

200-30 MEDIA INQUIRIES

Disclaimer: This Policy and Procedure is a DRAFT for feedback and is not active at this time.

PURPOSE

To provide California Home Visiting Program (CHVP) Local Health Jurisdiction (LHJs) with requirements and guidelines when responding to public media inquiries.

POLICY

LHJs must receive approval from California Department of Public Health (CDPH)/CHVP prior to engaging in any media inquiry related to the California Home Visiting Program.

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 include, but are not limited to, television, radio stations, newsletters, websites, social networking sites, and publications.
- II. The CDPH/CHVP PC, in conjunction with the Maternal, Child, and Adolescent Health (MCAH) Division Communications Team, will determine if the media opportunity requires further involvement at the State level.
- III. CDPH/CHVP reserves the right to request further information about any media inquiries and will provide approval or denial of a media inquiry via e-mail.

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>

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- ▶ CDPH Office of Communication: <https://www.cdph.ca.gov/Programs/OPA/Pages/Office-of-communications.aspx>