

200-30 MEDIA INQUIRIES

PURPOSE

To provide California Department of Public Health (CDPH)/California Home Visiting Program (CHVP) local health jurisdictions (LHJs) requirements and guidelines when responding to public media inquiries.

POLICY

LHJs must notify CDPH/CHVP prior to engaging in any media inquiry related to CDPH/CHVP, regardless of home visiting model.

PROCEDURE

- I. LHJs receiving or soliciting publicity opportunities to be showcased, featured, or quoted in widespread publications must inform their assigned CDPH/CHVP Program Consultant (PC), via e-mail, and cc ca-mcah-homevisiting@cdph.ca.gov, as soon as possible, and include media contact information, topic or questions, and date of interview.
 - A. Media inquiries, or widespread publications, include, but are not limited to, television, radio stations, newsletters, websites, social networking sites, and publications.
 - B. If the media request is regarding local implementation of a program, it is handled at the local level and should adhere to media policies and procedures of the LHJ. LHJs do not need to request permission from CDPH/CHVP but should notify their PC of the media feature. If an LHJ participates in a media inquiry that involves CDPH/CHVP, the LHJ is responsible for notifying their assigned PC and submitting any published materials in the Status Report.
 - C. If the LHJ receives a request related to state-implementation of a program, refer the reporter to CDPH's Office of Communications: media@cdph.ca.gov. Please cc your PC so CDPH/CHVP can anticipate the inquiry from the reporter.
- II. Approval Process for the use of photographs for outreach materials

- A. Photographs used on all outreach and media products developed by LHJs require permission for the use intended. This permission may come from the source of the document and/or require the subject's written consent. When an LHJ submits products for approval with the CDPH logo, the LHJ must state that a photo release was obtained and is kept on file. Additionally, LHJs must submit images named with corresponding release forms.
- B. CDPH/CHVP reserves the right to request further information about any media inquiries.

REFERENCES

- HRSA Grants Policy Bulletin 2019-02 Division B, Title V, Section 503 – Media Coverage: <https://www.hrsa.gov/sites/default/files/hrsa/grants/manage/grants-policy-bulletin-2019-02.pdf>
- HRSA Grants Policy Bulletin 2019-02 Division B, Title V, Section 503 – Anti- Lobbying: <https://www.hrsa.gov/sites/default/files/hrsa/grants/manage/legislative-mandates-grants-management-2023.pdf>
- CDPH Office of Communication: <https://www.cdph.ca.gov/Programs/OPA/Pages/Office-of-communications.aspx>