



Santa Barbara County Public Health Department MEDIA GUIDE

INTRODUCTION

This guide is intended to assist the media in obtaining timely information from the Santa Barbara County Public Health Department (PHD), to assist PHD staff in providing health related information and to provide a basic outline of how information is released. This is a reference guide only and is not intended to cover every situation.

PHD will pursue, cultivate and encourage collaborative relationships between PHD and the media with the philosophy that sharing information is a vital public service that can promote wellness, prevent the spread of disease, and protect against health hazards. The PHD Public Information Officer is responsible for coordinating communications between PHD and the media.

THE PUBLIC HEALTH DEPARTMENT

OUR MISSION

To improve the health of our communities by preventing disease, promoting wellness and ensuring access to needed health care.

OUR VISION

Healthier communities through leadership, partnership and science

OUR VALUES

We value people.

We appreciate and recognize the contributions of community members, customers and employees.

We value partnerships.

We cooperate and communicate both within the department and with community agencies to combine energy and creativity to benefit those we serve.

We value quality.

We strive for excellence in all we do.

We value communication.

We recognize the two-way nature of communication and know the value of listening as well as the importance of expressing ourselves.

We value integrity.

We place principles over personal interests, and treat people in an open, fair, and ethical manner.

We value respect.

We appreciate each individual's unique personal, cultural and professional qualities and we treat everyone with whom we interact with the same dignity and consideration we would want ourselves.

We value health.

We address the needs of the community as a whole, providing leadership and policy direction to promote the health and well-being of those living in Santa Barbara County.

INFORMATION RELEASED

PHD will release information related to health concerns and issues in a clear, factual and accurate manner. We will focus on facts and science and confirm information to the best of our ability.

As a healthcare organization, we are guided by the Health Insurance Portability and Accountability Act of 1996 (HIPAA). Information that is specific to or identifying an individual patient will not be released. Patient confidentiality will be maintained at all times. Information may only be released with the expressed written permission of the patient.

When aggregate or summary information is requested about health related issues, this information can generally be provided. However, there are times when the number of cases in a summary is so small that individuals could be identified based on geographic areas. In situations where individuals could be identified, summary data will not be provided. Our Epidemiology unit will make this determination.

Our health care centers and health care facilities are locations where patients obtain medical care. As such, patients have a right to confidentiality. Patients have the same rights to privacy for health care provided at temporary sites such as vaccination clinics

and field settings. If media come to a health care facility unannounced, media may be barred. The PIO will be contacted. Arrangements will be made to respond to media requests within the limits of the law.

Photographs

Photographs of individuals in waiting areas or in public health (Public Health Department) facilities without written permission of the individuals, is not allowed. PHD has consent forms in English and Spanish for individuals to provide consent for their photograph to be taken. The PIO can provide the consent forms for both medical and non-medical situations.

PHD PUBLIC INFORMATION OFFICER

The Public Information Officer (PIO) is a role designated to one or more employees of the Public Health Department who perform this role in addition to other assigned responsibilities. Each employee who is designated as a PIO follows the same processes and procedures to serve agency, community and media needs.

Coordinates requests for information – When media have requests for information, whether that be an interview, statistical information or situation specific information, the request is coordinated through the PIO. The PIO ascertains key factors (e.g. information sought, appropriateness of request, time frames for response, type of contact desired), and coordinates within PHD to identify the best source for information requested.

Prepares PHD staff for response – When a contact has been coordinated, the PIO assists in preparing the PHD responder including things such as gathering historical data, reviewing the latest situational information, and reinforcing the key issues for the public related to health.

Prepares and reviews Press Releases –The PIO will assist the program manager with the development of the written Press Release following the department template. The Press Release will be prepared to disseminate through the Public Health Broadcast System. A department representative will be identified to conduct interviews should the press request such after dissemination of the Press Release.

Prepares and reviews Media Advisories – The PIO will assist program staff with the development and planning of the Media Advisory and event. The Media Advisory will be prepared to disseminate through the Public Health Broadcast System. A department representative will be identified as contact person for the specific event.

Post-media contact – When a PHD representative has completed contact with the media, there is a brief debriefing communication between the PIO and the PHD responder. The purpose is to confirm what was information was provided and identify any additional needs for information. The PIO informs the Department Director and other county contacts as appropriate.

TO CONTACT THE PUBLIC HEALTH DEPARTMENT PUBLIC INFORMATION OFFICER:

Susan Klein-Rothschild, MSW

Deputy Director
300 N. San Antonio Road
Santa Barbara, CA 93110
805-581-5435 (office)
805-896-1057 (cell)
Twitter: @SBCPublicHealth

HOW INFORMATION IS RELEASED

Press Release - When there is a desire to share information with the public that will support the health of the community, PHD may issue a Press Release. Factual and scientific information is the core of the prepared statement.

Media Advisory - When there is a desire to invite the media to a specific event or activity, PHD will issue a Media Advisory. Media Advisories are disseminated through the Public Health Broadcast System, similar to a press release. Media Advisories provide essential information about an upcoming event and are intended for the press only.

Provider Alert – When there is a time sensitive health concern or issue that may have local implications, an alert is sent to health care professionals in the community. This is not a media or public information release.

Tweet – When there is a specific event or health related concern, tweets will be sent via Twitter @SBCPublicHealth. General health related tweets are sent every couple of weeks.

Facebook – The Department Facebook page is: Santa Barbara County Public Health Department. The Department posts items of interest on the Facebook page.

Press Conference – When there is a matter of significant local concern, a formal news conference will be held. The media will be informed of the time and place by the PIO. Written materials will be provided whenever possible.

Website – Members of the public and the media are invited to visit our website at: www.sbcpd.org Recent press releases are posted on our home page for easy reference. Extensive information about a broad variety of programs is available at the website.

Information Sheets – PHD has prepared information fact sheets on potential health concerns ranging from heat warnings to sheltering in place during an emergency or

disaster situation. These fact sheets will be disseminated as appropriate based on the circumstances.

PUBLIC RECORDS ACT

PHD complies with provisions of the California Public Records Act (California Government Code 6251). All requests under the Public Records Act are sent to PHD in writing. PHD has up to 10 days to respond to the request. The requestor may be charged 35 cents per page for copies of documents provided as a Public Records Act request.

Takashi M. Wada, MD, MPH Director/Health Officer
Anne M. Fearon Deputy Director
Suzanne Jacobson, CPA Chief Financial Officer
Susan Klein-Rothschild, MSW Deputy Director
Elizabeth Snyder, MHA Deputy Director
Peter Hasler, MD Medical Director

Public Health Administration

300 North San Antonio Road ♦ Santa Barbara, CA 93110-1316
 805/681-5100 ♦ FAX 805/681-5191

Consent to Photograph

I, _____, do hereby grant permission to
 _____ to take and use photographs of me and/or my
 children. I understand that by signing this release, all photographs become the property of
 the photographer for use at their discretion without further permission.

 Signature of Patient, Parent, or Guardian (if under 18 years of age)

 Signature of Witness

If signed by other than patient, indicate relationship:

Date _____

 Time _____

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Consentimiento para Fotografiar

Yo, _____, doy permiso a
 _____ de tomar y usar fotografías de mi y / o mis
 hijos. Entiendo que al firmar este consentimiento, todas las fotografías pasarán a ser
 propiedad del fotógrafo para utilizar a su discreción sin el permiso adicional.

 Firma del paciente, padre o guardián (si es menor de 18 años de edad) Firma del Testigo

Si es firmado por otro/a que no es el paciente, indique la relación: Fecha

Hora

SELECTED PUBLIC HEALTH DEPARTMENT PROGRAMS AND SITES

Public Health Administration – 300 N. San Antonio Road, 681-5100

Franklin Health Care Center - 1136 E. Montecito Street, 568-2099

Santa Barbara Health Care Center – 345 Camino Del Remedio, 681-5488

Lompoc Health Care Center – 301 N. R Street, 737-6400

Santa Maria Health Care Center – 2115 S. Centerpointe Parkway, 346-7230

Community Health Administration - 300 N. San Antonio Road, 681-5439

Environmental Health Services – 2125 S. Centerpointe Parkway, 346-8460

Animal Services Administration – 548 W. Foster Road, 934-6953