee:**

Name: CHAFY, Ifi

E-mail: [ifi.chafy@inspection.gc.ca](mailto:ifi.chafy@inspection.gc.ca)

Phone: 1-613-410-4212

Fax: n/a

**Mailing address:**

59 Beaumaris Drive  
Ottawa, ON K2H 7K5  
Canada

**APPENDIX 1****General membership duties relevant to all bodies:**

- allocate time, as appropriate, for travel to the meeting, attendance in the meeting including virtual meetings and follow-up activities, as necessary
- consult and liaise with relevant national and international experts, as appropriate
- read all meeting documents prior to the meeting and provide discussion papers and/or comments, if necessary
- maintain a functioning e-mail address and participate in any scheduled electronic discussions or conference calls occurring outside of the meeting dates and times, if necessary
- participate as an individual expert in a personal capacity
- participate in relevant meetings for the duration of the term and participate in virtual meetings, some of which may take place outside local daytime hours, in order to accommodate the participation from multiple time zones
- if unable to attend the meeting, provide written notification to the IPPC Secretariat well in advance and before travel arrangements have been made
- use web based tools as appropriate (Adobe Connect, Zoom, MS Teams, e-mail, Online Comment System, Skype, e-forums, e-decisions, Google Docs, etc.)
- other specific details may be found on the IPP ([www.ippc.int](http://www.ippc.int)) and in the IPPC Procedural Manual.

**IC Sub-group member duties, in addition to the above general duties:**

- participate in the IC Sub-group for the full duration of the term as specified in the relevant rules
- other duties as assigned

Further details are provided in the IPPC Procedural Manual:

- Guidelines for the composition and organization of expert working groups
- Guidelines for the operation of expert working groups.



## NOMINEE DETAILS AND SUMMARY OF EXPERTISE

### CPM Focus Group on Communications

This template must be completed for all nominees and returned to the Secretariat together with the nomination, CV and the completed Statement of Commitment.

PERSONAL DETAILS	
<b>Name</b>	CHAFY, Ifi
<b>Country / organisation</b>	Canada
<b>Current position</b>	Manager, Plant Health Communications
<b>Contact details</b>	<b>Address:</b> 59 Beaumaris Drive, Ottawa, Ontario K2H 7K5
	<b>Telephone number:</b> 613-410-4212
	<b>Email address:</b> ifi.chafy@inspection.gc.ca
SPECIFIC EXPERTISE REQUIRED	
<b>Expertise in working with Communications</b>	I have worked in communications since 1999 and have experience in multiple areas of Communications: strategic, program, issues management, internal, corporate, stakeholder engagement, media, announcements, editing, translation, etc.
<b>Experience in organizing and managing Communications</b>	As a communications manager for more than 7 years (since March 2015) and a communications advisor for 11 years before that (since 2004), I have significant experience organizing and managing communications activities and mobilizing resources to achieve communications objectives. Examples leading ministerial and departmental announcements, ministerial roundtables and developing strategic communications plans and supporting products (news releases, social media, web content, videos, infographics, fact sheets, backgrounders, media lines, questions and answers, etc.).
<b>Knowledge of the IPPC mandate and activities</b>	I am well informed of the IPPC's mandate and activities through my involvement as co-lead of Canada's communications activities for the International Year of Plant Health and as manager of Plant Health Communications at the Canadian Food Inspection Agency (CFIA).

<b>Practical knowledge to identify, solicit and help to mobilize resources for the implementation of the IPPC Communication Strategy</b>	<p>As manager of Plant Health Communications, I have led a team of communications professionals to promote the importance of plant health and the CFIA's mandate to the Canadian public and industry, working in collaboration with plant health experts, other government departments, NAPPO, the US (USDA APHIS), Mexico (SENASICA) and stakeholders (for example, invasive species councils and youth organizations).</p> <p>In this role with the CPM Focus Group, I would bring the support and resources of my team and, when appropriate, of colleagues from other teams (e.g. creative services, social media, media relations).</p> <p>From my experience with NAPPO to promote the International Year of Plant Health, I understand the opportunities and challenges of working collaboratively in an international setting.</p>
<b>Practical knowledge of existing global and/or regional Communications mechanisms and tools</b>	<p>I am familiar with the IPPC's and NAPPO's websites and communications newsletters and have worked collaboratively with NAPPO, the US and Mexico on a common communications work plan, objectives, and promotional articles and activities.</p>
<b>Experience in drafting and/or implementing Communication Strategies</b>	<p>I have more than 15 years' experience drafting and implementing communications strategies for a wide range of initiatives, including annual communications plans and targeted communications plans for complex new initiatives, high-profile issues, and smaller, routine announcements.</p>

<p><b>Current/ previous work experience related to the expertise required</b> <i>Please include number of years spent</i></p>	<p>Manager, Strategic Communications Canadian Food Inspection Agency Feb. 2017 to present 5+ years working on Plant Health and Science Communications plus Animal Health Communications (4.5 years)</p> <p>Manager, Strategic Communications Public Services and Procurement Canada Mar. 2015 to Feb. 2017 2 years working on communications relating to procurement and real property</p> <p>Senior Communications Advisor for Stakeholder Engagement, Program Communications and Internal Communications (2006–2015) Acting Manager, Internal Communications and Program Communications (7.5 months 2013, 2014) Communications Advisor, Corporate and Internal Communications (2004–2006) Employment and Social Development Canada 2004-2015 11 years' progressive communications experience in a variety of areas.</p> <p>Managing Editor and Technical Editor Transportation Safety Board of Canada 2000-2004 Close to 5 years' experience as an English language expert and managing editor of a bilingual magazine.</p> <p>English and French teacher in Canada and South Korea 1996-1999 3.5 years</p>
<p><b>Elements demonstrating a strong working knowledge of English</b></p>	<p>I have strong oral and written communications skills in English, which is my first language. I am also a qualified and experienced teacher of English as a second or foreign language and am a former English editor.</p>

## PROFESSIONAL BACKGROUND - SUMMARY OF WORK EXPERIENCE

(Add more rows as necessary. Do not include full details here, details can be included in your CV)

	Year started	Year finished	Job title	Organization	Key duties (list only the duties most relevant to the nomination)
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1	2017	present	Manager, Strategic Communications	Canadian Food Inspection Agency	<p>-Co-lead of Canada's and the CFIA's International Year of Plant Health (IYPH) promotional activities, working in collaboration with other government departments and stakeholders to raise awareness of the importance of plant health.</p> <p>-Active member of NAPPO Expert Group on Communications for IYPH and of National Firewood Working Group (a federal-provincial-industry working group to reduce the spread of plant pests via firewood and to improve awareness and reporting of invasive species).</p> <p>-Lead a team of employees to support and promote plant health communications priorities to the Canadian public and to industry.</p> <p>-Identify, prepare for, manage and evaluate proactive communications opportunities related to plant health and issues to be managed reactively, developing and guiding communications plans and products.</p> <p>-Lead national advertising campaigns regarding invasive species.</p>
2	2015	2017	Manager, Strategic Communications	Public Services and Procurement Canada	<p>-Managed communications team and provided strategic communications advice and issues management support on sensitive, complex and horizontal files to senior management.</p> <p>-Identified proactive communications opportunities for traditional and social media.</p> <p>-Developed annual strategic plan and calendar of communications opportunities.</p> <p>-Increased collaboration with other government departments.</p>



3	2004	2015	Multiple progressive roles in Communications and Stakeholder Engagement	Employment and Social Development Canada	<p>-Led, planned, coordinated, implemented and evaluated communications and stakeholder engagement activities, including ministerial announcements and roundtables, federal-provincial/territorial announcements, the launch of new programs and departmental initiatives, and media interviews.</p> <p>-Developed, provided advice on and implemented strategic and operational communications, engagement and marketing plans for internal and external audiences.</p> <p>-Project managed publications, website development, production of promotional material, and communication of horizontal initiatives.</p>
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#### RELEVANT EDUCATION AND TRAINING

##### Education/ Academic qualifications/ Professional training

*List only those relevant to the nomination*

Master of Arts, Bachelor of Arts, Bachelor of Education, plus annual ongoing workshops and training to stay abreast of the latest developments and trends in communications.

##### Other language skills (apart from those indicated above)

French (fully bilingual)  
Greek (beginner)

#### PUBLICATIONS

##### List publications and keynote speaking engagements

*List only those relevant to the nomination and do not include copies of publications*

No publications or keynote addresses.  
I have, however, given presentations on my team's invasive species advertising campaigns at the following conferences: National Invasive Species Forum (2019) and the Forest Pest Management Forum (2019, 2018).

## IFI CHAFY

59 Beaumaris Drive, Ottawa ON K2H 7K5 Canada

Work: 1-613-410-4212, [ifi.chafy@inspection.gc.ca](mailto:ifi.chafy@inspection.gc.ca)

### EDUCATION

Master of Arts, Lettres françaises, University of Ottawa, 1996

Bachelor of Education, Queen's University, 1993

Bachelor of Arts (Honours), French Studies, Queen's University, 1992

### EXPERIENCE

**Manager, Strategic Communications** (2017 – present)

**Canadian Food Inspection Agency, Ottawa, Ontario, Canada**

*-General activities:* Managed communications team for plant and animal health (two of the CFIA's three business lines) plus science promotion. Provided strategic, emergency, crisis and issues communications advice and support on sensitive, complex and horizontal files, working closely with other government departments and stakeholders as appropriate. Communications lead or chief in four National Emergency Operations Centre situations. Significantly increased proactive communication and collaboration with other government departments and stakeholders as co-lead of Canada's communications activities for the International Year of Plant Health (IYPH), member of the NAPPO IYPH Communications Expert Group and member of the National Firewood Working Group. Initiated and oversaw the development of annual strategic communications plans. Led annual advertising campaigns complemented by strong communications to promote awareness of invasive species and vigilance for avian influenza. Planned and implemented ministerial announcements and news releases. Improved collaboration and information sharing with communications colleagues across the country. Represented Communications at governance meetings, client management meetings and briefings to the CFIA's President and to the Minister's Office.

*-Leadership:* Led team of up to five employees and two students, with delegated responsibility for HR and finance. Responsible for all aspects of management, including staffing, setting objectives and priorities, managing performance, strategic planning, managing budget, etc. Led and supported multiple staffing competitions, including developing exam and interview questions, screening applications, marking exams and conducting interviews and reference checks. Initiated a service commitment to clients. Documented processes for smoother onboarding and consistency across the team.

**Manager, Strategic Communications** (2015-2017)

**Public Services and Procurement Canada, Gatineau, Quebec**

*-General activities:* Managed communications team and provided strategic communications advice and issues management support on sensitive, complex and horizontal files to senior management. Identified proactive communications opportunities for traditional and social media. Developed annual strategic plan and calendar of communications opportunities. Planned and implemented ministerial announcements, media interviews, media tours/technical briefings and other communications activities. Collaborated with colleagues in the regions, Communications and other government departments for successful ministerial events, issues management, and consistent messaging. Ensured projects delivered on time (ex. website transition to Canada.ca). Regularly attended clients' executive management meetings. Participated in ministerial briefings. Represented Communications in horizontal working groups (ex. procurement modernization, Canada 150).

*-Leadership:* Supervised and led teams of five employees responsible for strategic, internal and digital communications. Responsible for full performance management agreement cycle, from setting objectives and approving learning plans to conducting mid-year and end-of-year reviews and determining final ratings. Provided ongoing feedback to employees and managed poor performance. Coached employees to improve quality of writing and products. Supported employee development (ex. new opportunities and reassigning files). Co-led IS-5 competition: developed SOMC, participated in development of exam and interview questions, screened applicants, assessed exams, conducted interviews, reviewed references, briefed management and conducted informal discussions. Interviewed IS-4s for reassignment to my team. Participated in media spokesperson training.

**Senior Communications Advisor, Stakeholder Engagement, Program Communications and Internal Communications (2006–2015)**

**Acting Manager, Internal Communications and Program Communications (7.5 months 2013, 2014)**

**Communications Advisor, Corporate and Internal Communications (2004–2006)**

**Employment and Social Development Canada, Gatineau, Quebec**

*-General activities:* Led, planned, coordinated, implemented and evaluated communications activities, including ministerial announcements, federal-provincial/territorial announcements, the launch of new programs and departmental initiatives, and media interviews. Developed, provided advice on and implemented strategic and operational communications and marketing plans for internal and external audiences on subjects as varied as the launch of new initiatives, the Canada Job Grant, labour market agreements with the provinces and territories, Apprenticeship Grants, the Sector Council Program, grants and contributions modernization, funding to official language minority communities, and various change management initiatives, including corporate restructuring, service excellence, the launch of Service Canada College, and the *Public Service Modernization Act*. Project managed publications, website development, production of promotional material, and communication of horizontal initiatives. Developed excellent time management and people management skills while leading and managing multiple demanding projects and ongoing files.

*-Consultations:* Developed strategic and operational engagement plans for ministers, parliamentary secretaries and the deputy minister on subjects as varied as pre-budget consultations, social partnership and innovation, labour market issues, and EI premium rate-setting, recommending stakeholders, venues, and discussion questions. Planned, coordinated, implemented, attended and evaluated ministerial roundtables and advised clients on their in-person and online consultations. Organized and helped facilitate stakeholder engagement forum on grants and contributions modernization. Wrote invitations, discussion questions, summary reports for internal and external audiences, web text, and products and processes supporting engagement activities.

*-Horizontal issues:* Collaborated with other provincial governments for joint announcements and communiqués and with other government departments for consistent messaging, timing of activities and appropriate linkages on horizontal issues, such as tourism, support for Aboriginals, support for victims of crime, and forestry. Participated in interdepartmental working groups on tourism, public service modernization, and Environment Week.

*-Internal communications:* Wrote corporate internal communications strategy for Employment and Social Development Canada and for Service Canada and service excellence (Service Canada College), including ways of engaging and consulting with employees. Brought forward and implemented new ideas to improve and invigorate internal communications vehicles (corporate messages, newsletter, intranet, blogs). Identified team priorities and objectives, reported on accomplishments, held weekly team

meetings. Conducted employee performance appraisals. Provided ongoing direction and feedback to employees. Developed and maintained strong internal communications network throughout portfolio, with all branches and regions. Wrote communications plans, managers' kits (sample scripts, fact sheets, Qs & As, PowerPoint presentations, etc.) and other employee communications (web text, corporate messages, etc.) to communicate major changes to employees, such as human resources and grants and contributions modernization initiatives. Conducted interviews and wrote articles for employee newsletter. Coordinated employee events and developed supporting communications products, including articles for employee newsletters and corporate messages, for National Public Service Week, Learn @ Work Week, Emergency Preparedness Week, and other celebrations. Implemented Public Service Employee Survey and advised internal clients on ways to gather feedback from employees using online questionnaires and feedback cards.

*-Writing:* Wrote a variety of communications products, including speeches, talking points, news releases, Qs and As, articles, media lines, op-eds, fact sheets, web content, etc. for internal and external audiences. Ensured consistency between English and French versions and correct terminology.

*-Advice:* Regularly participated in clients' executive meetings and decision making, including the Directors and Directors General Grants and Contributions Policy and Program Committees, branch Internal Project Review Committees. Regularly advised the minister's office and senior management in Communications and client branches on external and internal communications issues, change management, announcement opportunities, public environment, issues management, communications approaches and strategies, event planning, publishing, website design, and language use for branch-, department-, and government-wide issues. Made presentations for approval and made recommendations backed by solid experience, research, and networks with other subject matter experts.

*-Leadership:* Supervised six employees as acting manager (4 months) in 2014 and two employees as acting manager (3.5 months) in 2013. Regularly acted as manager of larger team when manager was away, spearheading and trouble-shooting the team's files in addition to my own. Previously supervised up to three people, including co-op students and contractors.

*-Client relations:* Established strong networks and partnerships throughout all branches and regions and with other departments. Regularly participated in division management meetings and in client management meetings for Learning Branch, Employment Insurance Policy, Service Canada College, and the Chief Financial Officer Branch. Sought input from and collaborated with colleagues throughout portfolio—programs, communications, regions, and marketing—to provide expert advice and service to clients and enrich communications and engagement plans, products, and activities.

*-Work environment:* Worked in a high-profile, multi-disciplinary communications and stakeholder engagement environment, leading on Budget priorities (e.g. Canada Job Grant), horizontal projects (e.g. advertising campaigns, skills agenda speaking tours, grants and contributions modernization), ministerial consultations, and departmental outreach (e.g. Canada's Economic Action Plan), and implementation of Government-wide priorities (e.g. the *Public Service Modernization Act*).

**Managing Editor and Technical Editor (2000-2004)**  
**Transportation Safety Board of Canada, Gatineau, Quebec**

Project managed and implemented multiple horizontal projects in a matrix environment, including the publication of the annual report and the publication and redesign of the magazine *Transportation Safety Reflexions*. Set production schedules, assigned tasks, prepared and edited content, chaired production meetings, contacted potential suppliers for estimates, monitored expenses, approved invoices before

payment, selected and negotiated with freelance photographers, and led multi-disciplinary project teams of staff and external contractors (writers, layout, printing, and distribution). Developed and wrote corporate style guide and created plan for the guide's dissemination and use. Edited technical and complex texts, including aviation, marine, rail, and pipeline investigation reports, speeches, articles, fact sheets, news releases, statistical and ATIP reports, and other communications products. Wrote/rewrote and updated documents. Edited graphics to improve visual message. Regularly dealt with authors and managers, offering feedback, providing leadership, and resolving potential conflict. Researched terminology and technical information. Translated texts and revised translations.

## **OTHER EXPERIENCE**

**Teacher: Immersion, Extended, and Core French** (1998-1999)  
**Glebe Collegiate Institute, Ottawa, Ontario**

**Teacher: English as a Foreign Language** (1996-1998)  
**Kwan-um Girls' Middle School, Taegu, South Korea**

**Teacher: Immersion and Core French** (1996)  
**I. E. Weldon Secondary School, Lindsay, Ontario**

## **PERSONAL**

**Languages:** Fluently Bilingual (English, French)

**Security Clearance:** Secret

**Citizenship:** Canadian

**Interests:** Running, Tennis, Camping, Yoga, Reading, Public Speaking

**Volunteer:** former English tutor for refugee family; Toastmasters: former Area Governor, President, Vice-President Public Relations, Treasurer