



**Three Rivers District Health Department and Home Health Agency  
510 South Main Street  
Owenton, KY 40359  
(502) 484-3412**

**Policy HP-IC-1**

**November 18, 2011  
Revised January 30, 2012  
Revised September, 26, 2017**

### **Media Communication, Public Relations and Branding**

**Purpose:** To establish and maintain a consistent communication procedure for providing timely information to the public and/or media. Public is defined as anyone outside of the Three Rivers District Health Department (TRDHD) employees. Media is defined as newspaper, social media, websites, TV/ Radio, and any other news venue or advertisement company. Communication is culturally & linguistically appropriate to meet the needs of the community and/or the audience

**Policy:** Due to the nature of public health, all TRDHD employees play a role in effective communication with the public. Timely, clear, and professional communication with the public and media is crucial for identification of the health department as a trusted health leader in our communities. All verbal communication originating from Three Rivers District Health Department provides a consistent message of positive, reliable, accurate & helpful information, and written communication clearly displays the TRDHD official logo. All verbal communication demonstrates an attitude of service and brings value to the public.

**Public Information Officer (PIO):** The Public Information Officer is assigned by the Public Health Director and this person is identified on the organizational chart on the Tdrive. In the absence of PIO, the TRDHD Public Health Director or other designee (usually a Program Manager) will serve as PIO.

TRDHD strives to provide material(s) that are culturally and linguistically appropriate. The readability needs of the audience or client are taken into consideration when developing or providing materials to the public.

At TRDHD we believe our Brand is more than just a logo. Our brand strategy builds upon 1) Our reputation as a leader in improving the health in our communities; 2) the TRDHD Mission (ALL ONE TEAM, Striving for Excellence. Educating & Empowering with every Encounter); 3) our Vision (Health Happens Here); and our strengths, values, and strategic priorities.

Additionally, the Branding Strategy includes implementing the official TRDHD logo that our communities, health partners, and employees associate with our reputation.

**Procedure:**

- I. Media Inquiries - If the media should call any Health Department personnel directly, (other than the district office call center) the media will be asked, “Have you spoken with our Public Information Officer?” Employees will assist with immediately putting the media representative in touch with the PIO or Program Manager. The PIO or Program Manager will accept the call/e-mail, determine what the inquiry is about and refer the media to the designated contact personnel if he/she is unable to field the request. Promptness in getting back to the media by the PIO, Program Manager or assigned contact personnel is pertinent. All TRDHD employees will treat media requests as priority. If the Program Manager or assigned contact person is unable to return the media’s call or e-mail within 30 minutes, the PIO will be informed for purposes of making contact with the media and informing them of exactly when their call can be returned or to otherwise handle the request for information.
- II. Media Spokesperson – The Public Information Officer (Refer to TRDHD Org Chart on the TDrive, for current PIO) determines the appropriate spokesperson based on the media request. In general, Program Managers and/or the Public Health Director serve as spokespersons. Program staff may do media interviews that are pertinent to the program with which they work. When Board of Health members speak on behalf of the Board or the TRDHD, their media contact is coordinated through the Public Information Officer or the Public Health Director.
- III. Community Coordination – Community Partners are informed regarding TRDHD services and programs so that communities and TRDHD send unified public health messages. (For the most current contact information for TRDHD Community Partners Refer to Tdrive>Department>Environmental>Disaster-Outbreak Response>Annex E). In addition, TRDHD participate in various Community Coalition/Collaboratives where coordination of community services and information are discussed and shared.
- IV. Press Releases and Other Communication – TRDHD shall provide both emergency and non-emergency public health information via various means of communication.

Press Releases: The Public Information Officer edits and distributes press releases and public service announcements to the appropriate media contacts based on the content of the release and the needs of the media outlet. The PIO is listed as the contact person on each press release that is sent from the Health Department offices. The PIO is responsible for updating media contact information. The PIO sends members of the District and Local Boards of Health any press releases related to the Health Department policies, recommendations, or any crisis situation occurring in which TRDHD is involved.

Social Media: TRDHD utilizes several social media outlets to distribute information to its employees, the local & District Board(s) of Health, other health departments, the

Kentucky Department for Public Health (DPH) & other Governmental agencies, community partners, and the general public. For instance, Facebook & Twitter are utilized to push pertinent information to the public several times each week. Such information includes availability of flu vaccine at area festivals or other venues, whooping cough outbreaks & information, flu prevalence in the area, water boiling advisories, etc.

Website: TRDHD's website is located at [www.trdhd.com](http://www.trdhd.com) where information is posted about clinic locations, hours of operation, organization charts, policies, community assessments, strategic plans, employment opportunities, programs & services, and links to pertinent health resources. The website is maintained under the supervision of the Management Team and is updated as needed frequently to provide the current and pertinent information regarding health department services and happenings.

E-mail: All employees have access to the TRDHD e-mail and are encouraged to utilize e-mail as an efficient form of communication with state and federal agencies, other local health departments, emergency officials, utility company representatives, and other pertinent community partners.

Other Internal Communication: On-going communication between the District Director to Program Managers to TRDHD employees is vital to the provision of services to the public and to the success of the Foundational Public Health Programs and capabilities at TRDHD. Regular Management Team meetings, Program Meetings, and Staff Meetings are held to update employees regarding assessments & implementation of various initiatives. In this manner TRDHD employees not only provide individual program services but also interact with the public to collect data, promote healthy living, and educate the public regarding initiatives to improve the health of the communities.

- V. Printed Materials: All newly created or reprinted educational materials (brochures, handouts, PowerPoint presentations, fliers, newsletters, etc.) created by Three Rivers must follow the Graphic Design Guidelines (Form A). The documents are reviewed by the Program Manager or Branding Coordinator for use of proper design standards and written style. Copies of all final materials are to be stored on the t-drive. Older materials without the official logo should be changed to display the TRDHD official logo or be archived on the t-drive.
  
- VI. Official Logo Templates: Official logo templates are available for brochures, fliers, PowerPoint presentations and other commonly used materials. The official logo with is located on the Tdrive under All One Team>Forms & Logos>Logos & Graphics. The Official Logo (the triangle with Three Rivers District Health Department printed across the center) is used on all documents. Other tag lines (Home Health, County Health Center, Health Happens Here, etc.) may be attached to the logo, but the official logo cannot be changed or amended without approval of the TRDHD management team. The Official Logo is found in **Policy HP-IC-1 (Form A), Graphic Design Standards**

**VII.** Use of published materials from other sources (which are distributed to the public) - Printed materials from another source not originating from the TRDHD, i.e. Cover Your Cough poster, West Nile brochure, handouts from the American Diabetes Association, should include the TRDHD Official Logo. (Official Logo Stickers are provided through each Program Manager or ordered through the TRDHD ordering procedures.)

**VIII.** Graphic design – Refer to **Policy HP-IC-1 (Form A), Graphic Design Standards**

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District Director

Date

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Chairperson, Three Rivers District Health Department

Date

## Policy HP-IC-1 (Form A), Graphic Design Standards

- I. Official TRDHD Logo and use- The TRDHD Official Logo must appear on all materials provided to the public. Copies of the logo can be obtained from the tdrive, under Forms & Logos>Logos & Graphics>Official Logo. This file contains the official logo as well as the logo with additional subtitles (Home Health, County Health Center, etc.) and should accommodate most designs. The Official Logo cannot be changed unless authorized by the TRDHD management team. Subtitles can be added to identify health centers or programs. Other TRDHD artwork (such as “Splash and “Health Happens Here) are allowed and encouraged to be used on TRDHD materials, as long as the Official Logo is clearly prominent as part of the TRDHD Branding Strategy. If in doubt as to the interpretation of this policy, please see your Program Manager or the Branding Coordinator. There are no exceptions to this policy.

The official logo may not be distorted, rotated or skewed.



- II. Font: Easy to read, readily identifiable fonts will be used for all materials. Bold and italics fonts should only be used for emphasis on limited amounts of text. Body text in all capital letters should be not be used, unless the capital letters are part of a proper name (i.e. The WIC program)
- III. Size:
  - A. Headlines: Most headlines should be between 18 and 36 points. Larger sizes may be used for short phrases where special emphasis is needed. When using a design template, use the headline font format that has been set up already.
  - B. Sub headlines: Most sub headlines should be between 12 and 18 points. When using a design template, use the sub headline font format that has been set up already.
  - C. Body text: Most body text should be 12 points in size. Smaller or larger sizes may be used for short texts or in charts or graphs. When using a design template, use the body text font format that has been set up already. Size on these will vary, depending on the materials.
- IV. Color: Body text is to be primarily in black or blue.
- V. Margins: All materials should have margins of at least ½ of an inch on all sides. Exception: Tri-fold brochures, which should have a margin of at least 3/8 of an inch on the sides, and ½ inch on the top and bottom. For materials on 8.5 x 11 pages, text should be in three columns, starting 1 inch from the side of the page, with ½ inch between columns. Margins in templates are set to reflect these specifications.

- VI.** Photos: All persons identifiably pictured in photos taken by a Three Rivers employee and used in printed materials must have a media release on file on the tdrive under All one Team>PHOTO'S/PHOTO RELEASE. Photos taken from other sources are to be checked to make sure that copyright guidelines are followed. Photos taken from Microsoft programs are okay to use; as well as those found on the Microsoft online clip gallery at <http://office.microsoft.com/clipart/> Photos should be separated from other graphics or elements by at least 1/8 of an inch. When columns of text are used, photos must span either 1, 2, or 3 columns across, or fill the entire page.
- VII.** Clip art: Clip art is to look professional and be relevant to the material. Clip art taken from Microsoft programs is okay to use; as well as those found on the Microsoft online clip gallery at <http://office.microsoft.com/clipart/> Clip art will not have a border around it, but does need to be separated from other graphics or text by at least 1/8 of an inch.
- VIII.** Written style guidelines: The following guidelines are to be followed for all text in publications coming from TRDHD, which include newsletters, brochures, professional reports and community fliers. Style entries are listed below in alphabetical order. For items not mentioned here, Associated Press style will be followed. A link to the stylebook is located on the t-drive. First reference is the first mention of something in a publication or article. Second reference refers to the second time it is mentioned.
- A. Addresses:** Follow Associated Press style  
Spell out all road designations, except street (St.), avenue (Ave.), and boulevard (Blvd.), and those only when used after a numbered address, i.e.: The district office is located at 510 South Main Street. Abbreviate Kentucky as Ky. when used after the city name, i.e.: The Health Department's administrative offices are in Owenton, Ky.
- B. Bold, italics:** May be used sparingly and only for added emphasis
- C. Definitions:** Cabinet for Health and Family Services - proper name for state agency in Frankfort, includes the Department for Public Health, as well as social services such as Medicare, Medicaid, aging services, mental health services and child support
- D. Capital letters:** Text will not be in all capital letters. Capitalize the first word of a sentence, the first letter of each word in a title and proper nouns. Diseases - Do not capitalize arthritis, emphysema, leukemia, diabetes, etc. When a disease is known by the person who identified it, capitalize only by the individual's name, i.e. Parkinson's disease
- E. First reference:** CDC - Refer to as Centers for Disease Control and Prevention on first reference. Afterwards, CDC is acceptable.
- F. Courtesy titles:** (i.e. Mr. or Mrs.) Generally, do not use courtesy titles in the text. Exception: Dr.

- G. Dates:** Always spell out the month. For example, November 9, 2004. When dates are used in a full sentence, set them off by commas. For example, The Health Department will be closed on April 9, 2011, for a holiday. Include a *printed on*, or *updated on*, date on all documents. This information should be on the back, in the bottom left hand corner, when possible. When denoting a fiscal year, July 1 to June 30 of the following year, it can be abbreviated as FY 2011 in charts or on second reference. When writing for the general public on first reference, please explain when the fiscal year runs, and then abbreviate. For example, 445 patients were counseled in our diabetes program in fiscal year 2011 (July 2010-June 2011). The numbers for FY 2011 were 21 percent higher than those for FY 2010.
- H. Degrees/certifications:** Use only when important to the audience, i.e., if writing an article or brochure aimed at the members of the Kentucky Public Health Association, it would be appropriate to use Jane Doe, RN, MSN, RD, LD, Director of Clinical Services, on the first reference (note that there are no periods between the initials). If writing a press release for the general public, you would only use Sarah Smith, Director of Clinical Services, on first reference.
- I. Division names:** Unless necessary to distinguish between two divisions, division names are not needed. When needed, however, the following names should be used: Administration and Accounting, Clinical Services, Environmental Health and Safety, and Community Health Promotion.
- J. Health Centers:** Our clinical service sites should be referred to as Three Rivers District Health Department county health centers (Carroll County Health Center, Gallatin County Health Center, Owen County Health Center and Pendleton County Health Center.) Abbreviations (CCHC, GCHC, OCHC and PCHC should only be used only on internal materials.)
- K. Lists:** Lists of items should have commas in between all items except the last two. For example: I bought strawberries, milk, graham crackers and ice cream.
- L. Job titles:** Capitalize all job titles, either before or after a name (i.e. Public Information Officer, Jane Doe or Jane Doe, Public Information Manager) Official title of Director - Public Health District Director. District Board of Health - Refers to our full, four-county board.
- M. Kentucky:** Do not abbreviate when written in text/full sentence. In addresses, Kentucky may be abbreviated as Ky. when used with a city name. For example: She works at the office in Carrollton, Ky. The abbreviation KY should only be used with a postal Zip Code in addresses.
- N. Local Boards of Health:** Use with the county name, i.e. Carroll County Local Board of Health, Gallatin County Local Board of Health, Owen County Local Board of Health and Pendleton County Local Board of Health.

- O. Numbers:** Use words for the numbers one through nine; use numerals for 10 or greater or for any age. Example: Nine people came to work today. Our staff on a normal day is 15. We see many 3-year-olds during our well-child clinics. Phone numbers - All phone numbers should be written in the following format: 502.484.3412.
- P. Measurement units:** Use figures and spell out common units of measurement. For example, at birth the child weighed 8 pounds, 4 ounces. For more technical units of measurement, abbreviate and then follow with a common range. For example, a child's lead level is dangerous if it is greater than 20 mg/dl (micrograms per deciliter). Children with lead levels of less than 5 mg/dl are considered to have no risk of lead poisoning.
- Q. Names:** On second reference, use the last name in all materials going to external audiences. For example, Jane Doe is the Director of Environmental Health and Safety. Doe has been with the Health Department for more than 15 years. For internal materials (i.e. News & Views), use the first name on second reference.
- R. Commonly used terms:** "Nonprofit" - Note that this is one word. "On-site" - Notice use of a dash for on-site sewage systems. "Health care" - Two words
- S. Three Rivers:** Should be capitalized in all instances, and always spelled out. Three Rivers District Health Department: On first reference, refer to our agency as the Three Rivers District Health Department (note that all words are spelled out). On second or later references, use Health Department. TRDHD should only be used for publications going to internal audiences.
- IX. Web site:** Our Web site address is written as <http://www.trdhd.com> when used as part of a full sentence. When not in a full sentence, i.e. when listed under the logo, [www.trdhd.com](http://www.trdhd.com) is acceptable.
- X. E-mail guidelines:** Employee's e-mail signature includes:
- The employee's name, title
  - Three Rivers District Health Department
  - The address of the employee's home base (the site's name or program is optional)
  - The phone number/fax number
  - The employee's e-mail address
  - Web site: [www.trdhd.com](http://www.trdhd.com)
  - TRDHD Official Logo, Splash Logo, PHAB Logo
  - The confidentiality statement (may be in 8-point font to save space).
  - Note: Some employees have included our agency's mission statement. This is optional. If the mission statement is used, employees need to make sure it is written correctly as "ALL ONE TEAM, Striving for Excellence, Educating and Empowering with Every Encounter"
- XI. Sample e-mail signature:**



Jane Doe|Accreditation & QI Coordinator  
Community Health Planning & Policy Manager  
Three Rivers District Health Department | [trdhd.com](http://trdhd.com)  
510 South Main Street |Owenton, KY 40359  
Tel: 502.484.3412, ext. 127 |Cell: 502.514.1582| Fax: 502.484.0864



NOTICE OF CONFIDENTIALITY: This e-mail, including any attachments, is intended only for the use of the individual or entity to which it is addressed and may contain confidential information that is legally privileged and exempt from disclosure under applicable law. If the reader of this message is not the intended recipient, you are notified that any review, use, disclosure, distribution or copying of this communication is strictly prohibited. If you have received this communication in error, please contact the sender by reply e-mail and destroy all copies of the original message.

- XII.** Letters, memos, etc. – The guidelines for font and identification of TRDHD will be followed at all times. Use the TRDHD official letterhead found on the Tdrive for letters. Font - The font for body text in letters and memos should be easy to read and should be left justified.
- XIII.** Identification: All communication from TRDHD should identify our agency as Three Rivers District Health Department. If TRDHD letterhead is used, additional identification is not necessary. The Official TRDHD Logo must be placed on all materials provided to the public. Please be sure that the Official logo is used as outlined previously in Section I.