

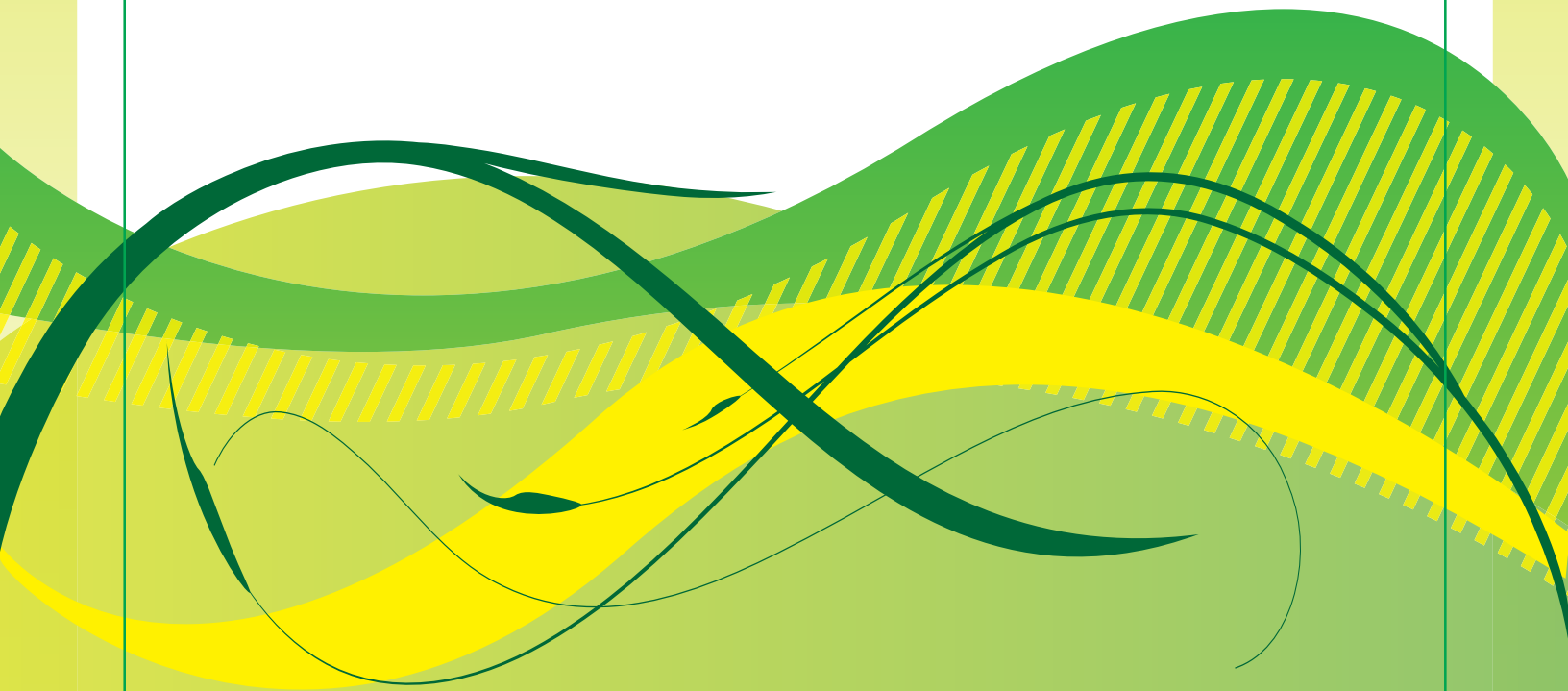
Oakland County Health Division

Communication Guide



Department of Health & Human Services

oakgov.com/health



Introduction

At Oakland County Health Division (OCHD), a broad range of information is communicated to educate and inform our customers, fellow staff and the community.

This guide includes information about communication-related policies/procedures, as well as tips and examples to help staff effectively communicate to internal and external audiences. Adhering to the principles outlined in this guide is essential for successful communication. It is the expectation that all staff follow the guide.

To access this guide electronically:

- From a web browser, navigate to the Health Division Intranet at <http://my.oakgov.com/sites/Health/Pages/HealthHome.aspx>
- Click on the Info & Publications left-side navigation tab.
- Click on the Communications Guide hyperlink.

The CHPIS unit oversees communication-related policies, procedures and activities for the Health Division. CHPIS also helps staff complete communication tasks and consults with staff regarding communications projects.

To access communication-related services from the CHPIS unit, please complete the Communication Work Request Form located on the Health Division Intranet: <http://my.oakgov.com/sites/health/Pages/FormsApplications.aspx>

For more information, contact Suzanne Weinert, Public Health Educator, (248) 452-9174 or weinerts@oakgov.com.

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Include these items on published materials:

1. Logo & Website
2. Disclaimer
3. File Path
4. Creation/Revision/Reprint Date

1. Logo & Website

The Health Division logo and web address are required on all OCHD materials.

- Place the logo on the front or back of materials.
- Replace outdated logos when updating or re-printing materials.
- Acceptable logo colors are black & white or full-color.
- The Oakland County Seal and the Oakland County web logo should not be used in most circumstances.

These are the official Oakland County Health Division logos.

**Website**

The web address can be placed under the logo. Make sure the stated web address is always **www.oakgov.com/health**. Logos that include the web address are available on the Intranet. See directions for downloading below.

Logo Download

- Using a web browser, navigate to the Health Division Intranet at <http://my.oakgov.com/sites/Health/Pages/HealthHome.aspx>. Click Employee Resources on the left-side navigation link. Click on the Logos/Disclaimers/Maps hyperlink.
- Right click on the desired file.
- Choose Save File To A Disk. Select a Computer Drive/Folder to save.
- To insert into a Microsoft Word/Power Point, select Insert, Picture, From File. Retrieve the item from the location where it was saved.
- Click on the logo, then right click the logo. Select Format Picture. Click layout tab. Select in front of text. The logo can now be resized and freely moved.
- Move and resize the logo with the computer mouse. Hold the shift key down while resizing to make the object proportional.

Oakland County's Intellectual Property Policy prevents illegal use of Oakland County logos, copyrights, website, and software. Review full details at <http://www.oakgov.com/intranet/legal/index.html>.

2. OCHD Disclaimer

Place the following disclaimer on all OCHD publications:

The Oakland County Health Division will not deny participation in its programs based on race, sex, religion, national origin, age or disability. State and Federal eligibility requirements apply for certain programs.

- Place the disclaimer on the last page of a packet, at the bottom of a one-page handout or the back of a brochure.
- An importable disclaimer is available on the Health Division Intranet. Follow the same download instructions as the logo.

The OCHD disclaimer is not required on:

- Materials for internal use only.
- State/Federal grant program materials with a program specific disclaimer.

Disclaimer for Resource Guides

Use both the OCHD disclaimer and the resource guide disclaimer below on a resource guide that lists other agencies:

This information is being provided to you as a service of Oakland County Health Division. Inclusion in this directory does not constitute endorsement by Oakland County Health Division.

3. & 4. File Path & Creation/Revision/Reprint Date

Include the entire file path to identify where the document is saved. Also include the date the document was created, revised and/or reprinted in a footer. The file path should be located below the disclaimer in smaller font.

Example of file path and revision date:

I:\Health_South\CHPIS\Health Educators\Weinert\communication.doc Rev 1/09

Business Cards

The Health Education unit has assumed the responsibility of processing orders for business cards. If you wish to place an order, fill out a Communications Work Order form, attach a sample/old card with any changes, have the form signed by an administrator and forward to Karen Cipriani. ***Please note, if the cards are for staff funded by a grant program, please write the grant account numbers on the Communications Work Order form, as the grant will be charged for the expense of processing cards. This is not necessary for staff funded by county dollars.***

A standardized design template that has been approved by administration will be used for all cards. Once a card has been created, a mock up will be forwarded electronically to the person whose name appears on the card for final approval.

If you have any questions, please contact Karen Cipriani at 248-858-4670.

Addresses & Telephone Numbers

Include the addresses and main switchboard telephone numbers of OCHD offices on informational pieces, space permitting.

Place this information at the end or on the backside of a document.

Example:

South Oakland Health Center
27725 Greenfield Rd
Southfield, MI 48076-3663
248-424-7000

West Oakland Health Center
1010 E. West Maple Rd.
Walled Lake, MI 48390-3571
248-926-3300

North Oakland Health Center
1200 N. Telegraph, Bldg. 34E
Pontiac, MI 48341-0432
248-858-1280

- If a service is available only at a specific office, include only the address of the office where the service is provided.
- If the material is program specific, include a telephone number that customers call for specific information.
- Refrain from using the terms "North Office," "South Office," etc.

Materials that may not require addresses include advertisements, posters, billboards, signs, forms and internal documents.

Return Address

Place a return address in the upper left corner of an envelope or at the top of the page in a formal business letter.

Include these items in the return address:

Oakland County Health Division
1200 N. Telegraph Rd., Bldg. 36E
Pontiac, MI 48341-0432

What Goes on What?

Document	Logo & Website	Disclaimer	File Path & Date	Directory Disclaimer	Return Address	Addresses & Telephone Numbers
Resource Guide	X	X	X	X		
Brochure	X	X	X			
Fact Sheet	X	X	X	X		X
Form (space permitting)	X		X			
Letter	Use letterhead				X	Use letterhead
Envelopes					X	

Examples

Required items properly placed on a document:



The Oakland County Health Division will not deny participation in its programs based on race, sex, religion, national origin, age or disability. State and Federal eligibility requirements apply for certain programs.

I:\Health_South\CHPIS\Health Educators\Weinert\communication.doc Rev 1/09

Back of a resource guide:

OAKLAND COUNTY HEALTH DIVISION

Department of Health & Human Services

North Oakland Health Center
1200 N Telegraph
Pontiac, MI 48341-0432
248-858-1280

South Oakland Health Center
27725 Greenfield Rd
Southfield, MI 48076-3625
248-424-7000

West Oakland Health Center
1010 E. West Maple Rd
Walled Lake, MI 48390-3571
248-926-3300



Department of Health & Human Services

oakgov.com/health

The Oakland County Health Division will not deny participation in its programs based on race, sex, religion, national origin, age or disability. State and Federal eligibility requirements apply for certain programs.

This information is being provided to you as a service of Oakland County Health Division. Inclusion in this directory does not constitute endorsement by Oakland County Health Division.

New Educational Materials Development

- Obtain approval from your supervisor and unit administrator before creating any new educational material.
- Prepare a rough draft and/or follow the Communications Work Request procedure.
- Consult with the Health Education unit for input and review. All materials must have an appropriate readability level, contain visual appeal, should be concise, and be formatted to increase audience understanding.
- Once the supervisor and unit administrator approve the material, follow the Print Procedures.

Communications Work Request (Graphic Arts & More)

- Complete the Communications Work Request Form.
- To access the form: Go to the Health Division Intranet at <http://my.oakgov.com/sites/Health/Pages/HealthHome.aspx>. Click on the Forms & Applications left-side navigation link. The click on the Communications Work Request Form hyperlink, located under "Commonly Used Forms."
- Forward the work order to your supervisor and unit administrator for approval. It is each unit's responsibility to secure all required signatures before submitting to the Health Education supervisor.
- After administrative approval, send to the Health Education supervisor.
- A draft copy of the material will be given to the requesting individual for review and revisions. Include all committee and administrative revisions. Only one set of revisions will be accepted.
- Once a final version of the material is complete, communications staff forwards the material back to the originator. The originator follows print procedures to begin the printing process.
- Please allow at least 3 weeks for Communications Work Requests to be completed.

Print Procedures

- Complete a Print Requisition form. Indicate the order as "reprint" or "new print." Include the print quantity and delivery locations for the job. Fully complete the form, including account numbers. Attach a hard copy of the piece with the Print Requisition.
- Reprinting: Forward the hard copy and print requisition form to the unit administrator for a signature.
- Newly created materials: Forward the hard copy and print requisition form for signature to the unit administrator and Health Division manager.
- The administrator forwards the material to the Health Education supervisor. If standards are not met, the Health Education supervisor returns the piece to the originator for corrections.
- The Health Education supervisor logs the print order and sends the material to the Print Shop.
- Each unit must track its own packing slip and history of print orders.
- Please allow 10 days for all print requests. Quick print options are available in certain situations, please inquire with the Health Education supervisor.

Mail Guidelines

The Oakland County Mail Center Mail Service Guidelines describe how to obtain the best available price for postage. The following are the basic steps for standard mailing preparation:

- Capitalize addresses.
- Eliminate all punctuation.
- Use standard address (RD, STE, BLVD, etc) and two letter state abbreviations.
- Select Courier New font.
- Use 10 or 12 pt. font size.
- Documents folded in half require two seals; tri-folded documents only require one seal.

- Seal thick envelopes. Don't seal standard envelopes.
- Fully complete the return address in the upper left corner.
- Use light colored or white envelopes and paper.
- Maximum postcard dimensions are 4 ¼" by 6." Minimum dimension is 3 ½" by 5."

A full copy of the guide is available on the Health Division Intranet on the Communications Guide page.

Photo Release

Health Division staff must receive permission to take and use photographs of individuals. Permission from a parent or guardian must be received for minors under age 18.

- Obtain a Photo Release Permission Form on the Health Division Intranet at <http://my.oakgov.com/sites/Health/Pages/HealthHome.aspx>. Click on the Info & Publications left-side navigation link. Click on the Communication Guide hyperlink. Click on Templates, Forms, Guides and Examples.
- Mail completed forms to Roxanne Condit, North Oakland Health Center.

Translation

Written Translation

- Make a request to your supervisor to have a publication translated.
- Supervisors submit translation requests to the unit administrator. Unit administrators will determine if the translation request is appropriate and if funding is available.
- The CHPIS administrator will process the request and contract with a translation vendor.

Verbal Translation

A fellow Health Division employee may be able to assist with verbal translation. A list of Health Division staff who speak various languages is available on the Health Division Intranet at <http://my.oakgov.com/sites/Health/Pages/HealthHome.aspx>. Click on the Employee Resources left-side navigation link. Click on the OCHD Foreign Language Speaking Staff hyperlink.

Public Health Nursing, Nutrition and PACE Translation Procedure

- Determine if the client has someone to assist with the translation. Use a phone translator to ask if there is an adult available (with whom the client is comfortable) to translate when arranging the first visit.
- Assess if the client has Medicaid with an HMO. Arrange translation services with the HMO vendor.
- Use phone translation services provided by Andalex Telanguage for all translation needs unless approval is given by a supervisor for a shared home visit with a translator.
- Obtain supervisory approval for each visit when a translator home visit is requested.
- Situations for which a shared home visit with a translator will be approved include: nutrition assessment and teaching, lead home assessment with Sanitarian and PHN, cell phone coverage not available, CHC appointment, and other circumstances with approval of supervisor.
- Use Andalex Telanguage when arranging a shared home visit with the Abcare translator.
- Use Andalex Telanguage when a situation requires that a shared home visit with the Abcare translator be cancelled.
- Continue to assess alternatives to translation during ongoing services.
- Encourage the client to enroll in English as a Second Language (ESL) classes.
- Complete Translation Service Encounters Log (2-07 version) following all translation use.

Fax Sheet Cover Page

Use the OCHD Fax Sheet Cover Page when sending faxes outside the agency. The cover page includes all necessary information, including a HIPPA Privacy Notice Statement. The cover page can be found on the Health Division Intranet at <http://my.oakgov.com/sites/health/Pages/FormsApplications.aspx>. It is under Forms and Applications, under the Misc. heading.

Fact Sheets

The CHPIS administrator and the Health Education supervisor oversee fact sheet development.

- Obtain approval from your unit administrator before developing or revising a fact sheet.
- After administrative approval, inform the Health Education supervisor about the development or revision of a fact sheet.
- Develop draft content and submit to the Health Education supervisor for editing and to facilitate formatting.
- The fact sheet is sent to the CHPIS administrator and the appropriate unit administrator or chief of Medical Services for final review and approval. CHPIS is responsible for reviewing non-technical information. The unit administrator/chief of Medical Services reviews technical information.
- The fact sheet is forwarded to the Health Education supervisor to facilitate printing and web posting.
- Fact sheets are available on the Health Division website, and hard copies are available in office lobbies.

News Release Procedure

A news release is used to inform the public about an event or information of public interest. *Allow two weeks lead time.*

- Obtain approval from your supervisor before preparing a news release.
- Complete the Communications Work Request form for CHPIS assistance and to submit a draft of a news release for administrative approval. See next page for how to write a news release.
- The Health Education unit reviews and edits the news release.
- The news release is distributed to the appropriate unit administrator for review.
- The Health Division manager will review and approve the final draft of the news release.
- News releases must be printed on OCHD news release letterhead.
- News releases are distributed to the appropriate media contacts and Health Division administrators by the Health Administration office.
- Send an electronic copy of the news release to Suzanne Weinert, weinerts@oakgov.com, for placement on the Health Division website.

Download News Release Template

Navigate to the Health Division Intranet at <http://my.oakgov.com/sites/Health/Pages/HealthHome.aspx>. Click Info & Publications on the left-side navigation link. Click on the Communication Guide hyperlink. Click on the Template right-side related link.

For assistance: Contact Suzanne Weinert at 248-452-9174 or weinerts@oakgov.com.

Please note: Contact with Oakland County's Public Information Office will be made by Health Administration only.

Writing a News Release

Include six items in the first paragraph of a news release: who, what, when, where, how, and why. The amount of detail provided in subsequent paragraphs depends on two things:

1. Importance of story
2. Necessity of details

It is best to be short and concise. A good release is timely, brief, accurate, and includes information that appeals to people locally. Use the inverted pyramid style of news writing: The most important information goes at the beginning, the least important at the end. The first paragraph informs about the headline. Subsequent paragraphs back up the first by providing background information, quotes, and other relevant details. Here are some other tips:

- Create headlines with impact using few words. The most effective words in a news release headline are eye-catching words like “announces” and “new.”
- Comparative words like “better” or “more” can also draw attention to your article. The headline is the “hook” that lures editors and reporters into reading more. Headlines must be compelling.
- Begin with a question, a statistic, a provocative statement or a powerful benefit.
- Include a quote from an individual who is a topic expert or a leader within the organization.
- Avoid exaggeration and unsubstantiated claims.
- Stress benefits. Provide specific examples of benefits supported by evidence and anecdotes.
- Keep the release to about one page, two pages maximum.

Always indicate a release date (i.e. FOR RELEASE THE WEEK OF March 13, 2009 or FOR IMMEDIATE RELEASE). The best day to promote an event in a newspaper is:

1. Thursday, Saturday, Sunday
2. Pre-Holiday

For assistance: Contact Suzanne Weinert at 248-452-9174 or weinerts@oakgov.com.



Department of Health & Human Services

NEWS RELEASE

L. BROOKS PATTERSON, OAKLAND COUNTY EXECUTIVE

Kathleen Forzley, R.S., M.P.A., Manager
HEALTH DIVISION

CONTACT PERSON: Kathy Forzley, Manager/Health Officer
Oakland County Health Division
(248) 858-1410

FOR IMMEDIATE RELEASE

November 1, 2008

THOUSANDS OF FLU SHOTS AVAILABLE AT OAKLAND COUNTY HEALTH DIVISION

November 1, 2008--Oakland County, MI-- Adults and children over six months of age can get their flu shots at the following Oakland County Health Division locations beginning on Tuesday, November 6, 2008 at 8:30 a.m.

- North Oakland: 1200 N. Telegraph Rd., in the Oakland County Complex, Bldg. 36 East.
- South Oakland: 27725 Greenfield Rd., North of 11 Mile Rd., at Catalpa Rd.
- West Oakland: 1010 E. West Maple Rd. at Pontiac Trail.

Hours: Monday: Noon-8:00 p.m. and Tuesday-Friday: 8:30 a.m.-5:00 p.m. Flu shots are \$7.00 (Cash Only). Medicare and Medicaid accepted. Bring photo identification and insurance cards.

"We gave over 12,000 flu shots at our mass vaccination clinics on October 27th, but we still have thousands of doses of flu vaccines available. People should get their flu shots as soon as possible, especially older adults, young children, and people with chronic health conditions," Oakland County Health Division Manager/Health Officer Kathy Forzley said.

Flu vaccines are not recommended for those who are less than six months of age, are allergic to eggs, had a serious reaction to flu vaccine in the past, previously developed Guillain-Barre syndrome within six weeks of getting a flu shot, or have a fever.

For more information, call the Health Division's Flu Vaccine Hotline at 1-800-434-3358 or visit www.oakgov.com/health.

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NORTH OAKLAND HEALTH CENTER
1200 NORTH TELEGRAPH ROAD
PONTIAC MICHIGAN 48341-0432
General Information 248-858-1280

SOUTH OAKLAND HEALTH CENTER
27725 GREENFIELD ROAD
SOUTHFIELD MICHIGAN 48076-3663
General Information 248-424-7000

WEST OAKLAND HEALTH CENTER
1010 E WEST MAPLE ROAD
WALLED LAKE MICHIGAN 48390-3571
General Information 248-926-3300

Forms

Oakland County Health Division forms must include the following items:

- Form title at top (always include Oakland County Health Division in title)
- OCHD logo at the top of the form, space permitting
- OCHD disclaimer on the bottom of the form, space permitting
- File path
- Creation, revision or reprint date

Forms for internal use only do not need to include the logo and disclaimer.

A Form Template is available on the Health Division Intranet.

Download Form Template

Using a web browser, navigate to the Health Division Intranet at <http://my.oakgov.com/sites/Health/Pages/HealthHome.aspx>. Click Info & Publications on the left-side navigation link. Click on the Communication Guide hyperlink. Click on the appropriate right-side related link.

In addition, a variety of forms for staff use are available electronically on the Health Division Intranet under the Forms & Applications left-side navigation link.

Broadcast Messages

Broadcast messages are sent via e-mail by Information Technology or Oakland County Health Division designees.

These messages communicate information of significant and widespread interest to staff.

To submit a broadcast message:

- Receive supervisor and unit administrator approval.
- Indicate if the message is intended for OCHD employees only or for distribution to all county employees.
- Send broadcast message requests for OCHD employees to Donna Genre, Health Administration, genred@oakgov.com.
- Submit broadcast messages for county employees to Suzanne Weinert at weinerts@oakgov.com.

Employee Notification Boards

Employee Notification Boards are located throughout OCHD office buildings to facilitate staff communication. It is the responsibility of all staff to review the Employee Notification Board regularly in his/her building. The broadcast message procedures above must be followed prior to posting messages on boards. In addition, the following procedures will be used to post information on the boards.

- A designated individual in each office is responsible for posting and removing items from the board.
- Messages will be posted within 24 hours or the next working day.
- Personal information and information not related to work are not to be posted on these boards.
- Postings should be removed promptly once outdated.

News to Use

The News to Use is a newsletter for OCHD employees that provides staff with announcements from administration and updates about programs and services.

The News to Use is e-mailed to OCHD administrators, chiefs, supervisors and program coordinators to distribute to their staff.

- Supervisors must identify a distribution channel(s) for staff to receive a copy of the newsletter monthly. Examples include e-mail, employee notification board postings, copies placed in employee mailboxes, routing, etc.
- Employee Notification Board designees must post the News to Use on the bulletin boards for which they are responsible.
- Past editions of the News to Use are available on the OCHD Intranet.

Article ideas and announcements can be sent to Suzanne Weinert, North Oakland Health Center or weinerts@oakgov.com.

The Telegraph Newsletter

Submit announcements and articles for the Oakland County employee newsletter, "The Telegraph," to Suzanne Weinert, North Oakland Health Center or weinerts@oakgov.com. Supervisors should review and approve articles before submission.

The Telegraph Road Sign

To reserve space on the Telegraph Road Sign, forward messages and reservation dates to Suzanne Weinert, weinerts@oakgov.com.

Messages must not exceed three lines, 18 characters per line, including spaces and punctuation. Messages appear in week-long increments, from Friday to Thursday. Reserve at least two months prior.

Please note: Contact with Oakland County's Public Information Office will be made by Health Administration only.

OCHD Internet and Intranet Updating Procedures

The OCHD websites (internet/intranet) are continuously updated. Any additions, modifications, or deletions to the websites can be submitted to the unit administration listed below. Administrators will accept and approve staff requested changes to the web site, facilitate the proper approval process within their unit, and submit the requests.

Unit	Administrator
Administrative Services/Special Projects	Tom Fockler
Community Health Promotion and Intervention Services (CHPIS)	Lisa McKay-Chiasson
Environmental Health Services (EHS)	Tony Drautz
Public Health Nursing Services (PHNS)	Jean Ulmer
Medical Services	Dr. Julie Vaishampayan

Each unit has a website representative who is responsible for making changes to the website. The following individuals are website representatives for each Health Division unit:

Unit	Website Representative
Web Administrator	Trisha Zizumbo
Administrative Services/Special Projects	Suzanne Weinert, Trisha Zizumbo
Back-Up to Web Administrator	Suzanne Weinert
Community Health Promotion and Intervention Services (CHPIS)	Trisha Zizumbo
Environmental Health Services (EHS)	Brian Olseski
Personal and Preventive Health Services (PPHS)	Brian Olseski
Emergency Preparedness Unit	Brian Olseski
Medical Services	Brian Olseski

Any requested website additions must be approved by the manager and submitted to the Web Advisory Committee (WAC) to determine feasibility. The WAC members are listed below.

Web Advisory Committee

Karen Cipriani, Leigh-Anne Stafford, Brian Olseski, Suzanne Weinert, and Trisha Zizumbo

Website Guidelines**Authorized Website Representatives*****Primary Representatives:***

Brian Olseski, Suzanne Weinert, Trisha Zizumbo

Internet & Intranet Procedures

1. Employees obtain approval and signatures from their supervisors and administrators to request additions, modifications or deletions to the OCHD website.
2. Submit the signed Communications Work Request to the Health Education supervisor.
3. If a request is for any additions, the Health Education supervisor will submit the request to the WAC. Following approval, the website representative makes the requested change.

Internet and Intranet Criteria

- The internet site is reserved for public use only.
- The intranet site is reserved for staff use only.
- OCHD documents and information will be located in one area only, either the internet or intranet.
- Any documents used by more than one OCHD unit will be posted in one area of the intranet, i.e. the home page.
- Any materials that are not visually appealing or do not facilitate reading will be re-designed by the communications team.

Questions

Website representatives can contact Suzanne Weinert at 248-452-9174 with any questions concerning the web. Please do not contact Information Technology for any matters pertaining to the Health Division's website. However, in an emergency situation, if all primary representatives are unavailable, please contact the following Information Technology representatives:

Roger Thornton

248-452-9152

thorntonr@oakgov.com

Chris Papandria

248-230-8562

papandriac@oakgov.com

Community Event Participation

The CHPIS unit oversees staff participation at community events to avoid overstaffing and to secure appropriate participation. Complete the Community Event Staff Participation Form to notify CHPIS of event participation.

To download: Navigate to the Health Division Intranet at <http://my.oakgov.com/sites/Health/Pages/HealthHome.aspx>. Click on the Training/Events Staffing left-side navigation link. Click on the Community Event Staff Participation Form.

If staff becomes aware of a community event where OCHD participation may be desired, contact Suzanne Weinert at (248) 452-9174 or weinerts@oakgov.com.

After staff attend an event, complete the Community Event Feedback Form which is also available on the Intranet.

Media Interviews

OCHD staff are required to obtain administrative approval before a media interview. If an employee is granted permission to speak to the media, follow these tips:

- Prepare before the interview. Choose two or three main points to discuss. Refresh yourself about different aspects of the topic.
- Keep in mind that the reader or viewer wants to know one thing, "What does this mean to me?"
- During an urgent or emergency situation, calm fears by expressing empathy. Demonstrate expertise with facts, and be honest about the situation. Explain the process in place to respond to the emergency. Suggest things people can do.
- Avoid jargon, acronyms or clinical terminology.
- Answer questions in simple, every-day language.
- Avoid sarcasm, jokes, or slang language.
- If you do not know an answer, say so. Offer to find out and provide the information prior to the deadline.
- Refer to other professionals if it will enhance the story.
- Return calls, and provide information requested by the reporter in a timely manner.

Staff approved to participate in a media interview or who see/hear a news story that mentions OCHD should contact Suzanne Weinert at (248) 452-9174 or weinerts@oakgov.com. Health administration tracks all stories about OCHD.

Public Information Office

Contact with the Public Information office or requests of Public Information Officer Bob Dustman will be facilitated by the Health Administration office only.

Podcasts

Information Technology produces web-based podcast interviews to feature topics of general interest to Oakland County residents. Podcast topics highlight county government services, special seasonal programs, and important local events.

Complete the Communications Work Request Form to request development of a podcast about a Health Division program or related topic. Health Administration facilitates and approves all podcast requests. For more information, contact Suzanne Weinert at (248) 452-9174 or weinerts@oakgov.com.

Advertising/Health Promotion

A variety of advertising methods are used to promote Health Division programs and to educate the public about public health topics. Forms of advertising used by the Health Division include: print (newspapers/magazines), radio, T.V., billboards, displays, posters, flyers, etc.

The cost of advertising varies greatly and can range from free to very costly. Typically, the Health Division has a minimal budget for advertising and utilizes mostly low cost print advertising, news releases and media partnerships to promote and educate the public. In some circumstances, grant funds allow for more expansive marketing approaches.

Radio and T.V. advertising is the most costly and typically costs well over \$10,000 per contract. Billboards can cost as much as \$25,000-\$40,000 for a minimum contract. Print advertising can easily be secured for \$500-\$2,000 per contract.

All advertising must be approved by the Health Division manager and will require consultation with the Health Education unit for proper development and facilitation of contracts with media vendors.

To request advertising:

- Obtain unit administrator and Health Division manager approval.
- Complete the Communications Work Request Form for consultation.

Message Content

To create understandable messages for a public audience:

1. Limit the number of messages:

- Present the reader with no more than three to four main ideas per document or section of the document.
- Provide only necessary information. Skip details that are nice to know. For example, if writing a brochure about how to prevent Lyme Disease, it is unnecessary to state when Lyme Disease was discovered.
- Stick to one idea at a time. Develop one idea fully before moving to the next. Skipping back and forth between topics can create confusion.
- Avoid lengthy lists. Limit lists to five or six items. Readers tend to forget items in longer lists.
- Include the most important information at the top of the document. Readers begin to lose concentration half way down the page.

2. Inform readers about what they should do:

- State clearly the action needed. Use concrete nouns and active voice. State: To avoid getting sick from food, follow these rules:
 - Cook meat to the proper temperature
 - Wash hands after handling raw meat

Do Not State: Following safety precautions can reduce foodborne disease transmission.

- Accentuate the positive. Tell the reader what to do, rather than what not to do. State, "Wear your helmet each time you ride your bicycle." Do Not State, "Do not ride your bicycle without wearing your helmet."
- Be consistent with word use. Choose the most familiar words and use them throughout. For example, Mad cow disease and bovine spongiform encephalitis may be the same thing to you, but the reader may think they are two different diseases.

3. Inform readers what they will gain by reading your material:

Readers want to know how reading your material will benefit them. Answer the question, "What's in it for me?" For example, in a booklet about how to quit smoking, inform readers that the information in the booklet could help them live longer, healthier lives.

4. Choose words carefully:

- Keep it short. Use words with one to two syllables. Make most sentences 8-10 words. Limit paragraphs to 3-5 sentences.
- Write as if talking to a friend. In many documents a conversational style has a more natural tone and is easier to read and understand. Read aloud what is written to see how it sounds. State: If you go near this chemical, you may get sick. Do Not State: Exposure to this chemical may cause adverse health effects.
- Limit use of jargon and technical language. Use "high blood pressure" rather than "hypertension."
- Choose words with a single definition. For example: "Poor workers" could mean workers with poor performance or workers with limited income. Unskilled readers may not be able to figure out the meaning of the context.
- Use analogies familiar to your audience. State: Feel for lumps the size of a pea. Do Not State: Feel for lumps about 5-6 mm in diameter.

- Avoid abbreviations and acronyms. When using an abbreviation or acronym, spell the word out and then the acronym in parentheses. For example: Put your baby to sleep on his back to lower the risk of Sudden Infant Death Syndrome (SIDS).
- Instead of statistics, use general words like most, many and half.
- Avoid use of symbols. For example: Alcohol + Pregnancy = Fetal Alcohol Syndrome. This example may be difficult for some readers to understand.

5. Be sensitive to cultural differences:

- Use terms the audience is familiar and/or comfortable with. For example, If the audience usually goes to the health department for treatment, use “clinic” in your pamphlet about getting regular check-ups, not “doctor’s office.”
- If there is a need to identify a group of people by race or ethnicity, use a term preferred by that group. Preferred terms may vary even within an ethnic or racial group. For example, one group may want to be identified as “African-American” and another group may prefer to be identified as “Black.”
- Tailor messages to each cultural or ethnic group or subgroup. Groups may have different needs, values and beliefs that affect how they interpret your message. Many minority groups have subgroups that greatly differ from one another. What is effective for one minority group or subgroup may not work for another.
- Talk to members of the target audience before designing materials. Then, let them review the drafts and provide feedback.

Printing Tips

- Choose light colored paper. Dark colored paper limits readability. Yellow is easily visible at a distance.
- Use dark inks. They are easier to read. Use colored ink to emphasize headings, major points or important phrases. Yellow ink is hard to read.
- Quality paper can improve appearance of materials. Paper is generally selected by pound. Pound is an indication of thickness/quality.

20 pound- Similar to copy paper.

65 pound- Does not allow bleeding and is better quality than 70 pound.

70 pound- Slightly thicker than copy paper.

110 pound- Card stock.

Readability

Check text for readability. Articles targeting the general public are best understood when written at the 9th grade level. Articles targeted for professionals can be written at a higher level.

To determine readability on the computer, use the readability tool in Microsoft Word. To access: Open Microsoft Word. Open the file. Click tools. Click Spelling and Grammar and then click options. Check the Readability option.

SMOG Readability Formula

There are several tools, such as SMOG, to determine readability for materials not on the computer.

1. Count off 10 consecutive sentences near the beginning, in the middle, and at the end of the text.
2. From this sample of 30 sentences, circle all the polysyllabic words (3 or more syllables).
3. Count the number of words in the 30 sentences and look up appropriate grade level in the following table.

SMOG Conversion Table

Total Number of Polysyllabic Words in Document	Appropriate Grade Level (+ 1.5 grades)	Total Number of Polysyllabic Words in Document	Appropriate Grade Level (+ 1.5 grades)
0-2	4 Low Literacy	73-90	12 Fairly Difficult
3-6	5	91-110	13
7-12	6 Easy	111-132	14
13-20	7	133-156	15
21-30	8	157-182	16 Difficult
31-42	9 Average	183-210	17
43-56	10	211-240	18
57-72	11		

Tips for Applying the SMOG Test

- A sentence is defined as a string of words punctuated with a period, an exclamation point, or a question mark.
- Hyphenated words are considered one word.
- Numbers that are written should be considered. If they are in numeric form in the text, they should be pronounced to determine if they are polysyllabic.
- Proper nouns, if polysyllabic, should be counted.
- Abbreviations should be read as unabbreviated if they are polysyllabic.

Text Appearance

Text appearance can greatly affect the readability of a document. Follow these simple tips:

- Use 12 or 14 point fonts. Older readers may require an even larger font.
- Heading font sizes should be at least 2 points larger than the text size.
- Fancy or script lettering is not suitable for the body of the text.
- Audience age and type of message may impact the style selected for specific materials.
- Mix upper and lower case letters. ALL CAPS ARE DIFFICULT TO READ.
- Use boldface or underlining to emphasize words or phrases. Limit using italics.
- Use dark letters on a light background.



Department of Health & Human Services

oakgov.com/health

The Oakland County Health Division will not deny participation in its programs based on race, sex, religion, national origin, age or disability. State and Federal eligibility requirements apply for certain programs.

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