

200-10

POLICY

All Black Infant Health (BIH) Program Sites will follow MCAH-BIH policy and procedure guidelines as it relates to media relations in the MCAH-BIH Program. All BIH Program Sites shall contact your designated BIH Program Consultant for approval prior to any communication with the media. The LHJ shall have no communication with the media about the BIH Program other than the gathering of needed approval information until approval is granted by the MCAH-BIH Program. . Media inquiries include, but are not limited to, television, radio stations, newsletters, internet websites, social networking sites, and publications.

PROGRAM STANDARD:

All BIH Program Sites shall contact their designated BIH Program Consultant for approval prior to any communication with the media. This process will ensure that all media inquiries receive prior approval by the CDPH-OPA and all inquiry responses contain accurate data and information provided or verified by the MCAH Black Infant Health Program.

PROCEDURE:

I. Phone Inquiry:

- Take a message; include reporter’s name, phone number, media outlet, and subject of the call.
- Tell the reporter that the MCAH-BIH 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.
- Contact your BIH Program Consultant and provide the reporter’s name, phone number, media outlet, and subject of the call.
- The CDPH-OPA will respond to the reporter in consultation with MCAH-BIH and the local program staff.

II. E-Mail Inquiry:

Forward the e-mail to BlackInfantHealth@cdph.ca.gov

III. Direct Inquiry:

- Do not contact the media directly or take media calls without first obtaining approval from your MCAH-BIH Program Consultant..