

DEPARTMENT OF PUBLIC HEALTH COMMUNICATIONS GUIDE

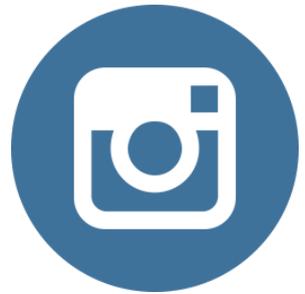


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INTRODUCTION

The Department of Public Health (DPH) was established in 1931 and by 1942 employed 10 staff. Today, we boast a dedicated staff of over 900 Public Health employees. Our service to the community is guided by our values of collaboration, diversity, equity, innovation and transparency. Our goal is to have communities and environments that support healthy lifestyles; to educate individuals and communities to make informed healthy decisions; to have each individual be able to achieve his or her full health potential; and to have health services address community health needs.

To achieve this goal, we place a high value on strong working alliances and communications with local community groups representing the diverse populations who live in all areas of the vast San Bernardino County. DPH holds great value in the commitment and obligation to communicate with the community, media, and stakeholders in a responsible and timely manner. From this, the Department of Public Health Communications Guide was produced.

The DPH Communications Guide is a living document used to align public information activities with the Department's goals, objectives, and communication messages to ensure a transparent local government agency. In addition, this document is in alignment with the Department's [Strategic Plan 2015-2020](#) goal to enhance effective communications (refer to Priority Area 5: DPH Infrastructure, Goal 2.3).

This document prioritizes needs, identifies audiences, and determines department messaging and how it is delivered.

DPH's goal in communicating as a department is to:

1. Inform, educate, and engage residents, visitors, and stakeholders about the Department of Public Health's programs, responsibilities, and services.
2. Inform, educate, and engage department staff about policies, standard practices and procedures, and information they need to be efficient and successful in their jobs.

DPH's approach to internal and external communications will focus on:

- Branding
- Transparency
- Media Relations
- Partnerships
- Professional Development
- Workforce Engagement

TARGET AUDIENCES

All communications should be created and developed with the target audience in mind. Target communications include, but are not limited to, external and internal audiences, as well as other stakeholders. Communications will be designed to meet the needs of each program's identified target audiences, including, but not limited to, speakers of other languages and individuals with disabilities, in one or more of the following groups:

- San Bernardino County Board of Supervisors (BOS)
- Department of Public Health Administration and Leadership
- Department of Public Health staff
- Residents
- Visitors
- Businesses
- Community and faith-based organizations
- Local media outlets
- Other government and elected officials

COUNTY BRANDING REQUIREMENT

On September 23, 2014, the Board of Supervisors approved a County Seal and County Logo policy, which included a new County logo, in an effort to enhance uniformity among all departments within the County. The County Administrative Office (CAO) provided a [Brand Style Book \(Appendix A\)](#) to guide the branding of all public facing materials. A Logo Use Quick Reference ([Appendix B](#)) guide was created to outline general usage of the County logo and branding requirements.

Additionally, the CAO's created a [County Brand Templates](#) webpage on Countyline, an internal website for County employees to help staff in creating or updating documents with the new branding. The webpage was produced to provide consistent content and resources for employees to use to brand all public facing materials, including the County logo, CAO-approved social media icons, and various document templates. Document templates include:

- Letterhead
- County interoffice memos
- Media Advisories
- New Releases
- PowerPoint presentations
- Excel spreadsheets (landscape and portrait)
- Email signatures
- Faxes
- Mailing labels
- Informal correspondence

DPH adheres to the County policy and Brand Style Book for all public facing materials as it ensures that the public is receiving information from a recognizable, valued, effective, and trusted leader in the community.

To implement a clear understanding and commitment to the Countywide branding, a PowerPoint presentation ([Appendix C](#)) was created to emphasize the importance of branding and how the Countywide branding is incorporated as DPH's branding. It is presented to staff who are the sole developers of public facing documents.

DPH Building Signage

Although DPH buildings currently meet the County's signage requirements, DPH is working with San Bernardino County Real Estate Services to ensure all DPH facilities have a common visual identity. DPH is focusing on systematically modernizing exterior and interior signage of all DPH buildings. DPH Administration will identify the priority by which DPH facilities need to be updated and will review the list annually.

PUBLIC COMMUNICATIONS

POLICY AND PROCEDURES

All DPH public communication will be coordinated through the Public Information Officer (PIO) prior to release. Additionally, the department PIO will ensure all department communication meets County Branding requirements and facilitates County Administrative review. A Public Communications Policy ([Appendix D](#)) was developed and approved to provide DPH staff with public communication requirements and applies to all DPH staff. A Standard Practice ([Appendix E](#)) was also developed and approved to establish procedures for DPH staff when preparing and conducting public communications.

PUBLIC INFORMATION OFFICER

Due to the similarities in job duties and responsibilities, the designated staff position that performs the role of a Public Information Officer (PIO) ([Appendix F](#)) is currently a Media Specialist ([Appendix G](#)). Under general direction, the DPH PIO develops and implements marketing strategies and public health messages to inform the public of the activities, programs, services and objectives of the Department.

The DPH PIO is designated as the principle media contact and is responsible for coordinating media releases and other information provided to the public while ensuring an effective and efficient framework, timely dissemination of information, and the protection of privacy rights.

All DPH public communication will be reviewed, approved, and coordinated through the PIO prior to release. Additionally, the PIO will ensure all department communication meets County Branding requirements and receives County Administrative review.

Contact Distribution List

The PIO is responsible for the creation and maintenance of distribution lists of media, stakeholder, and community contacts. All media advisories, news releases, and public service announcements are to be sent to the appropriate contact lists. To prevent the misuse of the contact distribution lists, only the PIO and back-up PIOs have access. These lists are stored in the PIO's Microsoft Outlook Contacts list and are reviewed and updated annually by the PIO. The lists are as follows:

- A1 Media Distribution List
- A11 BOS and Media Staff
- A12 City PIO List
- A13 Hosp CEO
- A14 ICN
- A15 Access and Functional Needs
- A6 OES and ICEMA
- A8 PIO Hospitals

SOCIAL MEDIA

DPH has embraced social media as an important tool to communicate with the community. DPH social media platforms are used to disseminate information to the public and to employees. A Social Media Standard Practice ([Appendix H](#)) was developed and approved to provide DPH staff with social media use requirements and procedures.

APPENDICES

APPENDIX A – BRAND STYLE GUIDE



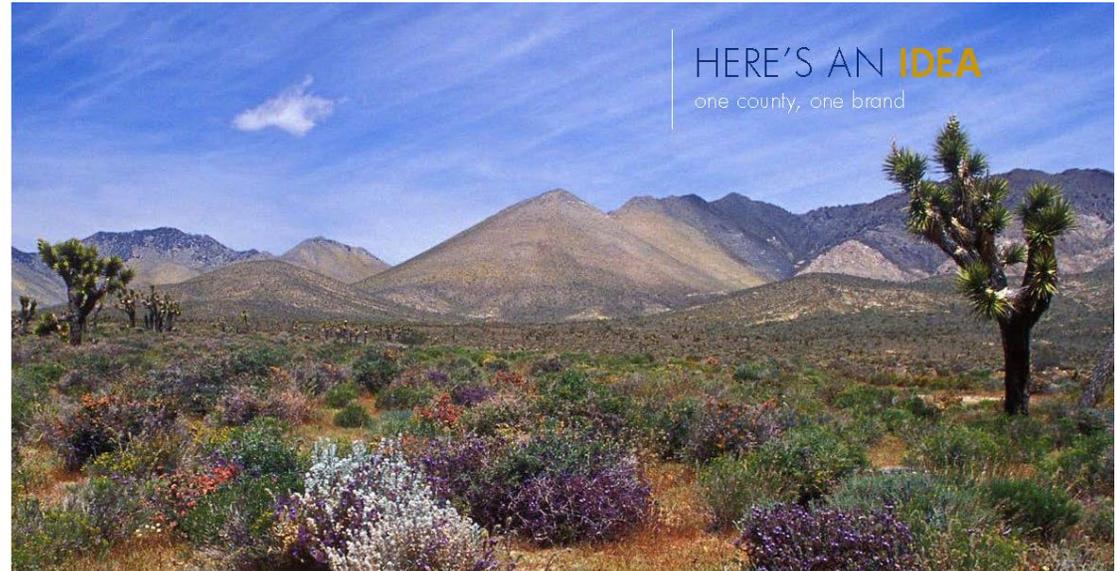
first
EDITION

STYLE BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZABC
DEFGHIJKLMNOPQR
STUVWXYZABCDEF
GHIJKLMNOPQRSTU
VWXYZABCDEFGHIJK
LMNOPQRSTUVWXYZ

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"From our valleys, across our mountains, and into our deserts, we envision a county that is a destination for visitors and a home for anyone seeking a sense of community and the best life has to offer."

*Countywide Vision
Adopted June 30, 2011*

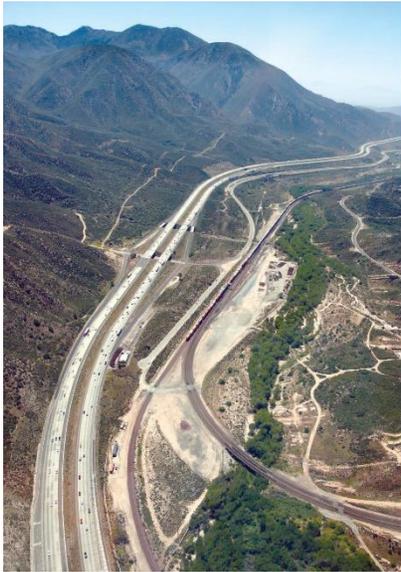
Our logo is Our Signature

We recognize the vital importance of building a strong, cohesive identity through the correct use and display of our county logo. To accomplish this, we must be diligent in adhering to one set of brand management principles.

The Board of Supervisors has adopted a logo which will serve as one consistent visual identity for our County organization.

This style book is your guide to creating and maintaining the San Bernardino County government "brand."

Thank you for your full support of this effort. Together, we will strengthen the positive identity of San Bernardino County.



COUNTY IDENTITY

The San Bernardino County logo is comprised of the graphic identity, the color system and the typography system.

The logo design consists of: an arrowhead and two lines that come out from the arrowhead to the right.

The two colors, blue and gold, were selected from the County flag. The arrowhead represents stability and has been an iconic symbol for the region for more than a century.

The top and bottom lines that start and end in a point represent movement, forward thinking, and innovation.

The logo must always have good contrast with the background to ensure maximum impact and accessibility. It should not be redrawn, digitally manipulated or altered in any way, and should always be positioned in the left top or bottom left corner of collateral pieces, unless space constraints make standard logo placement impractical or impossible.

The logo must always be reproduced from a digital master reference. This is available in eps, jpeg, png and gif formats.

3 | First Edition - 2014 | <http://countyline.sbcounty.gov/main/countybrand.aspx>



FIGURE 1 - Logo Configuration

4



LOGO STANDARDS

Approved variations of color mix

The logo should only appear in the six color variants shown here for print and digital material. The approved colors are: Gold Pantone 117, Blue Pantone 288, Black, and White. The logo should always appear at 100% of its color value, and never as a gradient. All other color combinations should be avoided.

5 | First Edition - 2014 | <http://countyline.sbcounty.gov/main/countybrand.aspx>



FIGURE 2 - Logo Color Mix

6



LOGO STANDARDS

Department Names

When "department" is used within this guide, it is to reference the highest organizational unit - which could be a County agency or department. "Division" is used to reference the next lower level of organization which could be department, division or unit.

In the primary configuration of the County logo with department name, there will be a thin separator line to the right of the County logo. The name of the department will appear to the right of the separator line. Division name can be placed below department name, 4 points smaller.

In the secondary configuration the department name will appear directly below the word "COUNTY," with a thin gold separator line. If department name is shorter than "COUNTY," the name should be centered. In the event the department name is longer, it should be left justified. No division name can be used with this configuration.

— Primary Configuration | The primary configuration is the preferred and standard configuration and should be used at all times unless space constraints do not permit.

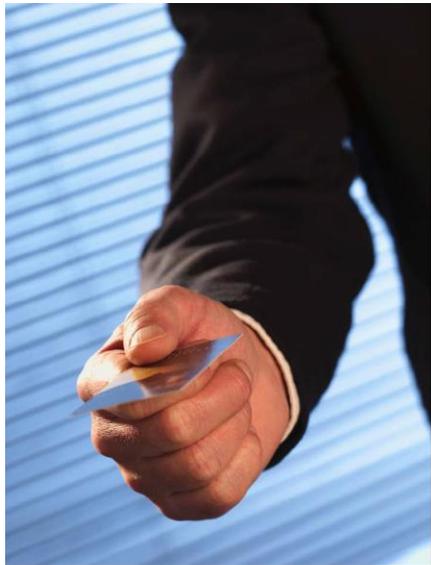


FIGURE 3 - Primary Logo Configuration with Department Name

— Secondary Configuration



FIGURE 4 - Secondary Logo Configuration with Department Name



LOGO STANDARDS

Clear Space and Sizing

To maintain the integrity of the logo and ensure that it stands out distinctively, there must be a certain amount of "clear space" surrounding the logo. This area should be clear of any other text or graphic elements.

The clear space distance (depicted by an **X**) will be defined by the size of the words "San Bernardino" in the logo. As it increases in size the clear space will also increase proportionately, vice versa for decreasing the logo.

The logo can be scaled up as large as necessary, but should never be reduced below 0.75" in width in order to preserve clarity and legibility.



— Minimum Size —



FIGURE 5 - Logo Clearance and Sizing



LOGO STANDARDS

Improper Uses

Never change the colors used in the County logo or change the logo format. Do not stretch or distort the logo or otherwise alter its appearance or style (e.g., gradients, shading, shadow, outline, etc.).

Never violate the clear-space of the logo by adding additional messaging or graphics and always maintain logo clearance. (See pg. 10)

Care must be exercised when placing the logo on top of photos or graphics to ensure the logo is the dominant visual element. Background photos and/or graphics must not interfere with or detract from the legibility of the County logo.



Don't alter the fonts



Don't substitute logo colors



Don't outline the logo



Don't use gradients on the logo



Don't use the logo at an angle



Don't add shadows or other effects



Don't place logo over a distracting background



Don't fade the logo



Don't stretch the logo proportions

FIGURE 6 - Improper Use of Logo



TYPOGRAPHIC SYSTEM

Typography is a key element in our design system, providing a uniform structure to reinforce consistency in all County communications.

For printed communications, the County has two approved typefaces for use by designers: Myriad Pro (sans-serif) and Minion Pro (serif). In addition there are two approved fonts for general use: Arial (sans-serif) and Times New Roman (serif). Any of these four fonts are acceptable for use in publications.

GENERAL USE FONTS

ARIAL FONT FAMILY

Arial Regular
 Arial Narrow
Arial Narrow Bold
 Arial Italic

Arial Bold
Arial Bold Italic
Arial Black
Arial Black Italic

TIMES NEW ROMAN FONT FAMILY

Times New Roman Regular
 Times New Roman Italic

Times New Roman Bold
Times New Roman Bold Italic

DESIGNER FONTS

MYRIAD PRO FONT FAMILY

Myriad Pro Regular
 Myriad Pro Condensed
 Myriad Pro Condensed Italic
 Myriad Pro Regular Semibold Condensed
Myriad Pro Bold Condensed
Myriad Pro Bold Condensed Italic
Myriad Pro Black Condensed

Myriad Pro Light
 Myriad Pro Light Italic
 Myriad Pro Italic
 Myriad Pro Italic
Myriad Pro Simibold
Myriad Pro Simibold Italic
Myriad Bold

MINION PRO FONT FAMILY

Minion Pro
 Minion Pro Bold Cond
 Minion Pro Italic
 Minion Pro Medium
 Minion Pro Medium Italic

Minion Pro Simibold
 Minion Simibold Italic
 Minion Bold
 Minion Bold Italic

FIGURE 7 - Typography



BUSINESS CARDS

County business cards will follow a uniform standard incorporating the County logo and branding as seen in the example on page 16. The card will carry the gold and blue color scheme with the County logo at the upper left and the County's official website address in the lower right corner.

Departments have the option of adding information to the back of the card, such as a mission statement, department website or an appointment.

Please contact Printing Services to incorporate or address unique needs or circumstances.



Department names may be up to 4 lines.

Addresses should be no more than two lines.

Email, phone number and additional information should be no more than three lines.

FIGURE 8 - Business Card Standards



EMPLOYEE ID BADGES

One standard ID badge will be used by all county departments. All photos need to have strong color contrast and be high resolution.

Contact the Information Services Department if you have questions regarding the format and administration of employee photo identification badges.

Front



Back

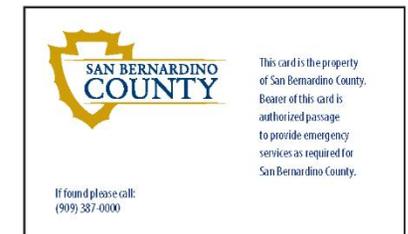


FIGURE 9 - ID Badges

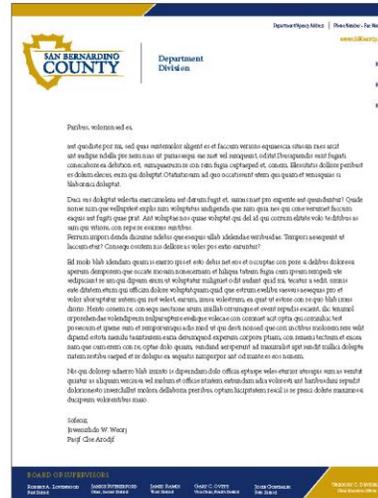


OFFICIAL COUNTY LETTERHEAD

Formal business correspondence should always be prepared using official County letterhead as shown on page 20. County letterhead includes the County logo and website, as well as the names of the members of the County Board of Supervisors and Chief Executive Officer. The letterhead includes space for Department and division name, address, telephone and fax numbers as well as the names and titles of up to three key administrative staff members.

County letterhead can be ordered from the Printing Services Division of the County Purchasing Department. Electronic templates for County letterhead can be downloaded from the Countyline resource site <http://countyline.sbcounty.gov/main/Countybrand.aspx>.

No additional graphic images or logos should appear on the stationary.



Official printed letterhead with full color bleed.

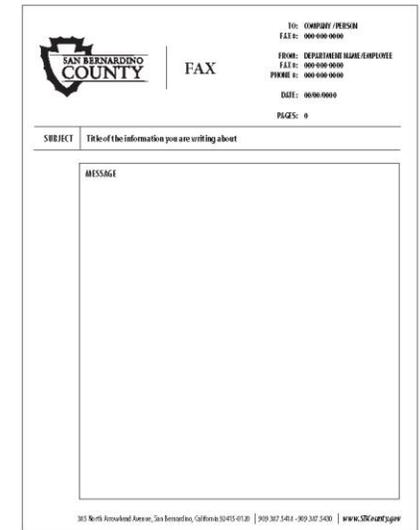
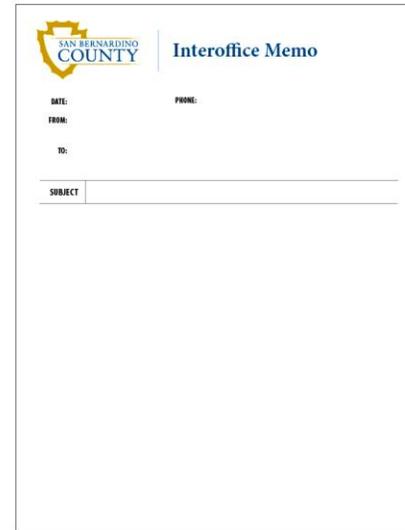


Electronic letterhead - Same as printed letterhead but includes a white border to allow for in-office printing.



INTEROFFICE MEMORANDA AND FAX COVER SHEET

County interoffice memoranda and fax cover sheets should follow the examples provided. Use these as a guide when creating memorandum, fax or any other non-standard letterhead applications, with more or less information, adjusting as necessary to ensure a cohesive brand image within this standard format.





INFORMAL CORRESPONDENCE

County forms and informational materials that are mass produced and/or distributed and other informal correspondence should be prepared using the informal letterhead template (see page 24). The informal letterhead is produced in black and white only and does not include the names of the County Board of Supervisors or Chief Executive Officer.

FIGURE 12 - Informal Letterhead Template and Sample Form



ENVELOPES/LABELS

Envelopes will be available in window format and standard business envelope format.

Color envelopes/labels should be used for official correspondence.

Black and white envelopes/labels should be used for mass mailing and other informal correspondence.

Any variation of envelope can be ordered through Printing Services

Window envelope

Standard business envelope

BW - Window envelope

BW - Standard business envelope

Shipping labels - color

Shipping labels - black and white

FIGURE 13 - Envelopes and Labels



PRINT COLLATERAL

Newsletter

All printed collateral must be consistent with the branding style, incorporating the County logo and color scheme.

The approved fonts for print collateral are those depicted in Figure 7 on page 14.

Photos used must be high resolution images that are appropriate for the piece being produced.

Newsletters should always have the County logo in the upper left side of the page above the table of contents. The issue and volume numbers will be in the upper right hand corner in the gold area. The department name will go above the Newsletter Name. Page numbers will appear on all pages.



Sample cover page with table of contents.



Sample inside pages for newsletter illustrating the branding style.

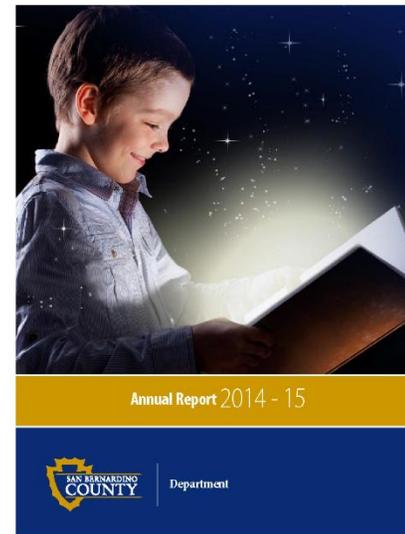


PRINT COLLATERAL

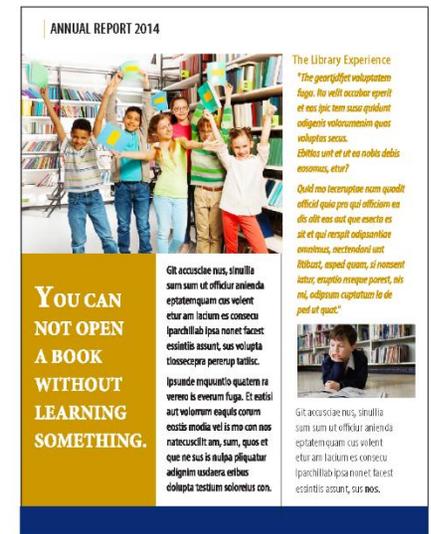
Annual Reports

The annual report is a comprehensive report detailing a County department or agency's activities throughout the preceding year. It is intended to give stakeholders and other interested parties, information about department activities and performance.

Use the example shown as a guide when planning your agency's annual report. As with other collateral, annual reports must carry the County branding look and feel.



Annual Report Cover Sample



Inside page sample



PRINT COLLATERAL Brochures

All brochures are required to have the County's logo on the top left corner of the front panel, as well as a solid bar at the bottom of the front panel that will contain the department name.

Colors can be selected from the approved color system on page 52.

Photos must be high resolution images for the best quality possible.



FIGURE 16 - Brochure



POWERPOINT

PowerPoint presentations will incorporate the branding style consistent with printed materials, including the County logo, color scheme and fonts.

On the title page, the Logo will appear in the upper left side of the page with the department and division name to the right. The County website address appears on the blue area at the bottom right.

All subsequent pages are required to have page numbers on the right of the top blue bar.

Additional approved color options are available on page 52 and can be used to customize PowerPoint presentations to best fit department needs. Please do not use any colors that have not been approved.

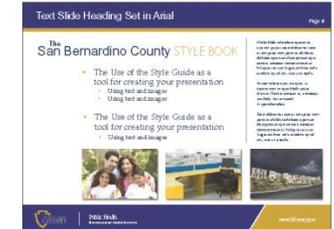
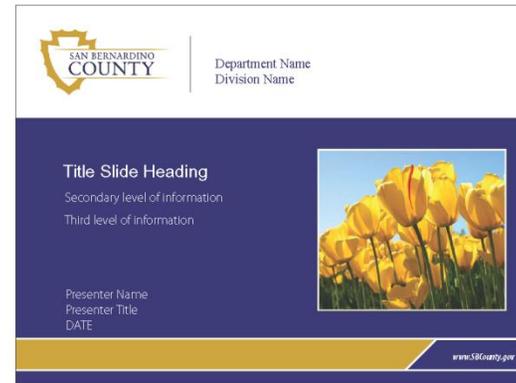


FIGURE 17 - PowerPoint

SOCIAL MEDIA

All social media banners or home pages should have a gold and blue bar on top and a blue bar at the bottom in 40% opacity that will contain the department name in white Arial type face.

DEPARTMENT AVATARS

Social Media Profile Image

San Bernardino County departmental avatars will be used to represent the County departments. An avatar is a graphical two-dimensional form used as an identification icon in online communities.

County departments or divisions with an online presence will use the standard County avatar, customized to include a colored bar and department or division name (see examples on page 40). The County avatar is comprised of a square with rounded

corners with a gold gradient fill on the inside and around the edges.

The County logo sits in the center of the avatar. The bottom portion contains a colored bar with rounded corners containing the name (full or abbreviated) of the department or division it represents. The color of the avatar color bar is at the discretion of the department and need not conform to the County logo color palette.

It should be noted that in some social media applications, the rounded avatar format may be replaced by a square or a circle.

For assistance creating your social media banners and avatars, contact the Graphics and Video Unit of the County Purchasing Department. Contact information is located on page 55.

SOCIAL MEDIA BANNERS



AVATARS



Depending on the application, avatars will either appear as circles, squares or the standard square with rounded corners.

FIGURE 20 - Social Media Banners and Department Avatars



LOGO SHIRTS

Shirt Standards

County logo shirts will always have the logo placed on the left side. The shirt and logo colors should either create a strong contrast of the logo against the shirt or be "tone on tone" where the logo and shirt are the same color. The logo can be in any approved color variation. The size of the logo should never exceed 2.75" in width.

The examples on page 42 illustrate County logo placement on uniform and polo shirts.

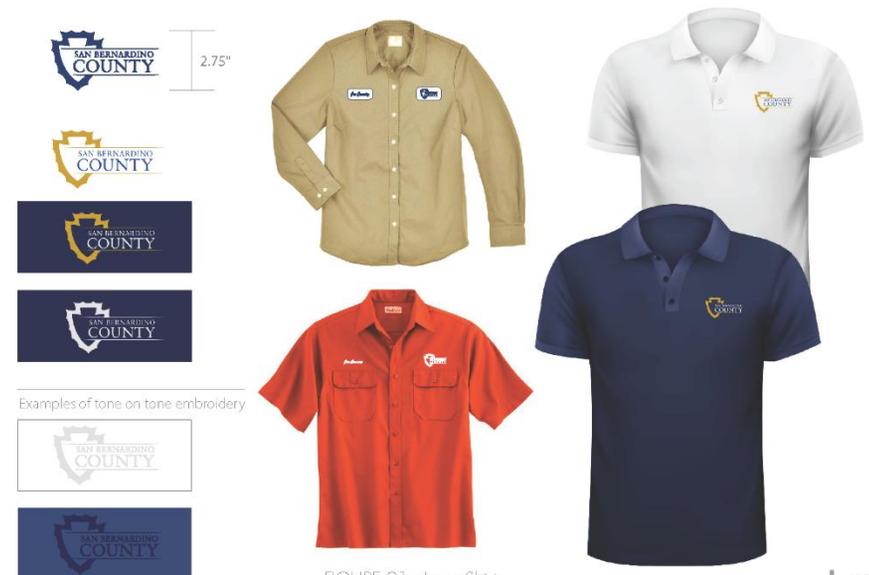


FIGURE 21 - Logo Shirts



EVENTS AND OUTREACH

County events and outreach materials should follow the County branding guidelines incorporating the County logo in either the standard or approved alternate color palette, and using approved County fonts. The County website should be included in all outreach events and materials.



FIGURE 22 - Events and Outreach



PROMOTIONAL ITEMS

Promotional items offer a great opportunity to show off the County's brand identity. Items may include but are not limited to coffee mugs, pens, USB drives, stress balls and hats.



FIGURE 23 - Promotional Items



PASSENGER VEHICLES

County vehicles will have the full color logo on each front door. The arrowhead of the logo will appear towards the front of the vehicle. The County logo, vehicle number, and the County's website address will be displayed on the rear of the vehicles.

Contact the County's Fleet Management Department if you have questions regarding branding of County vehicles.

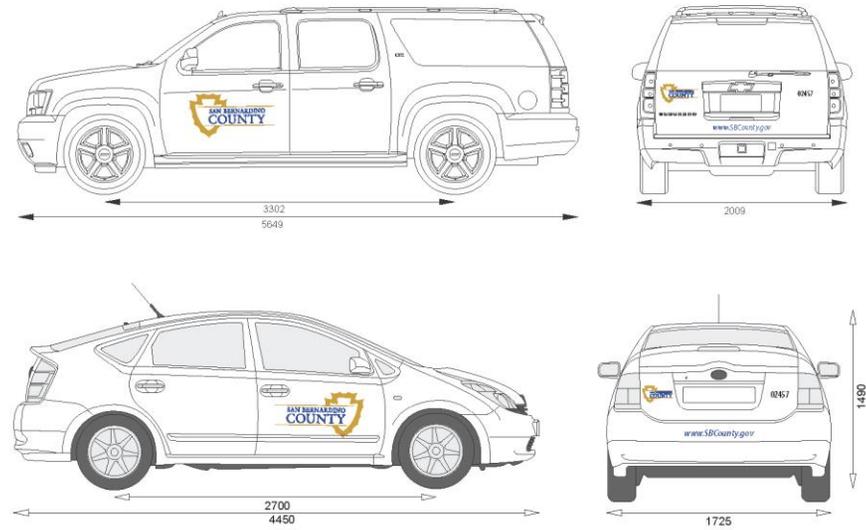


FIGURE 24 - Vehicle Identification



BUILDINGS

Signage

Building signage will follow the sample format on page 50.

If more than one department is occupying the building, street level signs may be installed.

Contact the Real Estate Services or Architecture & Engineering Department if you have questions regarding branding and signage of County facilities.



FIGURE 25 - Building Signage



DESIGNERS SECTION

Color Systems

Our color system is based on the approved County flag.

Any of the colors may be used in any tint value to further extend the range of options.

Our palettes are shown in all common color breakdown formulas for print and electronic media.

When printing using four-color process on uncoated stock, a slight adjustment may be needed to best duplicate each color's optimum value and chroma. Consult with your pre-press or print vendor to facilitate any adjustments.

For accurate PANTONE Color Standards refer to the current edition of the PANTONE formula guide. PANTONE is the property of Pantone, Inc.

PRIMARY LOGO COLORS

To be used on gloss/coated paper

To be used on matte/non-gloss paper



Blue
PMS 288 C

C: 100 R: 0
M: 87.9 G: 45
Y: 26.99 B: 115
K: 18.77



Gold
PMS 117 C

C: 21.2 R: 205
M: 39.34 G: 151
Y: 100 B: 0
K: 1.48



Blue
PMS 293 U

C: 90.95 R: 37
M: 70.74 G: 90
Y: 1.03 B: 168
K: 0



Gold
PMS 110 U

C: 19.89 R: 207
M: 36.37 G: 159
Y: 100 B: 36
K: 0.85

ADDITIONAL COLOR SUGGESTIONS FOR COLLATERAL PIECES



Black

C: 0 R: 35
M: 0 G: 31
Y: 0 B: 32
K: 100



Blue
PMS 306

C: 81 R: 0
M: 3 G: 178
Y: 5 B: 226
K: 0



Purple
PMS 7677

C: 65 R: 114
M: 79 G: 80
Y: 12 B: 144
K: 1



Rust
PMS 7599

C: 20 R: 183
M: 89 G: 60
Y: 100 B: 36
K: 10



Red
PMS 032

C: 0 R: 246
M: 93 G: 50
Y: 76 B: 62
K: 0



Gold
PMS 130

C: 2 R: 247
M: 38 G: 167
Y: 100 B: 0
K: 0



Green
PMS 354

C: 94 R: 0
M: 0 G: 174
Y: 100 B: 65
K: 0

FIGURE 26 - Designer Section - Color System

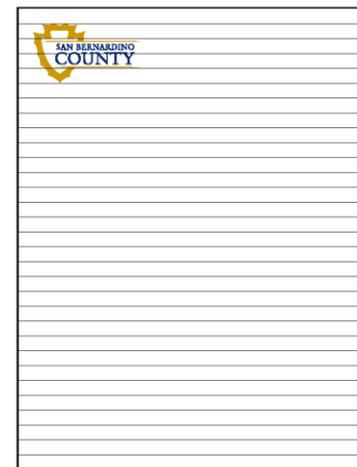


DESIGNERS SECTION

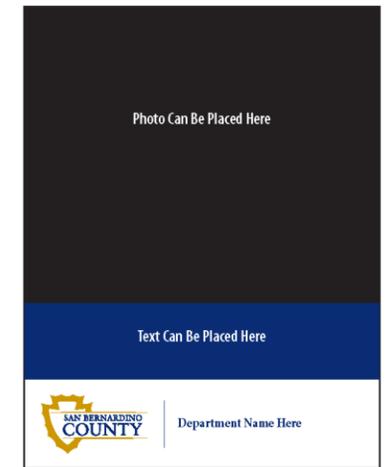
THE GRID

The horizontal grid structure forms the basis of the County's brand. It adds a unique and distinctive personality to each collateral piece developed by a department. It generates brand recognition and creates an underlying and consistent structure for all of our promotional communications.

The grid allows a customized design approach and can be applied in a dramatic or minimal way. It allows a large variety of layouts as designs to be created, while maintaining maximum brand presence.



Sample of a grid



How the grid can be used

FIGURE 27 - Designer Section - The Grid



CREATIVE CONTACT

San Bernardino County
GRAPHICS AND VIDEO UNIT

Please contact the Graphics and Video Unit of San Bernardino County with any questions regarding the County's logo and/or additional collateral materials.

Axel Colin
Graphics & Video Unit Supervisor
909.387.2336

Marcia Taack
Graphic Designer
909.387.2146

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Figure 18 - eMail Signature Banners	36		

385 North Arrowhead Avenue, San Bernardino, California 92415-0120 | 909.387.5418 • Fax: 909.387.5430 | www.SBCounty.gov



Produced by:
San Bernardino County | Purchasing Department | GRAPHICS & VIDEO UNIT 909.387.2336 — 09/2014

APPENDIX B – LOGO USE QUICK REFERENCE

Primary Identity

The Primary identity is designed to work effectively in a variety of applications. It should **always be used** unless size or space limitations dictate the use of alternate identities.



Department Name
Division Name Here

The department name will always be displayed on top, and larger than the division name.

Minimum Clearance Space

To maintain the integrity of the logo and provide visual prominence, there must be a certain amount of “clear space” surrounding the logo, isolating it from surrounding elements such as text, photos or graphics.

The clear space distance (depicted by an X) will be defined by the size of the words “San Bernardino” in the logo.



Alternate Configuration Identities



The department name will be displayed below the word “County” in this configuration. This layout will only be used when the primary logo cannot be used.



The Alternate Configuration Identities should **only** be used when its application is more appropriate and effective than the Primary Identity. The Alternates are most effectively used in selective horizontal applications such as certain signage and specialty merchandising usage.

Color Standards

Any of the colors in the color pallet can be used in any tint value to further extend the range of options. The palettes are shown in all common color breakdown formulas for print and electronic media.

When printing using four-color process on uncoated stock, a slight adjustment may be needed to best duplicate each color’s optimum value and chroma. Consult with your pre-press or print vendor to facilitate any adjustments.

TO BE USED ON GLOSS/COATED PAPER



C: 100 R: 0
M: 87.9 G: 45
Y: 26.99 B: 115
K: 18.77



C: 21.2 R: 205
M: 39.34 G: 151
Y: 100 B: 0
K: 1.48

TO BE USED ON MATTE/NON-GLOSS PAPER



C: 90.95 R: 27
M: 70.74 G: 90
Y: 1.03 B: 168
K: 0



C: 19.89 R: 207
M: 36.37 G: 159
Y: 100 B: 36
K: 0.85

ADDITIONAL COLOR SUGGESTIONS FOR COLLATERAL PIECES



Type Family - Myriad Pro and Minion Pro Font Family

MYRIAD PRO FONT FAMILY

Myriad Pro Regular
Myriad Pro Condensed
Myriad Pro Condensed Italic
Myriad Pro Regular Semi-bold Condensed
Myriad Pro Bold Condensed
Myriad Pro Bold Condensed Italic
Myriad Pro Black Condensed
Myriad Pro Light

Myriad Pro Light Italic
Myriad Pro Italic
Myriad Pro Italic
Myriad Pro Simibold
Myriad Pro Simibold Italic
Myriad Bold
Myriad Bold Italic

MINION PRO FONT FAMILY

Minion Pro
Minion Pro Bold Cond
Minion Pro Italic
Minion Pro Medium
Minion Pro Medium Italic

Minion Pro Simibold
Minion Simibold Italic
Minion Bold
Minion Bold Italic

Reduction Limitations

The size of the County logo should never be smaller than 0.75” in order to preserve clarity and legibility. The logo can be scaled up as large as necessary, but never appear smaller than the recommended minimum size.



Transparency and Opacity

Identity needs to be always at 100% opacity. Full color is recommended to go on a white background and the black logo can be used on any other light color background. The white logo should go on a black or dark background.



Graphic Relationships

Graphic configurations and ratios are important to maintain. *Identity art must not be redrawn, recreated or altered in any way.* Element size relationships must remain proportional in all configurations.



Public Health
Administration

San Bernardino County Branding

Lana Cao
Public Health Information Officer



- What is Branding?
- Review Process
- Logos
- Forms and Applications
- E-mail signature
- Social Media
- County Brand Templates



"The first order of business is to set a timetable to plan an outline for the agenda."



Public Health
Administration

www.SBCounty.gov

What is Branding?

- The process involved in creating a unique, unifying name and image for a product in the consumers' mind.
- Through advertising campaigns with a consistent theme, branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.



Public Health
Administration

www.SBCounty.gov

CAO's Office Review Process

- Review of all public facing documents (including but not limited to):
 - Brochures
 - Flyers (any flyer sent to the public for events meetings etc.)
 - Fact sheets
 - Signage for events or buildings
 - Newsletters (electronic or print)
 - Videos
 - Reports (annual reports)
 - Incentive items (banners, table covers, water bottles and other giveaways)

“Effective immediately and until further notice, all public communications from departments that report to the Chief Executive Officer or Board of Supervisors are to be reviewed by this office prior to distribution. This includes **news releases, media advisories, brochures, external newsletters, messages sent via e-mail subscription services, external videos, and reports intended for public consumption,** including those produced by vendors on the County’s behalf.” April 2, 2015 Greg C. Devereaux



Public Health
Administration

www.SBCounty.gov

Professional Look

“...Materials that are going to be mass produced and distributed to the general public in county and non-county venues should be designed by professional graphic artists using the style guide. That’s what the Board and Greg intended when they adopted the logo and branding a year and a half ago. They wanted these materials to have a professional, corporate look to them.”

David Wert – County PIO



Public Health
Administration

www.SBCounty.gov

Logos



Primary County Logo



Public Health
Administration



Primary Logo with program or
division name



Secondary DPH Logo



Public Health
Administration

www.SBCounty.gov

Logos

Primary County Logo

- Used when several county departments collaborate on a project

Primary Logo with program or division name

- Preferred by CAO's office
- Used on all materials when space is available

Secondary Logo

- Used when space is limited



Public Health
Administration

www.SBCounty.gov

Examples:



RECOMMENDED VACCINES DURING PREGNANCY

Flu Vaccine

- It is safe for pregnant women during any trimester.
- It is the best way to protect pregnant women and their babies from the flu.
- It prevents possible complication associated with flu during pregnancy.
- It is safe and can help protect the baby from flu for up to 6 months after birth. This is important because babies younger than 6 months of age are too young to get a flu vaccine.

Tdap Vaccine

- The best time to receive the vaccine during pregnancy is between 27 and 36 weeks gestation.
- This vaccine increases the defenses of the mother against pertussis or whooping cough, and she passes them to the baby.
- Helps protect infants, who are at greatest risk for catching pertussis or whooping cough and its serious complications, until they are old enough to start the pertussis vaccine series.

Where to get the Flu and Tdap Vaccines?

San Bernardino County Department of Public Health - Hesperia Health Center
16453 Bear Valley Road, Hesperia, CA 92345
Appointments: 1-800-722-4777

What do you need to bring?

- Doctor's order
- For Tdap, the gestational age should be at least 27 weeks.
- Accepted Insurance: Medi-Cal Presumptive Eligibility for Pregnancy, Pregnancy only Medi-Cal, Medi-Cal, Medicare, Health Net, private pay, and FQHC (if not insured and unable to pay).

DON'T FORGET TO CALL FOR APPOINTMENT
1-800-722-4777



PUBLIC HEALTH
Family Health Services

RECOMMENDED VACCINES DURING PREGNANCY

Flu Vaccine

- It is safe for pregnant women during any trimester.
- It is the best way to protect pregnant women and their babies from the flu.
- It prevents possible complication associated with flu during pregnancy.
- It is safe and can help protect the baby from flu for up to 6 months after birth. This is important because babies younger than 6 months of age are too young to get a flu vaccine.

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Flu and Tdap Vaccines Available at:
Hesperia Health Center
16453 Bear Valley Road,
Hesperia, CA 92345

CALL FOR AN APPOINTMENT: 1-800-722-4777




Public Health
Administration

www.SBCounty.gov

Examples:

SAN BERNARDINO COUNTY | Public Health
Preparedness and Response Program

Health Emergency Local Planning Partners Meeting (HELPP)

Wednesday, April 27, 10 a.m. to 4 p.m.
Preparedness and Response Program office
247 S. Boyd St., San Bernardino

Presentations by:

David Yleah, Jr., MPH/CHA Medical Emergency Planning Specialist
on
"Impact of the Ebola Crisis: West Africa and Lessons To be Learned in Building and Maintaining a Robust Response System"

Mark Crosby,
Security & Emergency Preparedness Coordinator with OmniTrans
on
"Security and Preparedness"



Zack Mullenix,
Emergency Services Officer/ECS Coordinator, Logistics - Communications & Technology
with the San Bernardino County Office of Emergency Services
on
"No Comms. No Battle"





To register please click on the link: <http://helppmeetingapril2016.eventbrite.com>
For more information call the Preparedness and Response Program at 909-252-4406

The goal of HELPP is to create and strengthen partnerships for public health and ~~local~~ emergency planning and response within San Bernardino County.

BE PREPARED COUNTY OF SAN BERNARDINO!

SAN BERNARDINO COUNTY | Public Health

Get your FREE Flu Shot or FluMist

and discover your local community POD site

A Point of Dispensing (POD) site is a location where the community can go to receive medication and or vaccinations during a public health emergency, such as a pandemic influenza or bioterrorism.

Site Name
Site address

Day of week, Month Day, Year
Time

Vaccine Guidelines

Flu shot will be provided to:

Adults:

- Men, women, senior citizens and pregnant women

Children:

- 3 years and older
- A parent or guardian must accompany children under 18 years old
- Children under 9 years old, may require two (2) doses of flu vaccine (4 weeks apart) based on prior vaccination history



FluMist intranasal vaccine will be provided to:

- Healthy persons from 2 to 49 years of age, and not pregnant

For more information contact the County of San Bernardino, Department of Public Health, Preparedness & Response Program at 909-252-4406



Public Health
Administration

www.SBCounty.gov

Examples:



Public Health
Preparedness and Response Program

MEMORANDUM OF UNDERSTANDING (MOU)
FOR USE OF A SITE/FACILITY

BETWEEN

San Bernardino County Department of Public Health
Preparedness and Response Program (SBC DPH PRP)

AND

(SITE/FACILITY PROVIDER)
Warehouse, Point of Dispensing (POD) or
Government-Authorized Alternate Care Site (GAACS)

AND

DESIGNATED CITY/TOWN

This **MEMORANDUM OF UNDERSTANDING (MOU)** is entered into by and between San Bernardino County Department of Public Health Preparedness and Response Program (SBC DPH PRP) and _____, hereinafter referred to as the Site/Facility Provider, and _____, hereinafter referred to as the City/Town as appropriate.

RECITALS

WHEREAS, the SBC DPH PRP enters into this Agreement along with the City/Town and Site/Facility to prepare, respond, and provide care and prophylaxis treatment in the event of a bioterrorism or other public health emergencies, such as pandemic influenza, in the County, and;

WHEREAS, the SBC DPH PRP will require the Site/Facility to receive, store, stage, and distribute medications and other resources (e.g., antibiotics, antidotes, medical supplies, certain controlled substances, equipment, specialized cargo containers, & portable refrigeration units) received from the State of California in the event that the Strategic National Stockpile (SNS) or the Cities Readiness Initiative (CRI) pharmaceutical caches are requested to address possible large-scale bioterrorism events, or other public health emergencies, such as pandemic influenza, and

WHEREAS, the SBC DPH PRP will require Points of Dispensing (POD) sites to provide mass prophylaxis in the event of a bioterrorism event or public health emergency within the County; and will require Government-Authorized Alternate Care Sites (GA ACS) to evaluate/treat individuals by providing health care services and/or to prepare the transport of patients to health care facilities; and

WHEREAS, the Site/Facility Provider has the capability to provide a POD and/or a GA ACS and the resources that may be used or designated as a warehouse facility for use in receiving, storing, staging, and distributing medication, and has the resources for hosting a mass prophylaxis POD and/or a GA ACS for a bioterrorism, or other public health emergencies, such as pandemic influenza; and

WHEREAS, the City/Town has the personnel and expertise to respond, staff, and support a POD and/or GA ACS in conjunction with the SBC DPH PRP, utilizing the Incident Command System and link with the municipality's EOC, including security and other related services in the event of activation;

NOW, THEREFORE, based on the foregoing recitals, which the parties agree to be true and correct, it is mutually agreed as follows:

I. PURPOSE:

The purpose of this MOU is to define the distribution of duties between the SBC DPH PRP, the City/Town and the Site/Facility Provider, in responding to and preparing for public health related activities in a possible large-scale bioterrorism, or other public health emergencies such as pandemic influenza.

2

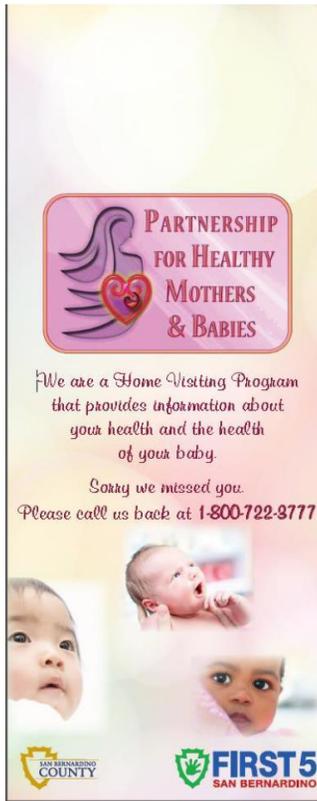


Public Health
Preparedness and Response Program

MEMORANDUM OF UNDERSTANDING (MOU)
For Use of Site/Facility. Revised: April 13, 2016



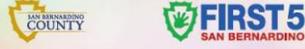
Examples:



PARTNERSHIP FOR HEALTHY MOTHERS & BABIES

We are a Home Visiting Program that provides information about your health and the health of your baby.

Sorry we missed you.
Please call us back at 1-800-722-9777




CALIFORNIA WIC
WOMEN, INFANTS & CHILDREN
Ensuring good health with WIC

Visit Our New Webpage!

You can now:

- ✓ "Apply Today!" online (to start your WIC application process)
- ✓ "Make an Appointment" online
- ✓ "Contact Us" online

You will also find answers to many of your WIC questions related to:

- ✓ WIC foods
- ✓ nutrition education
- ✓ breastfeeding and breast pumps
- ✓ family resources
- ✓ have direct access to WIC online education
- ✓ and much more

Visit us today at www.sbcounty.gov/wic

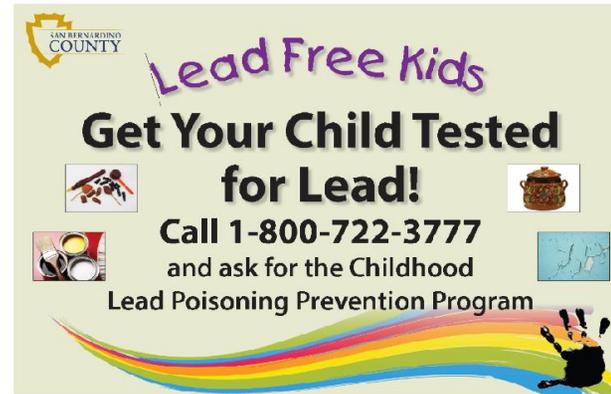
Or do a search for [San Bernardino County WIC](http://www.sbcounty.gov/wic)

Or scan this QR code

Don't forget to save this link under your favorites.

SAN BERNARDINO COUNTY Public Health Women, Infants & Children

www.sbcounty.gov/wic

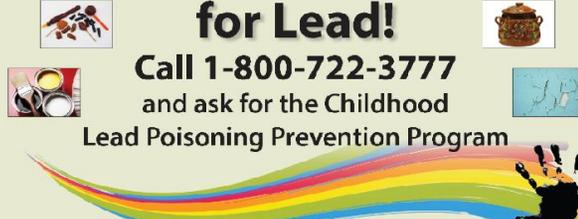


SAN BERNARDINO COUNTY

Lead Free Kids

Get Your Child Tested for Lead!

Call 1-800-722-3777
and ask for the Childhood Lead Poisoning Prevention Program




FREE & CONFIDENTIAL

STD TESTING FREE CONDOMS & LUBE

GET YOURSELF TESTED

Unmarked Mobile Testing Van
Parked on F Street and Baseline Street
2nd and 4th Friday of every month
9am - 1pm

MYTH: I DON'T HAVE SYMPTOMS, SO I DON'T NEED TO BE TESTED.

GYT
WWW.CDC.GOV/GYT

MYTH: IF I NEEDED TO BE TESTED, MY DOCTOR WOULD AUTOMATICALLY TEST ME.

SAN BERNARDINO COUNTY PUBLIC HEALTH



Public Health
Administration

www.SBCounty.gov

Examples:

SAN BERNARDINO COUNTY | Public Health
Friday Night Live Program

Safe & Sober Prom 2016

Preventing Underage Drinking During Prom and Graduation

Description:
Public awareness campaign to educate teens, parents, and community residents of the dangers and health consequences of underage drinking. The goal of the campaign is to reduce the consumption of

SAN BERNARDINO COUNTY | Department of Public Health
Communicable Disease Section

(2) 73,954 characters. (Protected View)



Public Health
Administration

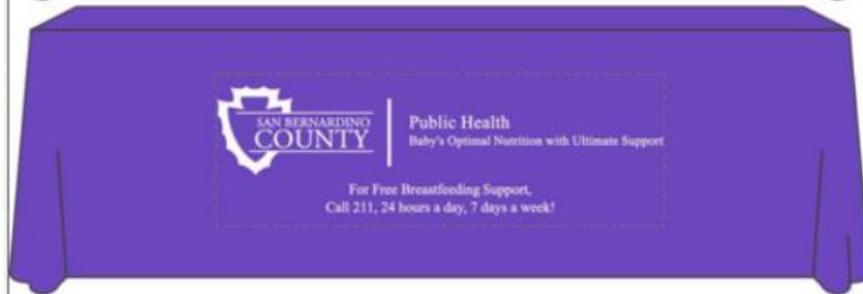
www.SBCounty.gov

Incentive Items Examples:



10% ACTUAL SIZE

REF: 1111



Know your sta
It's FAST, FREE, and CON



Public Health
Administration

www.SBCounty.gov

Forms and Applications

Forms

- Do not need to be on the letterhead
- Use primary logo
- Form name and revision date



Public Health
Family Health Services

**Partnership for Healthy Mothers and Babies Program
First 5 - Family Demographics Form (Adult Client)**

This section to be completed by program staff:

Today's Date: _____ Consent Form Signed: Y N
 Agency Name: _____ Consent Form Date Signed: ___/___/___
 Program Name: _____ Date of Enrollment: ___/___/___

Parent/Guardian Information:

Parent/Guardian First Name: _____ Middle Name: _____
 Parent/Guardian Last Name: _____ Parent/Guardian Date of Birth: ___/___/___
 Parent/Guardian Gender: Male Female

<p>Thinking of the child that qualifies for this program, what is his/her ethnicity?</p> <input type="checkbox"/> Alaska Native/American Indian <input type="checkbox"/> Multiracial <input type="checkbox"/> Asian <input type="checkbox"/> Pacific Islander <input type="checkbox"/> Black/African American <input type="checkbox"/> Vietnamese <input type="checkbox"/> Client/Partner is Pregnant <input type="checkbox"/> White <input type="checkbox"/> Hispanic/Latino <input type="checkbox"/> Other	<p>Thinking of the child that qualifies for this program, what is his/her language?</p> <input type="checkbox"/> Arabic <input type="checkbox"/> Among <input type="checkbox"/> Spanish <input type="checkbox"/> Cambodian <input type="checkbox"/> Korean <input type="checkbox"/> Tagalog <input type="checkbox"/> Cantonese <input type="checkbox"/> Mandarin <input type="checkbox"/> Vietnamese <input type="checkbox"/> Chinese <input type="checkbox"/> Mixteco <input type="checkbox"/> Other <input type="checkbox"/> English <input type="checkbox"/> Somali <input type="checkbox"/> Client/Partner is Pregnant
<p>Which of the following best describes your household?</p> <input type="checkbox"/> Single Father <input type="checkbox"/> Single Grandfather <input type="checkbox"/> Two-parent Household <input type="checkbox"/> Single Mother <input type="checkbox"/> Single Grandmother <input type="checkbox"/> Two-grandparent household	<p>Which of the following best describes your total family income in the last 12 months?</p> <input type="checkbox"/> Less than \$10,000 <input type="checkbox"/> \$40,000 - \$44,999 <input type="checkbox"/> \$10,000 - \$14,999 <input type="checkbox"/> \$45,000 - \$49,999 <input type="checkbox"/> \$15,000 - \$19,999 <input type="checkbox"/> \$50,000 - \$59,999 <input type="checkbox"/> \$20,000 - \$24,999 <input type="checkbox"/> \$60,000 - \$74,999 <input type="checkbox"/> \$25,000 - \$29,999 <input type="checkbox"/> \$75,000 - \$99,999 <input type="checkbox"/> \$30,000 - \$34,999 <input type="checkbox"/> \$100,000 or more <input type="checkbox"/> \$35,000 - \$39,999 <input type="checkbox"/> Do Not Know

What is the highest education level you have completed?

 Less than 9th grade Some college, no degree Bachelor's Degree
 9th to 12th grade, no diploma Associate Degree Graduate/Professional Degree
 High School Diploma or Equivalent

How many total family members are there in your household, including you? _____

How many of these family members are children under age 18? _____

How many of these children are under the age of 6? _____

FHS PSART FAMDEMO (11/15)



Public Health
Administration

www.SBCounty.gov

E-mail Signature

- Slimmer than previous version
- Automatically adjust to the size of the e-mail window
- Translates well to mobile devices
- Consumes less inbox space

Employee Name
Employee Title
Department Name
Phone: 909-555-5555
Cell: 909-555-5555
Fax: 909-555-5555
Street Address
City, State, Zip



Our job is to create a county in which those who reside and invest can prosper and achieve well-being.
www.SBCounty.gov



County of San Bernardino Confidentiality Notice: This communication contains confidential information sent solely for the use of the intended recipient. If you are not the intended recipient of this communication, you are not authorized to use it in any manner, except to immediately destroy it and notify the sender.



Public Health
Administration

www.SBCounty.gov

Social Media

Homeward Bound Mega Pet Adoption

SATURDAY & SUNDAY, SEPTEMBER 17 & 18
 FROM 10 AM TO 4 PM
 YUCAIPA COMMUNITY PARK
 34900 OAK GLEN ROAD, YUCAIPA, CA 92399

FRIDAY NIGHT LIVE

CITRUS VALLEY FNL YOUTH AWARDED \$1,000 GRANT TO HELP SUPPORT THEIR EVERY 15 MINUTES EVENT

San Bernardino Countywide
GANG AND DRUG Task Force

In 10 minutes, the temperature inside a car rises 20 degrees.

NEVER LEAVE A CHILD ALONE IN A CAR, not even for a minute or for a "quick errand".

- Top Tips:
- Create a reminder if a child rides in the back seat.
 - Call 911, if you see a child alone in a car.



San Bernardino County Animal Care and Control

♥ Furever Yours Pet Adoption Event ♥

Looking for love?
 Adopt a shelter cat or dog.
 Visit a County of San Bernardino Animal Shelter between February 8-14, 2016 for low-cost pet adoptions. Spay & neuter fees paid by Animals aRe First Fund. Limited to first 100 adoptions. Limit 2 pet adoptions per family. Licensing fees are extra and will vary based on city of residence.

\$25 for dogs
\$17 for cats



Devore Animal Shelter

Big Bear Animal Shelter



Public Health
 Administration

www.SBCounty.gov

Social Media



FREE
Exercise Class
Walk With Ease

Nutrition Program




IT'S GOING TO BE A HOT ONE TODAY ARE YOU PREPARED?

FIND COOL PLACES TO GO AT SB211.ORG




NATIONAL HEALTH CENTER WEEK
Celebrating America's Health Centers: Innovators in Community Health
August 7th-13th, 2015

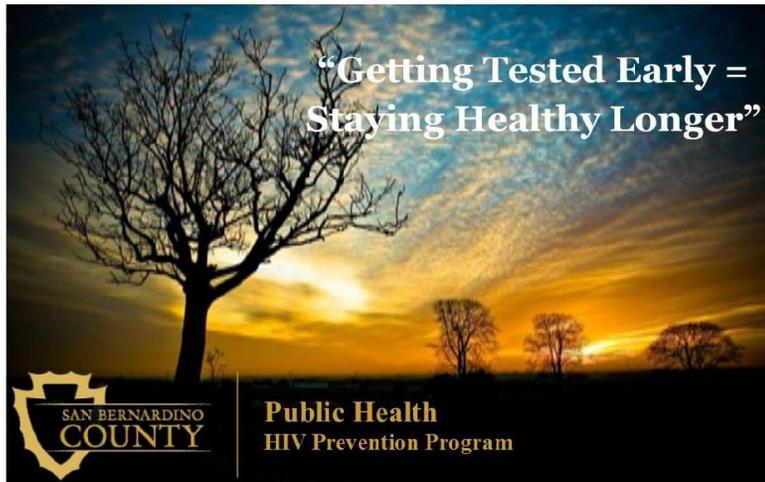
Monday, August 8 - Thursday, August 11
From 9:00am-4:00pm

- Learn about Health Center services
- Resource Fair
- Blood Drive
- Free HIV Testing
- Home Depot Kids Workshop
- Free give-a-ways and much more!

NATIONAL HEALTH CENTER WEEK

Ontario Health Center: 130 E. Holt Blvd, Ontario, Ca 91761
Adelanto Health Center: 11350 Darlett Ave, Suite 11, Adelanto, CA 92301
Hesperia Health Center: 13453 Bear Valley Rd., Hesperia, CA 92345
San Bernardino Health Center: 600 E. Mill St., San Bernardino, CA 92415





“Getting Tested Early = Staying Healthy Longer”

SAN BERNARDINO COUNTY
Public Health
HIV Prevention Program



Free Breastfeeding Support is a Phone Call Away!

Call 2-1-1

For Free Breastfeeding Support
24 hours a day, 7 days a week



Baby's Optimal Nutrition with Ultimate Support (BONUS) Program

Funded by First 5 San Bernardino




Public Health
Administration

www.SBCounty.gov

Social Media

County of San Bernardino Department of Public Health
Published by Sally Bernardino [?] · February 11 · 🌐

This Valentine's Day, remind your loved ones to be ready for emergencies. Nothing says I love you quite like "I have made you my emergency contact person." Even Sheldon Cooper agrees that emergency contact information is quite the romantic notion. #ProtectYourHealth
<https://www.youtube.com/watch...>

Sheldon & Amy Valentines Date
its finally here valentines day and sheldon and amy have their date and it so cute and you will awww so much... and i love shamy!!!!... enjoy. season 6 episod...
YOUTUBE.COM

371 people reached **Boost Post**

Like Comment Share

5

1 share

Write a comment...
Press Enter to post.

<https://www.facebook.com/SBCPublicHealth?ref=hl>

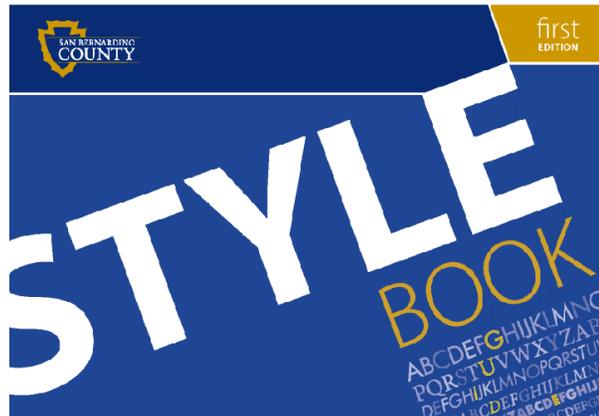


Public Health
Administration

www.SBCounty.gov

County Brand Templates

Visit <http://countyline.sbcounty.gov/Main/main/CountyTemplates.aspx> for template downloads, including the County Brand Style Book, County logos, approved social media icons, and various document templates.



Public Health
Administration

www.SBCounty.gov

DPH Public Information Officer

LANA CAO

351 N Mountain View Ave, #303

San Bernardino, CA 92415

Email: Lana.Cao@dph.sbcounty.gov

Desk: 909-387-9147

Mobile: 909-496-6601



Public Health
Administration

www.SBCounty.gov

APPENDIX D – PUBLIC COMMUNICATIONS POLICY



Public Health

APPROVED BY


Trudy Raymundo
Director

DPH 02-008

Issue 3

Effective: 01/12/18

PUBLIC COMMUNICATIONS POLICY

Policy	It is the policy of the Department of Public Health (DPH) to coordinate with the departmental Public Information Officer (PIO) for all public communications prior to release. The DPH PIO will ensure all Department communication meets County branding requirements and will facilitate Human Services and County Administrative Office (CAO) review.
Applies to	This policy applies to all DPH staff.
Background	<p>DPH has designated a PIO to be the principle media contact who is responsible for coordinating media releases and other information provided to the public while ensuring the protection of privacy rights. In order to provide an effective and efficient framework and timely dissemination of information, the PIO will:</p> <ul style="list-style-type: none">• Be the primary point of contact for media and public relations involving DPH.• Provide guidance to staff to ensure that all information is released in accordance with the goals and requirements of the County.• Convey the official DPH position on issues of significance or situations that are particularly controversial or sensitive in nature.• Provide guidance to meet County branding requirements.
Definitions	<p>Public Facing Items – Non-news media materials, documents or incentive items developed for distribution to the general public.</p> <p>Staff – DPH employees, public service employees (PSE), contract employees, interns, externs, volunteers, work experience (WEX) workers, and professional services contractors/vendors.</p>

Continued on next page

PUBLIC COMMUNICATIONS POLICY, Continued

CAO Review The CAO has established a review process for all public facing items. The DPH PIO will ensure the following items are reviewed by the CAO's office, including but not limited to:

- News releases
 - Media advisories and health alerts
 - Brochures and flyers
 - Public newsletters
 - Messages sent via e-mail subscription services
 - Public videos
 - Public Service Announcements
 - Vendor produced communications
 - Reports intended for public consumption
-

County branding requirement On September 23, 2014, in an effort to enhance uniformity for all departments within the County, the Board of Supervisors approved a County Seal and County Logo policy, which included a new County logo. The County also created a [County Brand Style Book](#) to guide the branding of all public facing materials.

DPH is required to adhere to the County policy and Brand Style Book on all public facing materials as they are updated and/or developed.

Media requests and interviews Staff will refer all media requests for information to a Division Chief to coordinate responses and/or interviews with the PIO.

Public comments Staff will contact a Division Chief and the PIO to obtain approval prior to making public comments. Comments will not include personal opinions that may be interpreted as representing DPH or the County.

Social media CAO review is not required for social media postings prior to publication. All programs wishing to post on social media will collaborate with the PIO.

Note: Animal Care and Control, Environmental Health Services, and Women Infant and Children (WIC) are exempt from this requirement.

PIO back-up and coverage list DPH will maintain a PIO back-up and coverage list to ensure appropriate public communication coverage at all times.

Continued on next page

PUBLIC COMMUNICATIONS POLICY, Continued

Adherence Failure to comply with this policy may result in disciplinary action, up to and including termination.

References [County Brand Style Book](#)
[PIO Back-Up and Coverage List](#)

Revision history 09/14/10 – Media Relations and Release Policy, Issue 1
11/12/15 – Public Communications Policy, Issue 2

APPENDIX E – PUBLIC COMMUNICATIONS STANDARD PRACTICE



Public Health

APPROVED BY


Trudy Raymundo
Director

DPH-02-008 SP01 Issue 2 Effective: 01/12/18

PUBLIC COMMUNICATION STANDARD PRACTICE

Purpose	The purpose of this Standard Practice is to establish procedures for Department of Public Health (DPH) staff when preparing and conducting public communications.
Applies to	This standard practice applies to all DPH staff.
Definitions	<p>Awareness Campaign – a recurring effort to bring attention to, and promote participation in, a national or local health or social effort, program or event. Common campaigns include Black History Month, National Immunization Awareness Month, National Public Health Week, and many others.</p> <p>Health Alert – an alert issued by the Health Officer or his/her designee advising the public and health care community of an urgent issue that poses an immediate threat to the public's health.</p> <p>Media Advisory – an advance announcement and invitation to the press for a media event, press conference, or grand opening.</p> <p>News Release – an official announcement that provides immediate, newsworthy information about an event, and/or an action the public should take to protect their health.</p> <p>Public Facing Items – Non-news media materials, documents or incentive items developed for distribution to the general public.</p> <p>Public Information Officer (PIO) – the principal media contact responsible for coordinating media releases and other informational items for the Department of Public Health.</p> <p>Public Service Announcement (PSA) – an official statement issued to news media and the public that provides general or prevention-driven information on a subject, or that promotes an event to encourage participation. A PSA may help to raise awareness or change the public's attitude and behavior regarding a social and/or health issue.</p> <p>Qualified Translator – DPH employees in positions designated by the appointing authority to perform bilingual translation and entitled to bilingual compensation.</p> <p>Talking Points – pre-determined questions and answers that are designed to keep an interview on topic and ensure that the proper message is conveyed.</p>

PUBLIC COMMUNICATION STANDARD PRACTICE, Continued

Definitions,
continued

Staff – DPH employees, public service employees (PSE), contract employees, interns, externs, volunteers, work experience (WEX) workers and professional services contractors/vendors.

Submission of drafts

Staff will draft public communication materials following program and/or division approval processes, and submit drafts to the PIO.

When creating public communication materials, staff will adhere to the County branding requirements by using the approved County logo on all new and updated materials, as specified in the [County Brand Style Book](#).

Translations

When translation of public communication materials is needed, staff will ensure the materials are:

- Accurately translated, by a qualified translator
- Culturally appropriate, and
- Submitted to the PIO with the draft (see submission of drafts).

Note: If needed, the PIO will help coordinate translation of materials if a program does not have a qualified translator.

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PUBLIC COMMUNICATION STANDARD PRACTICE, Continued

Content guidelines

Staff will use the [News Release/PSA](#) and [Media Advisory](#) templates, and the following guidelines when drafting news media documents:

Section	Guidelines
News release and PSA Headlines	<p>News release and PSA headlines will:</p> <ul style="list-style-type: none"> • Be short, • Draw the reader's attention, and • Describe the focus of the document.
Content	<p>News releases and PSAs will include:</p> <ul style="list-style-type: none"> • A first sentence that summarizes the purpose. • A short description including essential information (who, what, where, when, how and, why). • A call to action (e.g., calling for participation in a promoted event). • A Board of Supervisors' supporting reference or quote(s). • A statement connecting the document to the Countywide Vision. • Quote from a person of authority on the subject (e.g., Health Officer). • Collaboration efforts with partnerships and/or complementary programs, services, other County departments, or outside agencies. • Closing paragraph that provides direction on how to obtain more information and includes the department's name, contact name, telephone number, and website address.
Media Advisories	<p>Media Advisories will include the following:</p> <ul style="list-style-type: none"> • Persuasive information to capture media interest, • A clear statement advising of the opportunity for media coverage (e.g., television cameras and photographers), and • All essential information: <ul style="list-style-type: none"> – Headline (what the event is and date it occurs) – Specific time of the event – Media contact (name, phone, email, website) – Why (reason for event) – Who should attend the event – Where (event location and parking instructions)

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PUBLIC COMMUNICATION STANDARD PRACTICE, Continued

Formatting guidelines

Staff will adhere to the following formatting requirements when drafting news media documents:

Requirement	Description
Headline	Center-justify with no more than one line of text.
Font Type and Size	Headlines: Minion Pro 16 or 18 point font.
	Content/Body: Myriad Pro 11 point font, justified alignment.
Social Media Icons	Social media icons are hyperlinked to DPH social media platforms. Only Animal Care and Control, Environmental Health Services, and Women, Infants, and Children (WIC) may change the hyperlinks to their respective social media platforms
Margins	Preset template margins only and block-justify the text.
Spacing	Single spacing.
Length	Every effort should be made to keep release to one page.
Length Longer than One Page	For documents longer than one page, type "more", centered at the bottom of the first page.
Second Page	If two pages are necessary, insert "2 of 2" at the bottom of the second page.
End of Document	Center ### or -30- on a separate line after the last line of content. This designates the end of the document.

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PUBLIC COMMUNICATION STANDARD PRACTICE, Continued

Approval process

Staff will use the [DPH News Release Approval form](#) and refer to the approval process below for news media documents:

Step	Description
1	Division Chief approves the draft following the division's internal approval process, prior to submission to the PIO.
2	Staff emails the draft (MS-Word) and the scanned approval form (PDF format) to the PIO two weeks prior to the scheduled release date. Note: Do not send a hard copy of these documents.
3	The PIO reviews the draft and: <ul style="list-style-type: none">• Finalizes formatting.• Assigns a number.• Returns document to the author with requests for corrections, if needed.• Signs the approval form when all revisions are complete.• Forwards to Human Services (HS) and the County Administrative Office (CAO) for approval.• Notifies the author if HS or CAO have any recommendations or revision requests.

Note: If the document needs to be translated and the program does not have a qualified translator, staff must notify the PIO.

Media requests

If contacted by the media for comment or answers to questions, staff will:

- State, "*It is the department's policy to refer all media inquiries to the department's PIO.*" Staff should not feel compelled to answer questions on the spot.
 - Respectfully request the reporter's contact information and inform them that the PIO will promptly respond to the request.
 - Contact their chain of command and the PIO immediately.
 - Obtain approval before commenting.
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PUBLIC COMMUNICATION STANDARD PRACTICE, Continued

Scheduled interviews

When asked by the Human Services Communications Officer or the PIO for an in person, radio or television interview, staff will write talking points on DPH letterhead and forward them to the PIO for approval.

Talking points will include the following information:

- Name of radio/television station or show,
- Name and title of interviewee,
- Date of interview,
- Phone line to be used (for phone interviews), and
- Questions and answers.

The PIO will inform the requestor upon approval of the talking points.

Note: Upon request, the PIO will assist with preparation for interviews.

Awareness campaigns

Staff will plan for, and promote recurring awareness campaigns ensuring enough time to develop promotional items and inform the public.

A proclamation must be in effect or adopted by the Board of Supervisors (BOS) prior to promoting an awareness campaign. Once adopted, proclamations are valid for five years. Staff will draft a proclamation (if one does not exist) that would support a desired awareness campaign and submit it to the PIO. The PIO will coordinate DPH approval and Board of Supervisors adoption, and maintain a list of proclamations. Below are the guidelines for recurring awareness campaigns:

- Plan six weeks in advance,
- Promote an activity or celebration (i.e., grand opening, health fair, special health screenings, social media, and/or recognition event),
- Announce: date, time, location, and services offered, and
- Provide links for DPH website.

Note: For assistance in planning promotional material and events, see the [National and Awareness Campaigns schedule](#).

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PUBLIC COMMUNICATION STANDARD PRACTICE, Continued

Other public facing items

Staff will submit public facing items to the PIO prior to their release by completing the [DPH Educational Materials Approval Form](#) and obtaining Division Chief approval. Public facing items include, but are not limited to:

- Brochures
 - Event flyers
 - PowerPoints
 - Paid advertisements, including but not limited to:
 - News print
 - Radio and television
 - Billboards
 - Bus and bus shelters
 - Incentive items
 - Public newsletters
 - E-mail messages sent through e-mail subscription services
 - Public videos
 - Reports intended for public consumption
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Adherence

Failure to comply with this policy may result in disciplinary action, up to and including termination.

Resources

[DPH Public Information Forms and Templates](#)
[County Memo, PowerPoint and Fax Templates](#)

Revision history

9-14-2010 - DPH 2-08 Media Relations and Release Policy
11-12-2015 - DPH 2-008 Public Communications Standard Practice, Issue 1

APPENDIX F – JOB DESCRIPTION OF A PUBLIC INFORMATION OFFICER (PIO)

PUBLIC INFORMATION OFFICER

Definition

Under general direction, plan, organize and coordinate a public relations and information dissemination program for the County of San Bernardino; perform related duties as required.

Distinguishing Characteristics

This is a single position class characterized by its responsibility to develop and administer a program fostering public understanding of County goals, policies, programs and services. The incumbent advises members of the Board of Supervisors, the staff of the County Administrative Office, and other County officials regarding strategies for the delivery of public information. The position reports to the Chief Executive Officer.

Examples of Duties

Duties may include, but are not limited to, the following:

1. Develop a communications program for the County, evaluating needs and making recommendations as to how to increase public awareness. Evaluate the effectiveness and coverage of public information activities.
2. Facilitate the accurate and full coverage of County issues by the news media. Prepare, edit and supervise the preparation of communication materials on matters such as policy issues, special events and County services and programs.
3. Establish and maintain effective working relationships with representatives of the media. Identify opportunities to strengthen and improve communications.
4. Act as spokesperson for the County as directed.
5. Serve as a resource to County management, advising officials on media relations, procedures and processes. Assist County officials in the preparation of information for public dissemination.
6. Arrange media events such as press conferences, tours, and County dedications. Maintain a speaker's bureau on County services.
7. Prepare or direct the preparation of a variety of informational material such as pamphlets and brochures about County services and programs. Develop concepts for and produce such multi-media aids as films and tapes. Determine budgetary requirements for the media program and monitor expenditures.
8. Stay abreast of issues affecting County operations and the various organizational programs, activities, services and objectives.
9. Provide vacation and temporary relief as required.

APPENDIX G – JOB DESCRIPTION OF A MEDIA SPECIALIST

MEDIA SPECIALIST

Definition

Under general direction, develop and implement a marketing program to inform the public of the activities, programs, services and objectives of a department; performs related duties as required.

Distinguishing Characteristics

This is a journey-level class. Positions in this class are characterized by responsibility to publicize and promote county activities and programs. Incumbents provide counsel and advice to management regarding the implication and effectiveness of public relations and information dissemination activities.

Examples of Duties

Duties may include, but are not limited to, the following:

1. Develop and implement a public relations program designed to educate and inform on issues of public significance. Analyze and evaluate the public's interest and extent of understanding of county programs.
2. Prepare news releases, bulletins, films, brochures and other media for public dissemination; develop graphs and charts for public presentations.
3. Meets and confers with department management to develop marketing strategies that will enhance the department's image, standing in the community and increase program participation.
4. Research and analyze materials for information to develop written documentation, reports, graphs and press releases.
5. Review and analyze proposed legislation, case law, etc., of impact to the department, and recommend department response.
6. May develop materials and coordinate training of department staff in programs relating to department goals and policies.
7. Evaluate the effectiveness and coverage of public information activities.
8. Establish and maintains effective working relations with representatives of the various media.
9. Design, coordinate and direct promotional projects such as exhibits.
10. Coordinate visits of community and business officials and others to department functions.
11. May supervise a small staff in the preparation and dissemination of information.
12. Serves as department photographer as needed.
13. Provides vacation and temporary relief as required.

APPENDIX H – SOCIAL MEDIA STANDARD PRACTICE



Public Health

APPROVED BY

Trudy Raymundo
Director

DPH 02-008 SP2

Issue 1

Effective: 09/06/16

SOCIAL MEDIA STANDARD PRACTICE

Purpose	The purpose of this standard practice is to provide Department of Public Health (DPH) staff with social media use requirements and procedures.
Applies to	This Standard Practice applies to all DPH staff.
Definitions	<p>Social media – Websites and applications that enable DPH to create and share information about the department with Internet-based social networks.</p> <p>Facebook – A social networking website that allows members to create profiles, share information, upload photos and video, send messages and keep in touch with other members.</p> <p>Instagram – A social networking website that allows members to upload, edit and share photos with other members.</p> <p>Twitter – A social networking website that allows members to post short 140-character messages called “tweets.”</p>
Authorized DPH social media outlets	<p>DPH has authorized and established one account for each of the following social media outlets to release information regarding the department and its programs:</p> <ul style="list-style-type: none">• Facebook• Instagram• Twitter <p>The DPH Director may authorize or de-authorize social media outlets as departmental needs change.</p> <p>Programs must only use authorized departmental social media outlets and must not establish or maintain separate program accounts. Women, Infants, and Children; Environmental Health Services; and Animal Care and Control are exempt from this requirement and are authorized to maintain separate accounts due to their previously well-established and managed social media presence.</p> <p>Staff must not establish accounts on behalf of a program or use personal accounts to post on behalf of a program or the department.</p>

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SOCIAL MEDIA STANDARD PRACTICE, Continued

Social media committee

A social media committee will be established to manage the DPH social media sites. The committee members are responsible for:

- Posting program information at least once per week on each social media outlet.
- Sharing important program information (e.g. upcoming events, office holiday closures, services offered, etc.)
- Monitoring questions and/or comments from the public.

Committee members will sign a form acknowledging understanding and acceptance of their responsibilities regarding appropriate use and management of DPH social media outlets.

Selecting social media committee members

Division Chiefs or their designees are responsible for selecting and appointing social media committee members to represent their divisions. The selected staff members must:

- Have practical knowledge of, and experience using social media.
 - Be available to attend mandatory training and monthly meetings.
 - Have good performance and attendance standing.
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Guidelines for posting on social media

The following guidelines will be used when posting on social media:

- Only the DPH Public Information Officer (PIO) and social media committee members are authorized to post information on any social media site on behalf of the department/program.
 - All posts must be professional, concise and refrain from any personal views and beliefs.
 - All information must be validated to be factual and not misleading. For emerging situations when all information cannot be 100% confirmed, posts must state only the confirmed information and acknowledge that information may change and will be updated as it becomes available.
 - No confidential or protected health information may be posted on any social media sites. Consult with the DPH PIO prior to posting if there is any uncertainty about what is considered confidential or protected.
 - Consider content carefully. Once information is posted on social media, it will be indefinitely available to the public. Even if it is deleted, it may have already been copied, shared, or re-"tweeted" outside of DPH's control.
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SOCIAL MEDIA STANDARD PRACTICE, Continued

Guidelines for posting on social media,
continued

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- Use of social media networks may generate press and media inquiries. These inquiries must be reported to the DPH PIO immediately.
- DPH social media accounts may not be used for personal purposes or self-promotion. Any replies to DPH's posts by employees using their personal accounts must be supportive of DPH and relative to the post topic.
- DPH will remove any posts or replies that are determined to be inappropriate.

Adherence

Failure to comply with this standard practice may result in disciplinary action, up to and including termination.

References

[Public Communications Policy](#)
[Public Communications Standard Practice](#)

Revision history

09/06/16 – First Issue
