

PLANNING AND DEVELOPMENT 6.0

Appointment of Section and Regional Public Affairs Representatives -- 6.3

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POLICY

An individual is to be identified as the Public Affairs Representative in each Regional Office and each Section of the Bureau of Health Services.

APPLICABILITY

This policy applies to Section Chiefs and Regional Directors.

PURPOSE

To ensure statewide dissemination of health information to the general public and to maintain a formal communications channel for promoting and sharing interdepartmental information and current medical knowledge and research.

PROCEDURE

Each Regional Director is responsible for selecting a Public Affairs Representative for his/her region, and each Section Chief is responsible for selecting a representative for his/her Section. This individual is to participate in public affairs activities coordinated through the Public Affairs Office and the Bureau Office. The person should be selected for the position based upon the following qualifications:

1. A broad knowledge of health issues and services available through Regional and Local Health Departments.
2. An ability to communicate orally and in writing.
3. An understanding of how the media works and how to promote health issues.

The Public Affairs Office should be notified when an employee is selected for this position or when a personnel change occurs.

OFFICE OF PRIMARY RESPONSIBILITY

Office of the Director, Bureau of Health Services, (615)741-7305