



Media Communication – Public Relations & Branding



Policy HP-IC-1

November 18, 2011
Revised August 11, 2023

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 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, 3) our Vision (Striving for Excellence. Educating & Empowering with every Encounter); and our values (advocates, collaborators, leaders) strengths, 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 Center personnel directly, (other than the district office call center) the media will be asked, “Have you spoken with our Public Health 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 located at www.trdhd.com where information is posted about clinic locations, hours of operation, organization charts, policies, community assessments, strategic plans, employment opportunities, programs and 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**

IX. Branding Strategy – Refer to Policy HP-IC-1 (Form B), Branding Strategy

District Director

Date

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 (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 “programmatic logos) 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.** 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 is acceptable.
- III.** 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
 - 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 social media accounts, mission, vision, or values statements. This is optional. If the statements are used, employees need to make sure it is written correctly as “We are...advocates, collaborators, leaders...ALL ONE TEAM!”

IV. Sample e-mail signature:

Jane Doe | Accreditation & Workforce Development Manager
Three Rivers District Health Department | trdhd.com
60 Old Monterey Road | Owenton, KY 40359
Tel: 502.484.3412, ext. XXX | Fax: 502.484.0864 | Cell: XXX.XXX.XXX

We are...advocates, collaborators, leaders...ALL ONE TEAM!



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.

- V. 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.

- VI. 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.

Policy HP-IC-1 (Form B), Branding Strategy

Purpose: To build strategies used to communicate the value of Three Rivers District Health Department (TRDHD) by establishing a positive reputation in the community. To form effective public health programs and ensure sustainability, foster a greater understanding of what public health is and convey our mission, vision, values, and the programs and interventions we offer. To use a common visual identity to effectively convey our presence and functions.

Brand Strategy: To promote consistent messaging, communication of the brand and logo recognition in the community. By defining a brand, it allows us to utilize marketing, advertising, public relations, and social media to consistently and accurately reinforce the priorities of the health department and the services that we deliver to the community.

Brand Commitment: Public health connects us all. Disease, mortality, and disability are just a few of the many factors that affect the health of our communities. When a community is stricken with high disease rates, significant mortality, and disability, TRDHD is there to help. TRDHD supports individuals, organizations, and society to tackle these factors through educational programs, policy changes/implementation, administering services, as well as conducting research. TRDHD will play a vital role in protecting and improving our communities' health. In contrast with health care providers like doctors and nurses, who focus primarily on treating individuals who are already sick or injured, we focus on preventing disease, disability, and injury before it occurs. We work to limit and eliminate health disparities that exist between different populations of people by promoting healthcare equity, quality, and accessibility. Serving, Carroll, Gallatin, Owen, and Pendleton counties in Kentucky.

Staff Commitment: The following strategic components are included in all external and internal communication by staff adhering to the branding guidelines. All communications, such as our website, media releases, public service announcements, social media activities, speeches, grant applications and promotional material will include the mission, vision, and values of TRDHD.

Mission: All One Team

Vision: Striving for Excellence, Educating and Empowering with Every Encounter.

Values: Advocates, Collaborators, Leaders