

200-30 MEDIA INQUIRIES**PURPOSE**

To ensure that all media inquiries receive prior approval by the California Department of Public Health, Office of Public Affairs (CDPH-OPA) and all inquiry responses contain accurate data and information provided or verified by the State California Home Visiting Program (CHVP).

POLICY

The local CHVP site must contact State CHVP for approval prior to any communication with the media, with the exception of gathering any needed information to be presented to State CHVP and CDPH-OPA for approval. Media inquiries include, but are not limited to, television, radio stations, newsletters, Internet websites, social networking sites and publications.

PROCEDURE**I. Phone Inquiry**

- A. Take a message; include reporter's name, phone number, media outlet and subject of the call.
- B. Inform the reporter that CDPH-OPA will return the call as soon as possible, and provide the reporter with CDPH-OPA's phone number at (916) 440-7259, for their future use.
- C. Contact State CHVP via email: CHVPOutreachMedia@cdph.ca.gov, copy your Program Consultant and provide them with the reporter's name, phone number, media outlet and subject of the call.
- D. CDPH-OPA will respond to the reporter in consultation with CHVP and the local program staff.

II. E-Mail Inquiry

Forward the e-mail to CHVPOutreachMedia@cdph.ca.gov and copy your Program Consultant.

III. Direct Inquiry

Do not contact the media directly or take media calls without first obtaining approval from State CHVP and CDPH-OPA.