



PUBLIC COMMUNICATIONS PROCEDURE

3.10

Effective Date: 07/18

Purpose: This document defines the dissemination of public information regarding the Barren River District Health Department (BRDHD) and its programs to the public and through the media. This applies to all employees and programs of BRDHD. As referenced in Policy 3.09 - Branding Procedure and Publication Standards, BRDHD seeks to project an image as a united organization and describes standards that are to be applied to external communications including but not limited to: brochures, signs, banners, pamphlets, reports, press releases, letterhead, newsletters – both internal and external, websites, fact sheets, radio and television advertisements, recorded audio messages, and social media campaigns. Consistent messaging and information related to BRDHD and its programs is the primary goal of this procedure, in an effort to keep the public, board members, community partners and our employees informed of relevant news in a timely manner and in all aspects of the agency's public communication, both internally and externally. The information shared in all public communications should be evidence-based, promoting best practices and supporting the mission, vision, and values of BRDHD.

Failure to comply: Failure to comply with this procedure could result in confusion regarding program information, the program's identity as part of BRDHD to the public, our community partners, and possible disciplinary action.

Procedure: The BRDHD provides for the effective dissemination of information about the work of the agency and its programs through the appointed Public Information Officer (PIO) and the PIO team in conjunction with the Public Health Director, supervisory staff and the employees of the agency.

Press Releases

All press releases will be disseminated on the agency's P-23 Press Release Form in PDF format or may be sent in the text of an email. A press release or idea can be generated by any agency employee in conjunction with their supervisor and the agency PIO. The agency's name, Barren River District Health Department, the program or initiative being featured, and the contact must be clearly identified on the

P-23 Press Release Form. When events or public health messages are shared with community partners, BRDHD may choose to defer release of the joint message to a designated partner.

Social Media

Information for distribution through Facebook, Twitter, the BRDHD's agency app and other forms of social media will be forwarded to the agency designee for posting. All media appearances will be forwarded to the agency designee along with talking points and information related to the interview for the appropriate posting. The development of any agency program Facebook pages requires the written approval of the Public Health Director. Program pages and their contents/postings are subject to monitoring by the page keeper's supervisor. Information posted on any agency page or shared through any form of social media must be in compliance with Policy 3.05 - Digital Media Policy. Among the policies most pertinent to this application are those concerning patient confidentiality, HIPAA privacy and security, computer, internet and email use, standards of conduct, and harassment.

Media Appearances and Interviews

Media appearances will be coordinated with the employee's supervisor and the PIO. Requests for interviews placed directly to the employee will be shared with the employee's supervisor.

Website

All information to be posted on our website will be communicated to the IS Department using the employee services ticket system. The information will be consistent with what is shared in other agency and program materials.

Advertising

All advertising by the agency and its' programs must comply with Policy 3.09 - Branding Procedure and Publication Standards using the appropriate agency logo and approved through the appropriate channels including the Public Health Director.

Public Communications Guidelines

When creating a press release or any form of public communication, the following questions should be considered:

- What is its objective?
- Who is the target audience?
- Is the release written in plain language?
- Is the information "culturally competent" and sensitive?
- Is special consideration needed for limited English proficient audiences?
- Is it evidence-based?
- Does it support the mission, vision and values of the agency?

Forms: [P-23 Press Release Form](#)

References: [Policy 3.01 - HIPAA Security Rule Adherence Procedure](#); [Policy 3.05 - Digital Media Policy](#); [Policy 3.09 - Branding Procedure and Publication Standards](#); [Policy 9.01 - HIPAA Privacy Rule Procedure](#)

Contact Persons: Public Information Officer; Public Health Director; Director of Information Systems; Marketing & Communications Coordinator

Date Adopted:

Procedure Origination, Revision, and Review Tracking

Procedure Version Number	Origination Date	Description of Revision or Reviewer Name
3.10	01.24.2018	HR Manager – Procedure Creation