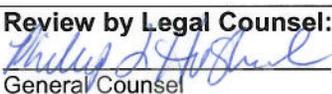




District of Columbia Department of Health <b>Communications Management –          Coordinating Media Coverage,          Review of Publications, and          Development of Advertising and          Media Campaigns</b>		<b>PROCEDURE 620.20</b> <b>Implementing Office:</b> Office of the Director <b>Training Required:</b> No <b>Originally Issued:</b> 4/24/14 <b>Revised/Reviewed:</b>
<b>Approved by:</b>  Agency Director	<b>Review by Legal Counsel:</b>  General Counsel	<b>Effective Date:</b> <b>Valid Through Date:</b>

<b>I. Authority</b>	Reorganization Plan No. 4 of 1996; Mayor’s Order 1997-42; DC Official Code §1-1401
<b>II. Reason for the Policy</b>	The purpose of this written policy is to provide specific procedures for coordinating media coverage for DOH events and activities, as well as requesting the participation of the Executive Office of the Mayor or the DOH Director, This policy also provides procedures for the review and approval of written materials and the development of advertising, sponsorship, public relations, and awareness activities and campaigns.
<b>III. Applicability</b>	This policy applies to all DOH employees, contracted staff, volunteers, interns, and summer youth employees.
<b>IV. Policy Statement</b>	The DOH Office of Communications and Community Relations (OCCR) is charged with providing timely and accurate information to the public regarding the activities of the Department of Health, as well as ensuring well-coordinated participation of the Mayor and Director at DOH events. In addition, OCCR ensures accurate, consistent information is distributed to the public by reviewing written materials intended for distribution and participating in the development of advertising, sponsorship, public relations, and awareness activities and campaigns. Any employee who violates this policy may be subject to disciplinary action, up to and including termination.
<b>V. Definitions</b>	EOM- Executive Office of the Mayor OD- Office of the Director
<b>VI. Contents</b>	<ol style="list-style-type: none"> <li>1. Coordinating Media Coverage of DOH Activities</li> <li>2. Submitting Requests for the Mayor or DOH Director to Participate in Events</li> <li>3. Notice and Approval of Written Materials Intended for Distribution</li> </ol>

	<p>4. OCCR Participation in the Development of Advertising, Sponsorship, Public Relations, and/or Awareness Activities and Campaigns</p>
<p><b>VII. Procedures</b></p>	<p>1. Coordinating Media Coverage of DOH Activities</p> <p>OCCR is responsible for coordinating media coverage of all DOH events and activities; including but not limited to:</p> <ul style="list-style-type: none"> <li>• press conferences</li> <li>• ribbon cuttings</li> <li>• awards ceremonies</li> <li>• conferences</li> <li>• seminars</li> </ul> <p>a) DOH employees shall complete the <u>Request for Services</u> form to notify OCCR of newsworthy activities. OCCR should be notified as soon as possible during the planning stage of newsworthy events; however, notice must be provided at least one month prior to the event to ensure sufficient time to coordinate media coverage.</p> <p>b) OCCR will provide guidance as needed with regard to inviting key stakeholders, developing the program/order of ceremonies, preparing for interviews, District of Columbia or Department of Health signage, and other event logistics that impact media coverage. OCCR will collaborate with the respective Senior Deputy Director, Program Manager, and event coordinators to implement necessary changes.</p> <p>2. Submitting Requests for the Mayor or DOH Director to Participate in Events</p> <p>a) OCCR serves as the liaison to the Mayor’s Office of Communications. OCCR shall coordinate any and all communication between DOH and the Mayor’s Office of Communications, including requests for Mayoral participation in events.</p> <p>b) OCCR shall notify the Mayor’s Office of Communications of any major forthcoming media stories which may result in follow-up requests at a level outside of DOH.</p> <p>c) DOH employees requesting Mayoral or Director participation in events must complete the Request for Services form. The Request for Services form provides OCCR with necessary date, time, background, and other information needed to</p>

	<p>effectively request and coordinate Mayoral or Director participation at an event.</p> <p>d) Once participation has been confirmed, OCCR will follow up with the requestor to obtain additional background information and talking points. Background and talking points information should be completed and submitted to OCCR five days before the event to provide sufficient time to review and edit the information. After OCCR review, the information will be forwarded to the Director’s Office at least two days prior to the event to allow for any changes from that office. This timeframe may change depending upon the size and complexity of the event and materials as well as the EOM schedule.</p> <p>3. Notice and Approval of Written Materials Intended for Distribution</p> <p>a) OCCR and the Executive Office of the Mayor shall review and approve all flyers, posters, brochures, pamphlets, books, and other written materials for internal or external distribution prior to release. OCCR requires a minimum of ten business days to process materials, depending on the length and complexity of the draft.</p> <p>b) DOH employees shall use the OCCR <u>Request for Service</u> form when submitting materials for review. DOH employees shall submit the <u>Request for Service</u> form and the draft document to OCCR via hard copy and electronically. Please plan accordingly to ensure sufficient time to review lengthy or complex documents.</p> <p>c) All publications, flyers, posters, brochures, pamphlets, and other documents intended for public distribution shall carry the District government logo in the bottom left corner of the document and the DOH logo in the bottom right corner of the document unless it is determined by OCCR that there is a legitimate reason to place the logos in a different location on the document. The District Government logo and DOH logo must be of the same proportion.</p> <p>4. OCCR Participation in the Development of Advertising, Sponsorship, Public Relations, and/or Awareness Activities and Campaigns</p>
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	<p>DOH employees shall notify OCCR prior to entering into and signing memorandums of understanding contract/purchase orders, or other relationships for advertising, event sponsorships, marketing, public relations, and/or public health awareness activities and campaigns. OCCR will participate in all meetings with potential contractors/vendors to assist in the development of the scope of work.</p> <p>Prior to entering into and signing memorandums of understanding, contract/purchase orders, or other relationships for advertising, event sponsorships, marketing, public relations, and/or public health awareness activities and campaigns, an <u>Event/Campaign Briefing Memorandum</u> must be completed and reviewed by the DOH Director of Communications. The <u>Event/Campaign Briefing Memorandum</u> was developed to ensure that all DOH events and campaigns directly relate to the essential public health services that comprise the DOH mission.</p>
<p><b>VIII. Contacts</b></p>	<p>Director of the Office of Communications and Community Relations-202-724-7481</p>
<p><b>IX. Related Documents, Forms and Tools</b></p>	<p>Request for Service Form          Event/Campaign Briefing Memorandum</p>



# DISTRICT OF COLUMBIA DEPARTMENT OF HEALTH



## EVENT / CAMPAIGN BRIEFING MEMORANDUM

**Date:** (Date memo is submitted to supervisor)

**To:** (Name of supervisor)

**From:** (Your name)

**Cc:** (Senior Deputy Director)

**Re:** (Subject of the campaign)

**Attachments:** (Provide documentation to substantiate the request)

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**Summary:** (Brief synopsis on campaign)

Campaign Elements	Details
<b>Campaign Title:</b>	
<b>Date:</b>	(Suggested date for campaign to launch)
<b>Program Area:</b>	
<b>Target Audience:</b>	
<b>DOH Contact:</b>	First, Last name <u>Email</u> Office number Cell number Job title
<b>Requestor:</b>	First, Last name <u>Email</u> Office number Cell number Job title
<b>Goal(s):</b>	
<b>Funding Source:</b>	
<b>DOH Support Required:</b>	
<b>Key Messages:</b>	Sample Questions to Develop Key Messages

<p>*this section should detail external facing key messages.</p>	<ol style="list-style-type: none"> <li>1. What is the campaign about?</li> <li>2. What is the call to action?</li> <li>3. How does this issue impact the District of Columbia?</li> <li>4. Is this a reactive campaign to a health disparity?</li> </ol>
<p><b>Data Points:</b></p>	
<p><b>DOH Spokesperson:</b></p>	
<p><b>Essential Public Health Services:</b> <i>*how does the event match the essential public health services</i></p>	<p style="text-align: center;"><b>Select 1</b></p> <ol style="list-style-type: none"> <li>1. <b><u>Monitor</u> health status to identify and solve community health problems.</b></li> <li>2. <b><u>Diagnose and investigate</u> health problems and health hazards in the community.</b></li> <li>3. <b><u>Inform, educate,</u> and empower people about health issues.</b></li> <li>4. <b><u>Mobilize</u> community partnerships and action to identify and solve health problems.</b></li> <li>5. <b><u>Develop policies and plans</u> that support individual and community health efforts.</b></li> <li>6. <b><u>Enforce</u> laws and regulations that protect health and ensure safety.</b></li> <li>7. <b><u>Link</u> people to needed personal health services and assure the provision of health care when otherwise unavailable.</b></li> <li>8. <b><u>Assure</u> competent public and personal</b></li> </ol>

	<p><b>health care workforce.</b></p> <p><b>9. <u>Evaluate</u> effectiveness, accessibility, and quality of personal and population-based health services.</b></p> <p><b>10. <u>Research</u> for new insights and innovative solutions to health problems.</b></p>
<p><b>Dissemination of Public Health Messages</b></p>	<p>Every dissemination of public health messages should be evidenced based, including but not limited to, research of topic collaboration with message creation and shared campaign strategy with community partners and external public health experts.</p>
<p><b>Evaluation:</b></p>	<p>Sample Evaluation/Outcome Questions</p> <ol style="list-style-type: none"> <li>1. How will this campaign be evaluated?</li> <li>2. What are the benchmarks of the campaign's success?</li> <li>3. What is the timeframe on outcome data?</li> </ol>