



RON CHAPMAN, MD, MPH
Director & State Health Officer

State of California—Health and Human Services Agency
California Department of Public Health



EDMUND G. BROWN JR.
Governor

DATE: AUGUST 28, 2014

TO: MATERNAL, CHILD AND ADOLESCENT HEALTH (MCAH), CALIFORNIA HOME VISITING PROGRAM (CHVP) DIRECTORS AND COORDINATORS, NURSE-FAMILY PARTNERSHIP (NFP) NURSE SUPERVISORS, AND HEALTHY FAMILIES AMERICA (HFA) PROGRAM MANAGERS AND SUPERVISORS

SUBJECT: REVISED POLICY AND PROCEDURES FOR NFP AND HFA CHVP SITES
CHVP PROGRAM POLICY ALERT LETTER # 2014/15-01

Purpose

The purpose of this letter is to provide policy and procedures on media relations. This policy requires that all responses to media inquiries must have prior approval by the California Department of Public Health, Office of Public Affairs and all inquiry responses must contain accurate data and information provided or verified by the CHVP.

Action

Please review policy CHVP 200-40, which is located on the CHVP website at <http://www.cdph.ca.gov/programs/mcah/Pages/HVP-HomePage.aspx>. Under **Information for Funded Sites**, click on "NFP and HFA Policies and Procedures." The policy communicated within this Policy Alert will become program requirement. This program letter is being released to alert sites of immediate implementation of this policy.

CHVP 200: Communications
200-40 Media Relations

For questions or concerns regarding this revised policy, please contact your QA team: Karen Shevlin, for HFA, at (916) 650-0347, karen.shevlin@cdph.ca.gov. Erica Wilhelmsen, for South NFP at (916) 341-6702 or erica.wilhelmsen@cdph.ca.gov; Catherine Gilmore Zarate, for North NFP at (916) 650-0462 or catherine.gilmore-zarate@cdph.ca.gov.

Sincerely,

Kristen Rogers, Ph.D, Chief
California Home Visiting Program Branch

200-40 MEDIA RELATIONS

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 California Home Visiting Program (CHVP).

POLICY

The Local Health Jurisdiction (LHJ) shall contact the CDPH-OPA for approval prior to any communication with the media. The LHJ shall have no communication with the media about the CHVP other than the gathering of needed approval information until approval is granted by the CDPH-OPA. 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. Tell the reporter that the CDPH-OPA will return the call as soon as possible, and provide the reporter with the CDPH-OPA's phone number at (916) 440-7259, for their future use.
 - C. Contact the CDPH-OPA at (916) 440-7259 and provide them with the reporter's name, phone number, media outlet, and subject of the call.
 - D. The 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 Anita.Gore@cdph.ca.gov or call the mainline (916) 440- 7259 for alternate contact.
- III. Direct Inquiry

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

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