



## PHAB Reaccreditation Documentation Form

January 2017

**Measure 3.3:** The community receives accurate, timely, and culturally appropriate health communications

**Requirement 5:** Relationship with the Media

Health Department Name
Acme County Health Department

Requirement Narrative
<p><b>Provide a narrative description of the health department’s current relationship with the media and how the media are used as a tool to increase the public’s understanding of public health and public health issues.</b></p> <p>Do not upload documentation of an example.  <i>Please be succinct and do not provide more narrative than necessary to describe conformity with this requirement.</i></p>

Acme County has two newspapers and two radio stations. It is served by TV stations located 2 counties away.

One newspaper, The News & Times, is printed daily and the second, The Acme Journal, is printed once a week. The health reporter, Angela Watkins, for the News & Times also covers county government. She attends county commissioner meetings, as does the Health Director. The director makes contact with Angela at each meeting. Their conversations range from possible stories to questions Angela has about department services and functions. Angela will stop by the department any time she visits the Government Center. The director will always see her when she drops by – no appointment needed. There is no health reporter at the Acme Journal, but the health department has a contact there for press releases and story ideas. The health director and the News & Times editor are in the Rotary Club together. This provides another means for relationship development between the department and the newspaper. Finally, whenever the health department emergency operations center is activities, both newspapers are invited to be present. If any confidential information is to be discussed, it is done in a separate location.

The News & Times publishes a weekly health page on Monday. The health department provides a column 3 weeks out of each month on topics of interest. These may reflect services of the health department, functions of public health, emerging issues, health education or public service messages. Each article contains contact information for the department and the name of a staff member serving as the contact for the article. The News & Times publishes restaurant rates and inspection reports in the Friday edition. Generally

## GOOD EXAMPLE

two restaurants are reported on each Friday. The Journal doesn't have any dedicated health content but usually includes our press releases in their content.

The two radio stations, both AM, are owned by the same family. WPAQ is a station that focuses on bluegrass, country and local music. WSYD focuses on current pop music, news and community affairs. The health department produces a 'Good Health Minute' that plays on weekdays on WSYD. It is played twice a day, during the 8:00 am to 9:00 am time period and during the 5:00 am to 6:00 am time period. These one-minute spots focus on a theme each week, such as dental health, flu season or diabetes. The spots are recorded at Old Time Music in their recording room on CD and delivered to the radio station each Friday. WPAQ hosts a weekly show called "People Doing Good Work" that is hosted by a local business owner. The health department director, or a program director, is a guest on the show twice a year. This has been happening for the past 5 years. The show discusses the work of the department and the programs/functions of the individual on the show. When the director is the guest, the topics varies based on the time of year or any emerging issues in the news.

The two stations are also supportive in playing and public service announcements (PSA) that the health department provides. Also recorded at Old Time Music, approximately 5 PSA's are provided each year. They are played 3-4 times a day for one-two weeks, based on topic.

Public Health Month is celebrated in the state of Springfield each April. The State Department of Health provides materials for the department to use. This includes ad copy, restaurant tray placemats, press releases and sample radio spots. Each April, the department develops a newspaper insert for the two county newspapers that goes out during Public Health Week, as sponsored by APHA. The newspapers give the department a reduced rate for this insert. Both newspapers will publish stories about public health during April.

When the department distributes a press release, it is sent to the radio stations, the two newspapers, the TV stations and the large daily newspaper, The Reporter, that serves the county. It is published in the adjacent county. Our Public Information Officer (PIO) coordinates press releases and contacts Angela Watkins at the News & Times whenever one is released. Any time a State Press Release is distributed, the PIO will contact both newspapers to see if they have any questions. While The Reporter will occasionally contact the department for information, usually when there is an event within the county, we don't initiate many contacts. We respect the role of that county's health department as the point of contact for public health issues. If we do initiate that contact, the PIO informs the health department of the situation.

The closest TV stations are two counties away in Cambria and Elendor Counties. WXUR, a NBC affiliate and WFGH, an ABC affiliate, do not have any reporters based in Acme County, but make occasional live reports from Dotson, the county seat. On three occasions during the past 4 years, WXUR has requested an interview with the department. The department always provides a spokesperson, or the director, when such a request is made. WFGH has

## GOOD EXAMPLE

made one interview request in the past 4 years. The director participated in this interview. The interview was made from health department grounds.

There is one Spanish-language newspaper in the county, titled Anunciando (Announcing). It is printed twice a week and serves a four-county area. Any press release distributed is also translated into Spanish by the interpreter staff and sent to the paper. Our lead interpreter Yolanda Rogers is the department contact with the paper. She shares information regarding migrant health issues, vaccination clinics and other program offerings and department services. Twice a year, the department provides flyers to the paper regarding seasonal issues important to migrant workers. Chicken farming and process plants in the county have a large Hispanic employee base. Anunciando is a primary means of communication with our Hispanic residents.

### **Continued Advancement**

**Describe plans for advancement of the health department's work in the particular area addressed by this Requirement.**

While the department director and PIO have good relationships with the media, we want to enlarge the circle to include supervisors and program heads, so the media representatives can get to know them and get a better understanding of the programs and services they lead. We have taken initial steps to include these department leaders as authors of articles for the newspaper.

We need a closer relationship with the Acme Journal. Though limited by its once a week publication, we can work to get more frequent articles published.

We also want to get our 'Good Health Minutes' into the programing for WPAQ. Though both stations are owned by the same family, each has its own listener audience.

The department has a Facebook page, but it is fairly static and not updated on a regular basis. The department has plans for developing our social media presence, including tagging online news articles, creating a twitter feed and weekly updates to the Facebook page. Social media is the responsibility of the PIO and health education team. Another area under discussion is broadcasting some events on Facebook Live.

Finally, we are revising our media packet that contains basic information about the health department, including programing, services and contacts. We are revising it to fit our new branding policy. The packet itself will become a source of public health information along with information about the health department.

## BAD EXAMPLE

### Requirement 5:

The Acme County Health Department works with the media on a frequent basis. We have a better media relationship than any of our surrounding counties.

The ACHD Branding Policy (see Measure 3.2) describes how press releases and other communications are formatted. The ACHD Communications Policy outlines who at the department works with the media, including the PIO.

The list of media contacts continues to grow. In 2009 the department's media contact list had 12 contacts. The media contact list continues to grow and diversify every year.

An example of ACHD's great relationship with the media would be the coverage received at the health fair in October 2016. The event was promoted in the weeks prior by the local papers, local radio channel QRSX, and through the free student paper at the community college. At the health fair, local news channel TV6 interviewed Jim Smith about new and innovative work done at ACHD. There was also a lot of activity on social media, as seen through the department's Facebook and Twitter accounts; #ACHD and #PublicHealthMatters were trending on our department accounts and the Facebook post received a record 437 likes ([www.facebook.com/ACHD](http://www.facebook.com/ACHD)).

Media contact list:

<b>Name</b>	<b>Organization</b>	<b>Contact Info</b>
Joe Smith	TV6	<a href="mailto:jsmith@tv6.com">jsmith@tv6.com</a>
Karla Jones	QRSX Radio	
	Acme Community College Gazette	555-245-3451
Keith Johnson	Acme Daily News	news@acmedaily.com
Amy Hernandez	Local Blogger	
Janet Muller		
Olivia H.	TV3	
S. Williams	Acme Web Reporter	555-245-9636

ACHD plans to continue our relationship with various media outlets.

**ISSUE: DOCUMENTATION FORM NOT USED!**  
**FIX: ALWAYS USE THE DOCUMENTATION FORMS!!!**

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Name	Organization	Contact Info
Joe Smith	TV6	<a href="mailto:jsmith@tv6.com">jsmith@tv6.com</a>
Karla Jones	QRSX Radio	
	Acme Community College Gazette	555-245-3451
Keith Johnson	Acme Daily News	news@acmedaily.com
Amy Hernandez	Local Blogger	
Janet Muller		
Olivia H.	TV3	
S. Williams	Acme Web Reporter	555-245-9636

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**PHAB Note**  
 Issue: This is an opinion.  
 Fix: Stick with the facts.
- 
**PHAB Note**  
 Issue: Referring to a previous measure.  
 Fix: If the information is necessary for the requirement, include it in the narrative.
- 
**PHAB Note**  
 Issue: Describes the past.  
 Fix: Describe the current relationship.
- 
**PHAB Note**  
 Issue: Describes an example.  
 Fix: Describe the relationship across the department. Read the requirements carefully.
- 
**PHAB Note**  
 Issue: Includes live web link.  
 Fix: Explain the tools/process used instead of linking to them.
- 
**PHAB Note**  
 Issue: Sloppy and may not add value.  
 Fix: Review Narratives prior to submission to ensure they address all requirements and are complete.
- 
**PHAB Note**  
 Issue: Does not describe how.  
 Fix: Succinctly describe plans for continued advancement.