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### **OPA Overview**

**OPA Overview:** The Office of Public Affairs (OPA) is responsible for the overall communications and outreach activities of the CDPH.

It is divided into four functions:

**Media Relations:** This office is responsible for all incoming media calls and requests for media interviews. All calls from the media are directed to the Office of Public Affairs.

This office also reviews and issues all news releases generated by CDPH.

**Social Marketing:** This office conducts public outreach and education activities to help Californians learn how to live healthy and avoid diseases.

To accomplish this, we use major media advertising like TV and radio, and social media like Facebook and Twitter.

**OPA is launching a video production effort to further enhance CDPH goals and objectives to external and internal audiences.**

To further build awareness, we conduct media events with state offices and celebrities. We are always looking for new ways to get our message out to the public.

**Risk Communications:** The purpose of this office is to coordinate all media and public communication during an epidemic or statewide emergency.

**Internal Communications:** This office helps to improve communication within our department to help employees interact and learn all that is available to them within CDPH.