



BRAND & COMMUNICATION GUIDELINES



INTRODUCTION

At Oakland County Health Division (OCHD), a broad range of information is communicated to educate and inform clients, staff, and community. This brand and communication guide includes information about communication guidelines, standards, procedures, as well as tips and examples to help staff effectively communicate to internal and external audiences. **It is the expectation that all staff follow the guide. Adhering to the outlined principles is essential for successful communication.**

The Health Promotion Services (HPS) unit oversees OCHD communication and branding policies, procedures, and activities. HPS also assists and provides consultation to all staff regarding communication projects. **The director of health & human services and health officer can modify these procedures as they deem appropriate for any communications job or task.**

Contact the health education supervisors with any questions:

Hanna Cassise: 248.766.8146, cassisej@oakgov.com • **Kristina Ottenwess:** 248.296.1683, ottenwessk@oakgov.com

CONTENTS

Why Branding	1	Bring on Communications	24
Our logos	2	Document Review Standards	25
Type Matters	6	Communications Work Request	26
Typography	7	Print Materials	29
Feeling Good with Color	9	Websites	31
Color	10	Social Media	32
Signage	12	E-Mail	33
Pulling it All Together	14	Mail	35
- Brand Elements	15	Public Relations & Marketing	37
Branding for Community Stakeholders	20	Miscellaneous	44
		Appendix 1: Helpful Tips	51
		Appendix 2: Important Documents	56
		Appendix 3: FAQs	57

WHY BRANDING?

Brands play a key role in attracting employees, partners and most importantly clients to an organization. Brands help distinguish an organization, create awareness and help organizations reach their promotional and educational goals. The brand tells the audiences who you are, what you believe in, and what unique value you provide.

These standards not only create a recognizable look and feel for OCHD communications, but also provide guidance on how to tailor specific public health messaging to community stakeholders. This guide supports our [Strategic Plan Vision](#) to be a dynamic, evolving public health leader that is data-informed, connected, and engaged in innovative practices and solutions to create an equitable, healthy community by year 2020.

OUR LOGOS

Oakland County Health Division (OCHD) utilizes two sets of logos. The primary set includes County Executive David Coulter’s name within the logo, with the horizontal version being the preferred logo for use. The stacked logo with County Executive Dave Coulter’s name is used whenever space or size is a consideration. OCHD’s secondary set of logos DO NOT include County Executive David Coulter’s name and are used sparingly depending on the nature of the document. Only one style of logo may be used per publication. For instance, if you have the horizontal logo on the front of a document, do not use the stacked logo elsewhere in the document. Pick one logo style for each publication and use it throughout.

When considering the size of the logo, the visual presence of the OCHD logo must be equal to or larger than those surrounding it. For instance, a sponsor/partner logo should not visually dominate the OCHD logo. However, in some sponsor situations where the sponsor pays more or has a bigger part than OCHD, their logo will be prominently displayed.

The Health Division logo is a service mark (similar to a trademark). It cannot be altered in any way. Any requests to use the logo by a non-county organization must be approved by Corporation Counsel. Contact the health education supervisors for further guidance.

PRIMARY LOGO SET



SECONDARY LOGO SET



LOGO COLOR VARIATIONS

Logos should appear in full color when used in a full color design, whenever possible. However, if the publication requires a single color version of the logo, choose either all-black or all-white.

COLOR VARIATIONS



COLOR VARIATIONS



LOGO USAGE

Let the logo BREATHE and give it some space. The minimum clear space that must surround the logo is equivalent to the width of the “O” as shown below. In print, the primary logo should never appear smaller than 1” in width. The secondary logo should never appear smaller than 0.6375” in width.

CLEAR SPACE



MINIMUM SIZE



LOGO DON'TS

Our logo represents our organization. In an effort to keep the organization’s integrity, below are a few examples of what NOT to do with our logo.



Don’t alter the color specifications within the trees or the logotype.



Don’t stretch or compress the logo.



Don’t add effects like shadows, dimensions, and gradients to the logo.



Don’t place the logo on a background that provides insufficient contrast.



Don’t place the logo over busy photographic images or textures.



Don’t create logo “lockups” by adding text in close proximity to the logo.

TYPE MATTERS

Typography is as important as the written message. A typeface can create emotion (happy or sad?), enhance a theme (past or present?), spark interest (shout or whisper?), add personality (silly or serious?) and even convey trust – all of which are crucial to maintaining an organizations brand and messaging.

The typographic choices we make can have a serious effect on how people perceive our brand. The way people consume media has dramatically changed with new technology, meaning more and more content is consumed through screens and responsive devices. For this reason, consideration must be given to how typography looks and feels on every platform.

TYPOGRAPHY

Good typography should go unnoticed. Not seeing typography means it makes sense within its creative surroundings. Good typography tells the consumer what’s important, organizes information, focuses on the key points, and tells a little more of the story. It also helps facilitate the ease of reading. Bad typography screams at you, and takes away from achieving any of the above. Typography is just as important as communicating the brand’s uniqueness through the use of color, imagery, and photography.

Arial and Times New Roman font families (shown below) were carefully chosen to reflect the county’s brand identity and must be used in all marketing and communication materials. In addition to Arial and Times New Roman, the Health Division uses Bebas Neue as an accent font. Bebas Neue is suitable for titles or accent words in headlines to draw attention to key words or give the eye a focal point. This font may only be used by approved staff. For guidance, please contact the OCHD graphic designer Lona Bentley at bentleyl@oakgov.com.

FONT FAMILY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

ARIAL NARROW (USE SPARINGLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

ARIAL NARROW BOLD (USE SPARINGLY)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

TIMES NEW ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

TIMES NEW ROMAN BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890@#\$\$%&*

BEBAS NEUE – ACCENT FONT

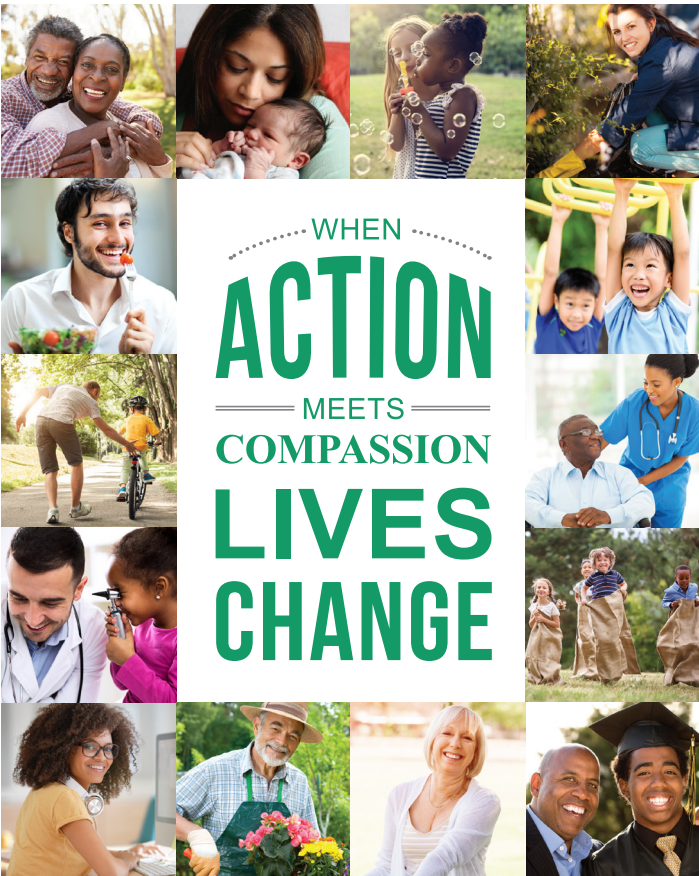
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@#\$\$%&*

(Approved staff only)


TYPOGRAPHY

There are some instances where typography will be used graphically as a design element. At OCHD, you may see anywhere from one of our chosen font families to all three being used at once to call attention to a key word or phrase. Only the OCHD graphic designer or approved trained staff can attempt this typographic technique. All approved staff creating such elements must get their project reviewed by the graphic designer.


EXAMPLES




“Promoting **ACTIVE** and healthy lifestyles is part of my **ADMINISTRATION'S VISION** for an exceptional quality of life in Oakland County. **RECOGNIZED** as a **PUBLIC HEALTH LEADER** in Michigan, Oakland County Health Division's **INNOVATIVE** programs are helping to make our residents among the **HEALTHIEST** in the state. I **ENCOURAGE** all of our residents, businesses, and guests to **EXPLORE** our **POSITIVE** health initiatives.”





L. Brooks Patterson
Oakland County Executive



NURSE ON CALL
... HOTLINE ...
ANSWERED 14,412 CALLS

387 NEW 
INDIVIDUALS
ENROLLED IN DENTAL PROGRAM

14,055 CHILDREN NEEDED
FURTHER EVALUATION AFTER
 **135,487**
HEARING & VISION SCREENINGS



CHILDREN'S SPECIAL HEALTH CARE
... SERVICES ...
SUPPORTED 2,586 CLIENTS

41,747 WATER TESTS
... RAN ON ...
22,201 WATER SAMPLES

3,277 INSPECTIONS ON **1,372** WATER WELLS

872 WELL AND **746 SEPTIC** INSTALLATION PERMITS ISSUED
RESIDENTIAL AND NON-RESIDENTIAL

INSPECTED 15,257 LICENSED FOOD SERVICE ESTABLISHMENTS

ENSURING A SAFE & CLEAN ENVIRONMENT



46,573 IMMUNIZATIONS TO
15,257 CHILDREN AND ADULTS

10,825 STD EXAMS RESULTING IN
96,053 TESTS


9,393 HIV TESTS ADMINISTERED



15,852 COMMUNICABLE DISEASE CASES REPORTED
... AND ...
INVESTIGATED

... ASSISTED ...
13,042 WIC CLIENTS TO EAT WELL EACH MONTH

656 MIDDLE & HIGH SCHOOL STUDENTS LEARNED THE SIGNS OF SUICIDE

ENCOURAGING HEALTHY BEHAVIORS

... VISITED ...
2,637 RESIDENTS WITH HIGH-RISK NUTRITION NEEDS

508 YOUTH RECEIVED SUBSTANCE ABUSE AND VIOLENCE PREVENTION TRAINING

PAGES FROM PREVIOUS ANNUAL REPORTS

FEELING GOOD WITH COLOR

Brands and color are linked because color conveys meaning and message without use of words. Color is the visual component people remember most about a brand, followed closely by shapes/symbols, then numbers, and finally words. Humans are emotionally attached to color, for that reason we attach certain feelings and expectations to brands featuring particular color palettes.

COLOR

Oakland County’s color palette communicates tradition, instills loyalty and trust while bringing enthusiasm and innovation. **The primary color for OCHD is Oakland County Green. Secondary colors are blue and orange.** At OCHD, a tertiary color of lime green can also be used sparingly. It is a subtle addition to help OCHD’s marketing materials stand out from other county communications.



CMYK: 84, 15, 78, 2
RGB: 0, 154, 102
PMS: 347
HEX: #009966



CMYK: 100, 52, 0, 0
RGB: 0, 111, 186
PMS: 285
HEX: #006fba



CMYK: 0, 54, 87, 0
RGB: 246, 141, 46
PMS: 715
HEX: #f68d39



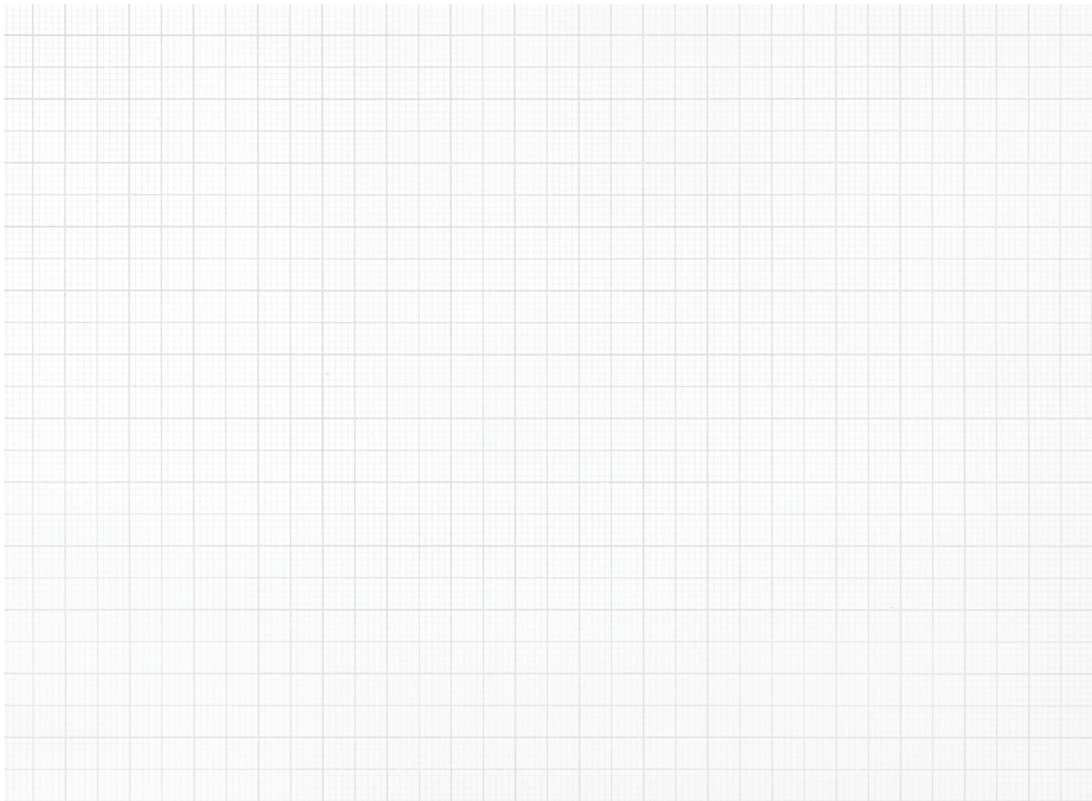
CMYK: 39, 0, 91, 0
RGB: 168, 207, 74
PMS: 367
HEX: #a8cf4a

TEXTURE & PATTERN

Although sometimes overlooked, textures and patterns are powerful visual indicators of brand identity. The brain recalls repetition so a pattern/texture that is incorporated into the brand helps it to be remembered and identifiable. For example, it is not necessary to add the logo to every single social media graphic in order to brand it. By adding a brand texture or pattern to it, you can have more flexibility with the design while retaining the brand’s consistency. Additionally, patterns and textures can quickly communicate a brand’s reputation and voice. Only the OCHD graphic designer and approved, trained staff can use these textures/patterns.



GRAY LINEN TEXTURE



GRID PATTERN

SIGNAGE

Signage plays one of the most pivotal roles in providing a first impression of your organization to the public – whether this is done explicitly or subtly. It reinforces brand identity to your target audience. Typically people perceive that higher quality signage relates to better quality service, thus leading to a better impression of our organization.

SIGNAGE

Standardized design templates approved by administration are used for all signs. Complete a communications work request and attach text you would like included for building signs and sandwich boards.

GUIDELINES:

- Refrain from creating signs yourself when not using branded templates.
- Staff are not to hang flyers, signs, posters, etc. on walls not approved by administration.
- All signs are hung by facilities, maintenance & operations (FM&O) or designated OCHD staff. Administration and designated staff will remove any unauthorized signs without notice.
- **Do not remove nameplates from building/office walls.**
- **Do not send old nameplates through interdepartmental mail.**



SANDWICH BOARD



GENERAL INFO SIGN & 20X30 POSTER



MAIN RECEPTION DESK & 22X28 STANCHION SIGNS



NAME PLATE

PULLING IT ALL TOGETHER

Our brand elements come together to help inform and educate the community about public health topics, services, emergency situations and emerging issues. When all elements are pulled together visually, the community identifies those elements with Oakland County Health Division and builds trust in the work we do.

BRANDING ELEMENTS

OCHD color blocking. See sample pages for variations that can be used in advertising

OCHD logo

Impactful and appropriate photo/image

Hash lines – use when appropriate

Call-out flag – use when appropriate

Nurse on call information and OCHD website

Social media icons

Most used OCHD footer. Some elements not needed on certain projects, i.e. billboards, bus ads, mobile ads and social ads

File path (Job number and date created/revised)

OCHD color blocking. See sample pages for variations that can be used in advertising

OCHD logo

FIGHT the FLU

Title font – Bebas Neue

Impactful and appropriate photo/image

Gray linen texture

Hash lines – use when appropriate

Protect yourself and your family

GET THE FLU SHOT TODAY

Title/sub-header font – Times New Roman

Content font – Ariel

OCHD disclaimer or disclaimer of coalition/grant. Always verify the correct one is used before sending to print or introducing to the public

Nurse on call information and OCHD website

Social media icons

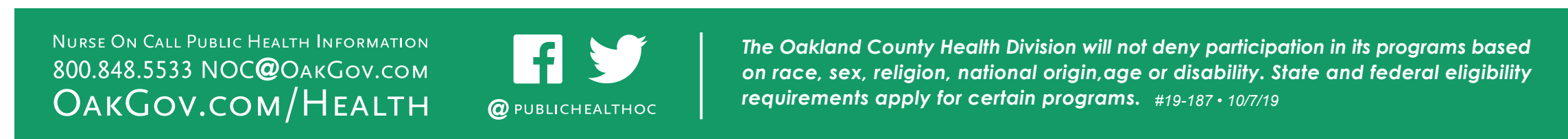
Most used OCHD footer. Some elements not needed on certain projects, i.e. billboards, bus ads, mobile ads and social ads

File path (Job number and date created/revised)

BRANDING ELEMENTS

In addition to our logo, colors, texture, pattern, and fonts, there are multiple elements that (depending on the project) need to be included. These additional elements include nurse on call information, website, social media icons, OCHD disclaimer, and file path.

For most flyers, posters, brochures, and newspaper ads (size permitting) these elements are displayed as a footer. See example below for reference. There are exceptions depending on the project. The graphic designer will take in consideration the size of the project, target audience, and project type when deciding which additional elements should/should not be included. For example, billboards and bus ads require limited text/information. In those cases, only the most important information (main message and main contact number or website) will be included in the artwork. You will notice those exceptions in the example pages that follow.



MORE ON DISCLAIMERS

Place the following disclaimer on OCHD materials: **“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 following resource guide disclaimer, in addition to the OCHD disclaimer, 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.”**

DISCLAIMER PLACING:

- Bottom of a one-page handout, poster, or sign
- Bottom of last page on multi-page handout
- Back of brochure

DISCLAIMER NOT REQUIRED ON:

- State/Federal grant program materials with program specific disclaimer
- Banners, PowerPoint presentations and some advertising materials
- Materials for internal use only

BRANDING ELEMENTS

ABOUT FILE PATHS

A file path provides the job number (used by Health Promotion Services) and date of creation or revision of a document. The use of a file path is significant in the event that a document needs to be found at a later date for reprints or revisions. With a file path, the document can be easily found through our archiving system.



GUIDELINES:

- Include the job number assigned by the health education supervisor.
- Include the date the document was created or revised. Only use the most recently revised version.
- Place file path below or next to the disclaimer.

FILE PATH EXAMPLES:

- #19-001 3/16/19
- #19-001 Rev. 3/16/19

NURSE ON CALL PUBLIC HEALTH INFORMATION
800.848.5533 NOC@OAKGOV.COM
OAKGOV.COM/HEALTH



@PUBLICHEALTHOC

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. #19-187 • 10/7/19

EXAMPLES

HEPATITIS A



WHAT YOU NEED TO KNOW

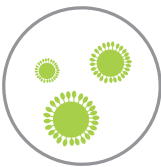
Protect yourself. Protect others. Get vaccinated.





oakgov.com/health

TRI-FOLD BROCHURE



WHAT IS HEPATITIS A



Hepatitis A is an easily spread virus that infects the liver. Symptoms of hepatitis A include:

- Sudden onset abdominal pain
- Diarrhea
- Nausea
- Vomiting
- Dark urine
- Tiredness
- Loss of appetite
- Headache
- Jaundice (yellowing of eyes and/or skin)

Symptoms may appear 14-50 days after exposure, with the average time being one month.

IS THERE TREATMENT FOR HEPATITIS A?

There is no specific treatment for hepatitis A infection. However, it is important to have a doctor follow the course of the infection. If you were recently exposed to hepatitis A and are not showing symptoms, you may get a vaccine to prevent serious illness.




HOW IS HEPATITIS A SPREAD?

A person can get hepatitis A when they eat, drink, or touch their mouth with food, liquid, or objects (including hands) that have come into contact with feces from an infected person.

People most likely to become infected with hepatitis A are:

- Those not vaccinated for hepatitis A
- Share injection and non-injection drugs
- Have sexual contact with someone who has hepatitis A
- Have close contact, care for, or live with someone who has hepatitis A

Many people are contagious for two (2) weeks before symptoms begin, and up to one (1) week after jaundice first appears.




CAN HEPATITIS A BE PREVENTED?

There is a vaccine that will prevent hepatitis A. It is recommended for all children, food handlers, travelers to some foreign countries, and people who are at risk of complications from the hepatitis A infection. It is also available to anyone who wants protection from hepatitis A virus. After exposure to hepatitis A, there are shots that may prevent the disease if given within two weeks.

Good sanitation and good hygiene are keys to preventing hepatitis A. Wash your hands thoroughly with soap and warm water:

- Before eating or preparing food
- After using the bathroom
- After diapering/toileting a small child





OTHER HEPATITIS A RESOURCES

MICHIGAN DEPARTMENT OF HEALTH AND HUMAN SERVICES (MDHHS):
mi.gov/hepatitisAoutbreak

CENTERS FOR DISEASE CONTROL AND PREVENTION (CDC):
cdc.gov/hepatitis

IN SOUTHEAST MICHIGAN:

Hepatitis A cases are increasing rapidly, with numerous hospitalizations and deaths from infection. Those infected with hepatitis A are at risk of serious illness.

IF YOU THINK YOU HAVE BEEN EXPOSED OR HAVE SYMPTOMS:

Talk to or see a healthcare provider. If you know that your exposure occurred within the last two weeks, you may be offered the hepatitis A vaccine. Your healthcare provider will be able to determine if you need additional medical care.

IF YOU ARE DIAGNOSED:

Your local health department will contact you to learn how you may have been exposed to hepatitis A and who has been in close contact with you. The hepatitis A vaccine may be offered to those contacts for their protection and to further prevent the spread of disease.



NORTH OAKLAND HEALTH CENTER
1200 N. Telegraph, 34E • Pontiac, MI 48341

SOUTH OAKLAND HEALTH CENTER
27725 Greenfield Rd. • Southfield, MI 48076

Nurse On Call: 800.848.5533
OAKGOV.COM/HEALTH |   @PUBLICHEALTHOC

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.

EXAMPLES



**BEAT THE BACK
TO
SCHOOL RUSH**



Keep us healthy. Get us vaccinated.
Vaccines are available now at Oakland County Health Division or your doctor's office.

North Oakland Health Center
1200 N. Telegraph • 34E
Pontiac, MI 48341

South Oakland Health Center
27725 Greenfield Road
Southfield, MI 48076

Nurses On Call Public Health Information
800.848.5533 NOC@OAKGOV.COM
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.

PRINT AD



**KNOW
THE
BUZZ**



Personal protection is the best way to prevent mosquito-borne diseases.

**REDUCE THE RISK OF
MOSQUITO-BORNE DISEASES**

- **Use insect repellents.** The Centers for Disease Control and Prevention (CDC) recommends the use of insect repellents containing active ingredients registered with the U.S. Environmental Protection Agency (EPA). Products that are registered with the EPA that have shown a high degree of effectiveness contain DEET, Picaridin, IR3535, Oil of Lemon Eucalyptus or para-menthane-diol. Always follow manufacturer's directions carefully.
- **Be careful using repellent** on the hands of children because repellents may irritate the eyes and mouth.
- **Wear protective clothing** such as long-sleeved shirts and pants.
- **Avoid areas** where mosquitoes may be present.
- **Maintain window and door screens** to keep mosquitoes out of buildings.
- **Get rid of mosquito breeding sites** by removing standing water in and around your home. Once a week, empty and scrub, turn over, cover, or throw out items that hold water, such as tires, buckets, planters, toys, pools, birdbaths, flowerpots, roof gutters, or trash containers.

Primary method of prevention is to reduce mosquito exposure and breeding sites.



Use EPA registered repellent



Wear protective clothing



Maintain window & door screens



Remove mosquito breeding sites

Nurses On Call Public Health Information
800.848.5533 NOC@OAKGOV.COM
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.

PRINT AD

WASH YOUR HANDS OFTEN

- Wet hands and exposed forearms with warm water, apply soap and scrub vigorously for at least 20 seconds. Remember fingernails and between fingers.
- Rinse well with warm, running water.
- Dry with paper towel or hand dryer.
- Use paper towel to handle faucets and restroom doors.
- Use hand sanitizer only after proper hand washing.
- Wash hands after eating, smoking, drinking, handling raw meats, when changing tasks, and any time they become contaminated.

800.848.5533
oakgov.com/health


@PUBLICHEALTHOC

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.

STICKER

STDs HAPPEN.
GET TESTED. GET TREATED.
248-858-5416



BILLBOARD

HEP A — NO WAY!



**VACCINATE TODAY.**
oakgov.com/health

KING BUS AD

OCHD Brand Identity & Style Guide • Updated 2021

19

BRANDING FOR COMMUNITY STAKEHOLDERS

Determined people working together can do anything. No single entity or agency can achieve a healthier community on its own; more can be accomplished by partners working together toward a common goal.

OCHD facilitates a variety of community collaborations focused on various topics. In addition, the Health Division receives grant funding to address certain issues. Alternate brand identities can be created to bring focused attention to a group or topic. Brand elements are discussed and approved by community stakeholders to assure that it best fits their need to effectively reach their target audience.

EXAMPLES

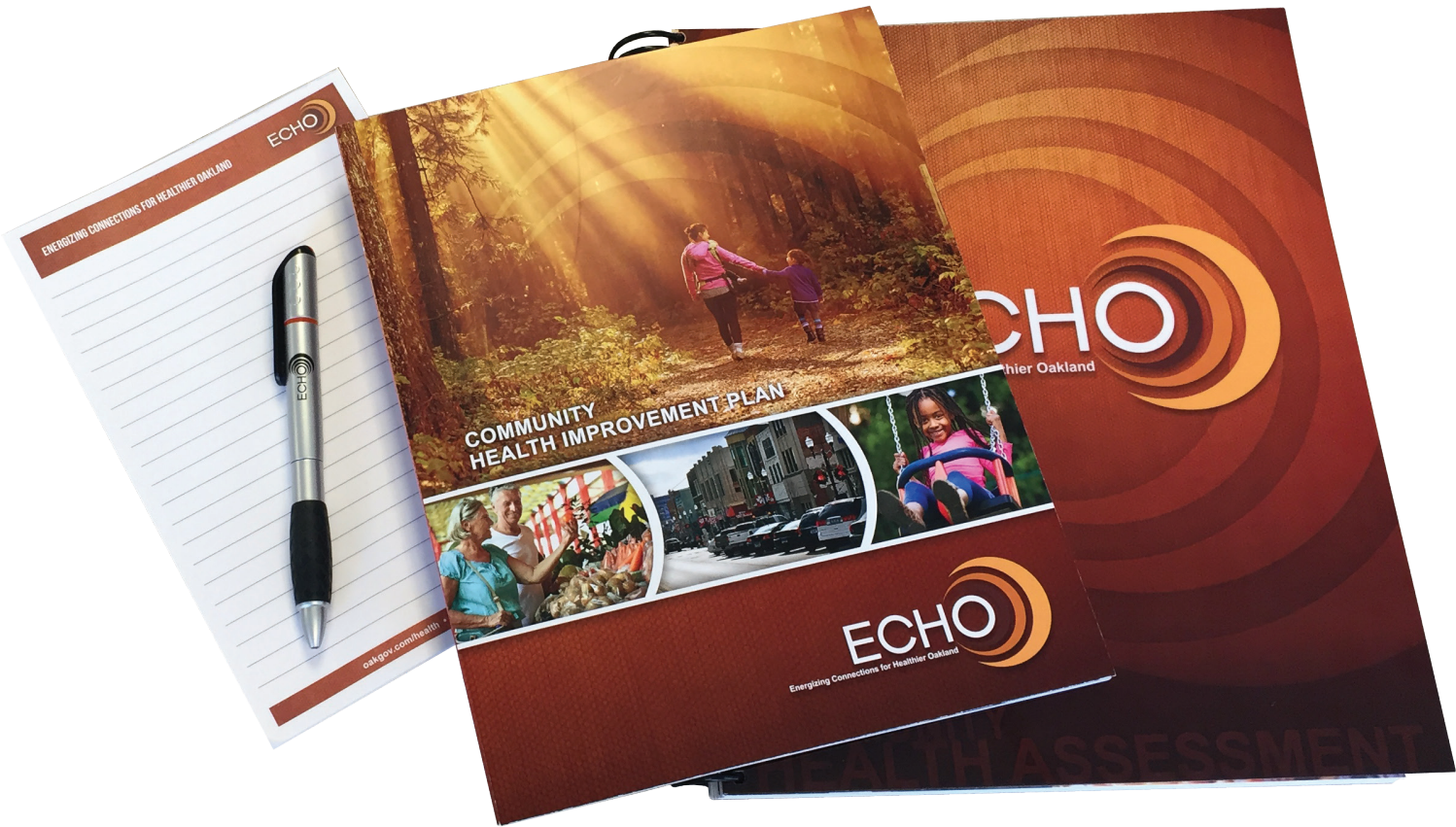
Logo use and branding elements are subjective to the nature of the group/target audience.



WIC SOCIAL MEDIA AD



SUBSTANCE USE PREVENTION PARTNERSHIP BUS AD



ENERGIZING CONNECTIONS FOR HEALTHIER OAKLAND

EXAMPLES



HEALTHY PONTIAC WE CAN ARTICLE

No single group or agency can make a community healthy – so much more can happen by working together. With this in mind, Oakland County Health Division formed the Healthy Pontiac, We Can! (HPWC) coalition in 2011 to help Pontiac residents gain access to healthy food, become active, and live tobacco free.

In June 2016, HPWC celebrated its 5-year anniversary by highlighting some accomplishments over the years, including:

- Supporting the Oakland County Sheriff's Police Athletic League (PAL) to make youth recreation leagues available to local youth.
- Working with local churches, schools, organizations, and grocery stores to provide assistance with policy and environmental changes to improve healthy eating and support better nutrition.
- Increasing availability and affordability of fresh produce in Pontiac by encouraging innovative, alternative, healthy food retail models such as pop-up and mobile produce markets.
- Partnering with the Friends of the Clinton River Trail and Oakland County Economic Development & Community Affairs to ensure portions of the Clinton River Trail in Pontiac are maintained as a local resource that inspires physical activity.
- Improving City of Pontiac parks and green spaces by installing physical activity amenities and promoting recreation opportunities available within each park.

The coalition has secured approximately \$2.6 million in state and federal funds and leveraged over \$150,000 in matched resources to launch these or other successful projects. HPWC started with 12 organizational members and now boasts 40+ active members, including a diverse group of primary and preventative healthcare professionals, mental health experts, human service agency specialists, educators, clergy, government leaders, and local residents.

The Healthy Pontiac, We Can! coalition endeavors to improve and make Pontiac a healthier place to live.

OCHD Community Update • 2016

3

PAIN ISN'T ALWAYS OBVIOUS.

oakgov.com/SuicidePrevention

24/7 CALL OR TEXT
800.231.1127

COMMON GROUND RESOURCE & CRISIS HELPLINE

OAKLAND COUNTY
Suicide Prevention
TASK FORCE

SUICIDE PREVENTION TASK FORCE BILLBOARD

INFANT SAFE SLEEP

ALONE

BACK

CRIB

oakgov.com/health
248.858.5416

INFANT SAFE SLEEP SOCIAL MEDIA POST

BRANDING QUESTIONS?

For questions regarding the Oakland County Health Division brand, please contact:

Hanna Cassise, Health Education Supervisor

248.766.8146 • cassisej@oakgov.com

Kristina Ottenwess, Health Education Supervisor

248.296.1683 • ottenwessk@oakgov.com

Lona Bentley, Graphic Designer

248.221.9612 • bentleyl@oakgov.com



BRING ON
COMMUNICATIONS

DOCUMENT REVIEW STANDARDS

Each unit/program is responsible for reviewing documents that are both created by OCHD as well as those distributed by OCHD from other sources. Use the following checklist when reviewing documents for public dissemination:

EDUCATIONAL MATERIAL STANDARDS

- Review materials within the last 3 years. More often is advised.
- Web links and phone numbers are current and active. This includes brochures provided by other agencies.
- No out-of-date information.
- No old dates mentioned (within 5 years).
- Content is simplified and concise. Put directive text in bullets for lower level reading audiences.
- Visually-appealing design is geared to audience.
- Photos have been used with permission or from allowable sources. This includes photos taken by OCHD staff.
- Generate or source content from credible sources such as CDC, SAMHSA, EPA, etc.
- Review and update resource lists bi-annually (if not more often). If not currently updated in over a year, do not disseminate or use.
- Ensure old programs, logos or office locations are no longer included. Discard items with this information.

OTHER STANDARDS

- Provide only a handful of select, specific materials/resources about a topic.
- Cross reference documents to already existing OCHD documents to ensure message consistency.
 - For example, when disseminating or creating hand washing material, look at the OCHD hand washing fact sheet.
- Presentations usually need further explanation than what is provided on a printed slide. Disseminate the printed slides with caution as general educational materials, unless further education is also being provided.
- Refrain from accepting and distributing materials from for-profit companies that include the companies' logo and name on the material. This is considered a brand or organizational endorsement by the County. Examples may include an infant feeding brochure from a baby food supplier, etc.

COMMUNICATIONS WORK REQUEST

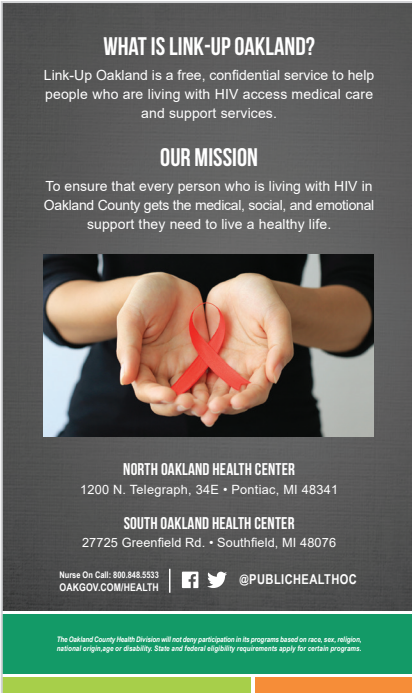
WHEN TO USE A COMMUNICATIONS WORK REQUEST FORM

While this list is not all encompassing, commonly requested tasks include:

- **Creating a graphic piece:** Banner, brochure, business cards, certificates, course/event packets, direct mail, display, flyer/handout, foam core/dry mount, framing, invitations, laminating, logo, photography/video, PDF development, posters, signs, newsletters, special projects. See below for examples.
- **Requesting Communications Assistance:** Creating advertisement, promotional campaign, press release development, PowerPoint; requesting e-signatures, nameplates, building signage, special project requests, graphics, promotional and communications related purchasing quotes.
- To update a website (internet & intranet).
- To create social media posts.



BROCHURE



SOCIAL POST



NAME PLATE



MOUNTED SIGNAGE

COMMUNICATIONS WORK REQUEST

HOW TO SUBMIT A REQUEST

1. Download the [Communications Work Request Form](#).
2. Complete the form in its entirety. If a document needs to be posted on one of the OCHD websites, please indicate that and include the URL destination on the Communications Work Request form.
3. Print the completed request form. Attach any FINAL text, content, website changes or samples that are fully reviewed and approved by a supervisor, chief, and/or administrator to request form.
4. Submit to your supervisor AND unit administrator for their signature approval.
5. Once signed approval is received, supervisor, chief, or unit administrator submits request form to the mailbox of Health Education Supervisor, Hanna Cassise. Email **final** content to cassisej@oakgov.com.
6. Health education supervisor will assign the request to health education staff to be completed.
7. Once completed, the draft version of material will be sent by email and/or printed copy to the requesting individual for final review. The requesting individual is responsible for ensuring that their supervisor, chief and/or administrator review and approve the document. The requesting individual or department is also responsible for facilitating review and approval by the health officer for any new, significantly updated or other materials deemed by the requesting unit administrator to need health officer review.
8. All new and significantly changed materials must also be reviewed and approved by the Executive Office. Once the health officer and director review and approve, they will send the document to Health Education to pass along to the Executive Office. Once reviewed and approved by the Executive Office, Health Education will let the requesting individual know.
9. Any edits made by the requesting individual, supervisor, chief, administrator and/or health officer are to then be provided together to the assigned health education staff to complete a final version. Include all revisions that have occurred while reviewing and route request back to the assigned health education staff. The revisions may be many versions of the document with handwritten edits stapled together.
10. Assigned health education staff will email final product to the requesting individual.
11. Requesting individual must save an electronic version of final document for printing.
12. Discard and delete any previous versions of the document to ensure the current version is used.

Follow print procedures to print document.

Communications Work Request

Today's Date _____ Date Needed By _____
(Allow 3 weeks from date received)

Requested By _____

Unit _____

Phone _____

E-mail _____

Instructions: _____

Account Codes: _____

****Attach Text and Special Instructions****

- You will be contacted for a consultation before work begins on your project.
- You will receive a rough draft for review. Please check this very thoroughly.
- Return the rough draft, with any revisions, for completion of the final copy. (Only one set of revisions will be allowed)
- The Communications Team does not send requests to print.

All requests must be signed by an Administrator and submitted to the Health Education Supervisor.

Supervisor Signature _____

Date _____

Administrator Signature _____

Date _____

Date received by Health Education Supervisor _____

Q:\Media\Bumby\Media\Communication Work Request - Revised Date: 6/12

WORK NEEDED (check all that apply)

GRAPHICS

- ☐ Banner
- ☐ Brochure
- ☐ Business Cards
- ☐ Certificates
- ☐ Course / Event Packets
- ☐ Direct Mail
(Post Card, Save the Date, etc)
- ☐ Display
- ☐ Flyer / Handout

- ☐ Foam Core / Dry Mount
- ☐ Framing
- ☐ Invitations
- ☐ Laminating
- ☐ Logo
- ☐ Photography / Video
- ☐ PDF Development
(Portable Document Format)
- ☐ Posters
- ☐ Signs

WEB

- ☐ Internet
- ☐ Intranet
- ☐ Social Media
Post / Status

- ☐ Addition
- ☐ Modification
- ☐ Deletion

COMMUNICATIONS

- ☐ Advertisement
(News, Billboard, Radio, TV, etc)
- ☐ Media Campaign
- ☐ Press Release Development
- ☐ Special Project Requests

Other: _____

JOB DESCRIPTION

☐ New Material

☐ Revision of Existing Material

☐ Full Color

☐ Black & White

☐ Use of Photos / Clip Art

Paper Color _____

Size _____

Quantity _____

Intended Audience _____

Website Address/URL: _____

COMMUNICATIONS WORK REQUEST

IMPORTANT NOTES

- Include detailed instructions
- Include your contact information
- Include account codes if applicable to the request, i.e. the request costs money
 - Often quotes to determine the cost of printing or mailing a graphic product cannot be determined until design work is done as the final number of pages, folds, size of layout, etc. must be set for accurate pricing. If there is a potential budget concern, please indicate on the Communication Request that a quote is desired up front so that proper consultation regarding the format of an item or feasibility of production can be discussed before work begins.
- The printed request form must have the required approval signatures before submission to health education supervisor
- **Content must be in its FINAL form upon submission of the Communications Work Request. Once the request is submitted to the health education supervisor, only final, limited edits can be made.**
- Materials not visually appealing or do not facilitate appropriate reading level/understandability may be re-designed and/or edited by the HPS Communications Team.
- Allow a minimum of 3 weeks from the time the Communication Request is received by the health education supervisor after an administrator signs the request. Products such as reports, newsletters, jobs with significant graphics or text may take 6 weeks or longer. Completion time is dependent on the nature of the request and size of the job. Various factors can also influence the timeline, such as other agency priorities and staff workloads. The health education supervisor or assigned staff will communicate with the requesting individual about project timeline. It is the requesting individual's responsibility to relay adjusted timelines to their supervisor, chief, and/or administrator as soon as that information becomes available. Requesters must also relay adjusted timelines and status updates to assigned health education staff.
- **The director of health & human services, health officer, and Executive Office staff can modify these procedures as they deem appropriate for any communications job or task.**

PRINT MATERIALS

HOW TO SUBMIT A PRINT REQUEST

1. Download the [Print Request Form](#)
2. Fully complete the form, including account and grant numbers.
Include the print quantity and delivery locations for the job.
3. Print the completed form.
4. Attach a hard copy of the document you wish to print with the Print Request if available.
5. Submit the hard copy and Print Request form to your supervisor, then unit administrator for a signature approval.
6. E-mail a PDF electronic copy of the item to be printed to health education supervisor, Hanna Cassise, at cassisej@oakgov.com.
7. The administrator submits the hard copy and Print Request Form to the mailbox of health education supervisor, Hanna Cassise.
8. If standards are not met, the health education supervisor returns the piece to the originator for corrections.

Oakland County Health Division Print Request Form

In order to process your request, the electronic file must be sent to cassisej@oakgov.com

Name / Dept:		Phone:		Date:	
ACCOUNT CODES: Fund:		Dept:	Program:	Account:	Grant:
Job Description:			Date Needed:		
Document Size:	<input type="checkbox"/> 8.5x11	<input type="checkbox"/> 8x10	<input type="checkbox"/> 5.5x8.5	<input type="checkbox"/> 4.25x5.5	<input type="checkbox"/> 8.5x14 Other:
# Of Pages In Document:	<input type="checkbox"/> Double Sided		<input type="checkbox"/> Single Sided	Total Needed:	
Ink:	<input type="checkbox"/> Black	<input type="checkbox"/> Full Color	Other:	Collate:	<input type="checkbox"/> Yes <input type="checkbox"/> No
				Shrink Wrap (extra cost):	Yes: <input type="checkbox"/> No: <input type="checkbox"/>
Amount:					
Paper:	<input type="checkbox"/> 20# White Bond	<input type="checkbox"/> 20# Color Bond	<input type="checkbox"/> 24# Laser (Color Copies)	<input type="checkbox"/> 67# White Cover	<input type="checkbox"/> 67# Color Cover
<input type="checkbox"/> #10 Envelope		<input type="checkbox"/> #10 Window Envelope	Other:	NCR:	<input type="checkbox"/> 2 Part <input type="checkbox"/> 3 Part
Color:					
Binding:	<input type="checkbox"/> Booklet Staple	<input type="checkbox"/> Corner Staple	<input type="checkbox"/> Corner Staple Landscape	<input type="checkbox"/> Plastic Coil	<input type="checkbox"/> Plastic Comb
Other Bindery:	<input type="checkbox"/> Letter Fold	<input type="checkbox"/> Half Fold	<input type="checkbox"/> Double Parallel Fold	<input type="checkbox"/> 3 Hole Drill	<input type="checkbox"/> 2 Hole Top Drill
Padding (amount):			Padding With Cardboard Back (amount):		
Notes:					

Binding:

Other Bindery:

APPROVED BY:

Supervisor:		Date:	
Administrator:		Date:	

PRINT MATERIALS

IMPORTANT NOTES

- **The health officer must first approve all newly created and significantly revised materials prior to submitting a print request. The individual requesting the printing facilitates routing the material and obtaining this approval.** The director of health & human services and health officer may also require revised materials to be reviewed and approved in various circumstances.
- The health education supervisor logs the print order and sends the material to a printing vendor.
- Each unit must track its own packing slip and print order history.
- Each unit must send the customer copy of the invoice to Teresa LePoudre, NOHC. This invoice will be delivered with the final printed product.
- For printing price quotes, inquiries about print job status or an inaccurate completed order, contact the health education supervisor for more information. **Do not contact print vendors directly.**
- Please allow a minimum of 3 weeks from the time the health education supervisor receives the print request after the administrator signs. Quick print options are available in certain, limited situations. Please inquire with the health education supervisor. The timeline is dependent on the nature of the request and additional fees may be charged by vendors. The health education supervisor and assigned health education staff will communicate with the requesting individual about project timeline. It is the requesting individual's responsibility to relay adjusted timelines to their supervisors, chief, and/or administrator as soon as that information becomes available.
- Print jobs that also require mailing through the mailroom will require additional processing time and result in separate postage charges. Please inquire with the health education supervisor for consultation regarding print jobs that require mailing.
- If you have questions about cost of printing, mailing, postage, etc., please refer to the 'Quotes' section of this guide and contact the health education supervisor for more information.
- If your final printed product is packaged with a customer copy of the invoice, please send to Teresa LePoudre, NOHC.

WEBSITES

INTERNET VS. INTRANET

The internet site is reserved for public use - www.oakgov.com/health

The intranet site is reserved for staff use only - <https://oakgov.sharepoint.com/sites/intranet/>

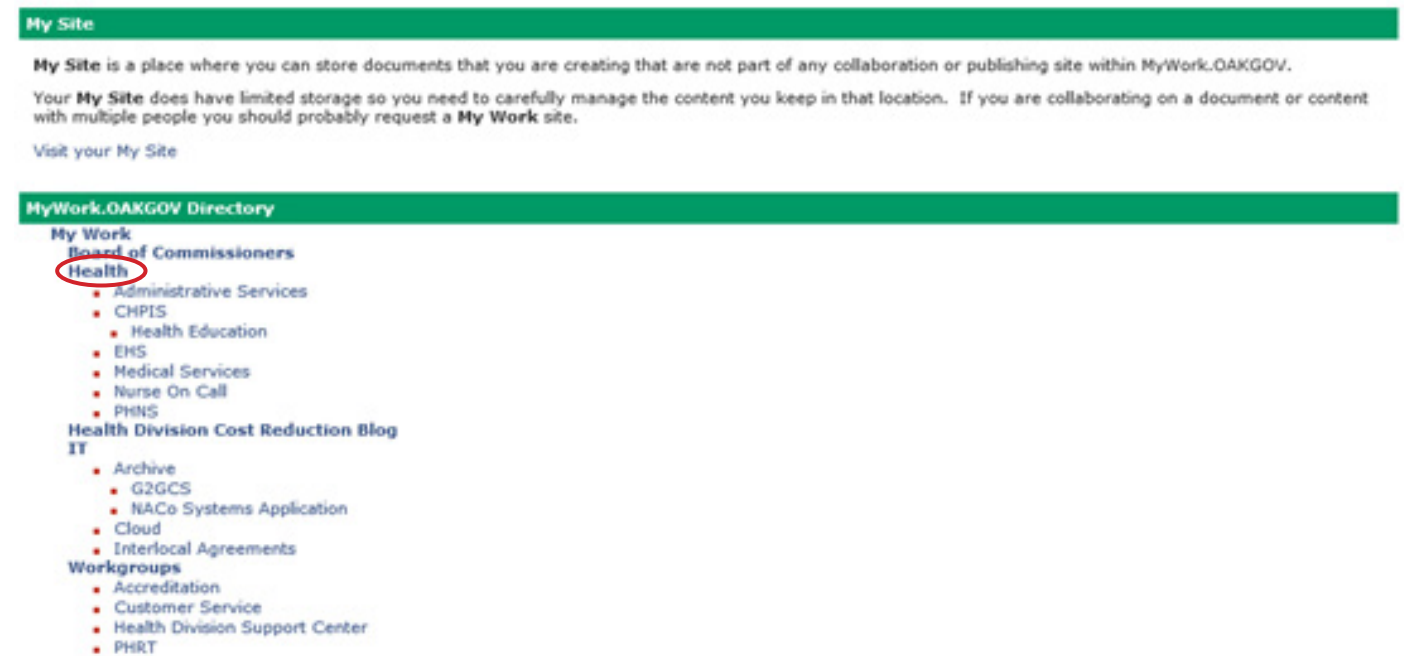
- OCHD Intranet Page Navigation
- Select “My Work” in the top left hand corner.
- A new window will open. See picture below. Select “Health”, under Board of Commissioners, from the list to navigate to the Health Intranet page.

HOW TO REQUEST AN UPDATE

- Employees obtain approval from their supervisor and administrator to request additions, modifications or deletions to the OCHD website (internet or intranet).
- Follow the steps to complete [Communication Work Request](#).

IMPORTANT NOTES

- Materials that do not adhere to OCHD brand standards or do not facilitate appropriate reading level/understandability may be re-designed or edited by the HPS communications team before website placement.
- OCHD documents and information will be in one area only, either the internet or intranet, based upon the purpose and target audience of the piece.
- Any documents used by more than one OCHD unit will be posted in one area of the intranet, i.e. the home page.
- Do not contact Information Technology for any matters pertaining to the Health Division’s website. Contact a health education supervisor or HPS chief/administrator.
- Health Support & Information Technology requests that concern purchasing or access to files, software or hardware must be made by supervisors, chiefs, or administrators into OCHD’s Health Support Center.
- Employees may submit requests into OCHD Health Support Center related to technical difficulties with existing software/programs, computer, and/or phone concerns. Please consult with your supervisor for unit specific guidance.



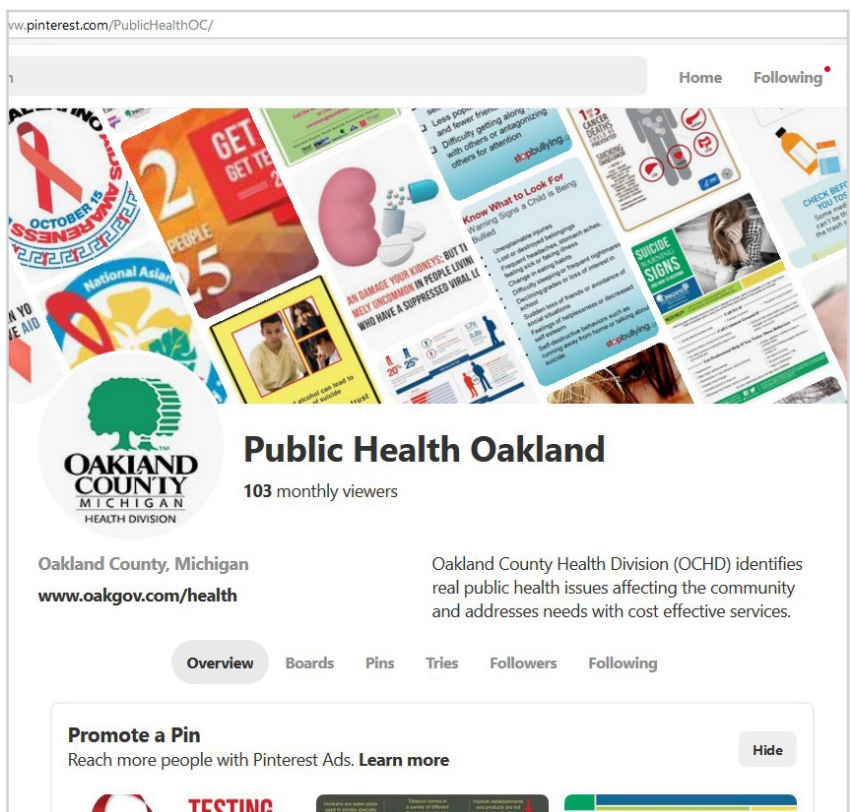
SOCIAL MEDIA

PUBLIC HEALTH OAKLAND ACCOUNTS

OCHD uses multiple social media platforms to communicate with the public. All units have staff assigned to the OCHD social media messaging team that submit content on a regular basis for posting. If you have a timely event or announcement that you would like featured on an OCHD social media platform, follow the steps to submit a [Communications Work Request](#).

Please follow us if you are on social media!

- Facebook – @PublicHealthOC
- Twitter – @PublicHealthOC
- Pinterest – @PublicHealthOC



E-MAIL

GOVDELIVERY

Emails to listservs of 100 or more email addresses must use GovDelivery. Oakland County utilizes GovDelivery to improve communication through email and digital subscription management. GovDelivery is primarily used by health administration, health education, and designated staff to notify and inform the public.

EXAMPLES OF USE

- Press Releases
- News to Use
- Flyers
- Emergency Communications
- Collaboration Newsletters

CONTACT THE HEALTH EDUCATION SUPERVISORS AT (248) 858-4670 OR (248) 858-5325 TO:

- Create a listserv for a coalition or specific population
- Ask questions if you have currently have access to the GovDelivery system

Have a message you would like to be sent out to the public?

Submit a request using the [Communications Work Request form](#) with approved message content.

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, such as maintenance issues and outages.

TO SUBMIT A BROADCAST MESSAGE

- Receive supervisor and unit administrator approval. Messages requested for distribution to all county employees must also be approved by the health officer.
- Indicate who the message is intended for - OCHD employees only or all county employees.
- Upon approval, the health officer or unit administrator, chief, or supervisor will send broadcast message requests for OCHD employees to Kim McIsaac, health administration, mcisaack@oakgov.com. Broadcast messages for county employees will be sent to Hanna Cassise at cassisej@oakgov.com.

E-MAIL

NEWS TO USE

- Electronic newsletter for OCHD employees that provides staff with announcements from administration and updates about programs and services.
- E-mailed to all OCHD staff on a bi-monthly basis.
- Past editions of the News to Use are available on the [OCHD Intranet](#).
- Send all News to Use submissions to Kate Rettler at rettlerk@oakgov.com.

E-SIGNATURES

It is the expectation that all staff have OCHD e-signatures for use in email. A standardized design template approved by the Department of Public Communications and IT must be used. It is required that the lines included in the template (not listed as optional) are not modified. Please do not remove the slogan or other lines when customizing your e-signature. Instructions for editing e-signatures are located on [Sharepoint](#).

E-SIGNATURE EXAMPLE

Hanna Cassise, MPH

she/her/hers (optional)

Public Health Education Supervisor

Oakland County Health Division

Health and Human Services

Oakland County, Michigan

All ways, moving forward

Phone: (248) 858-0000

Mobile: (248) 766-8146

Email: Cassisej@oakgov.com

Health Division Building 34E

1200 N. Telegraph Rd. | Pontiac, MI 48341

[OakGov.com/Health](#)



OAKLAND
COUNTY MICHIGAN
HEALTH DIVISION
OakGov.com/Health

News To Use

- Kudos
- New Hires
- Promotions
- Transfers
- Retirements
- Births
- Dave Roth Receives Excellence in Public Health Nursing Award
- 2019 Jean Chabut Health Policy Champion Awards Presented to OCHD
- Walking Paths
- Staff Go Above & Beyond!
- Foreign Language List
- Employee Recognition Program
- Public Health Speakers Team

Dave Roth Receives Excellence in Public Health Nursing Award

The Michigan Public Health Association (MPHA) awarded Dave Roth, Public Health Nursing Supervisor, the Excellence in Public Health Nursing Award on April 16, 2019. In order to receive this award, the nominee must have demonstrated excellence in public health nursing, either in practice, education or research. In addition, the nominee may have demonstrated excellence in leadership, policy development or a creative achievement. The achievement must have led to positive health outcomes for individuals, families, students, and/or communities.



Dave currently oversees nine public health nurses who provide services to an average of 400 clients a year. All of his projects relate directly to Maternal Child Health issues, including oversight of the Fetal Infant Mortality Review Team and the Safe Sleep program which provide

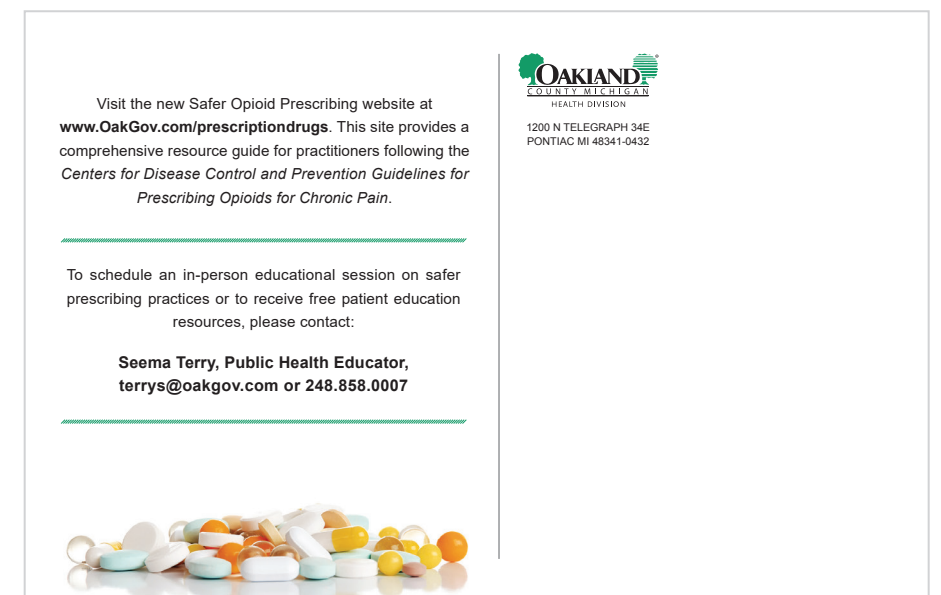
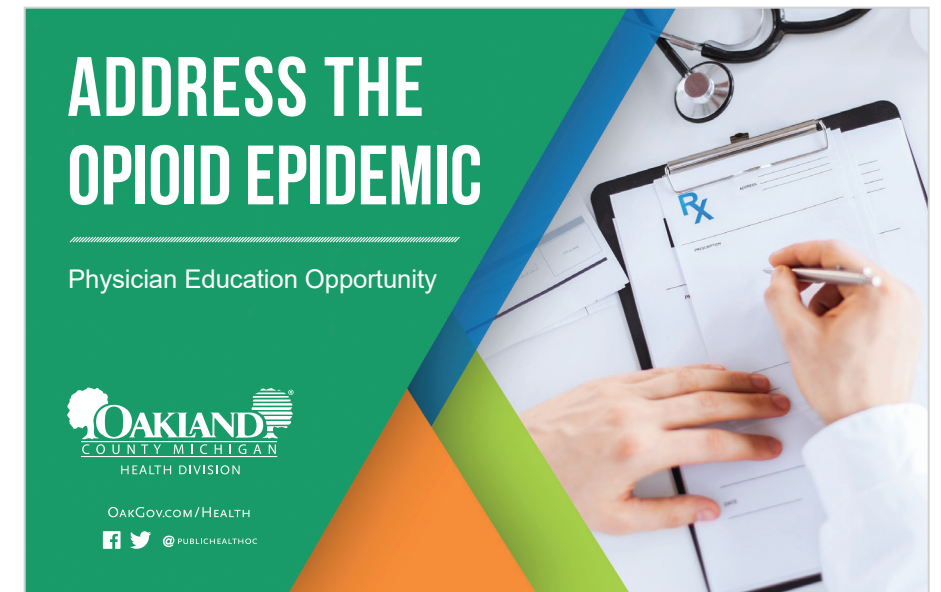
MAIL

MAIL INSTRUCTIONS

Follow these basic steps for standard mailing preparation:

- Use full capitalization on addresses
- Eliminate all punctuation
- Use standard address (RD, STE, BLVD, etc.) and two-letter state abbreviations
- 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
 - Include these items in the return address:
 - Oakland County Health Division
 - Program Name (i.e. Hearing and Vision, WIC, etc.)
 - 1200 N. Telegraph Rd., Bldg. 34E or 27725 Greenfield Rd.
 - Pontiac, MI 48341-0432 or Southfield, MI 48076-3663
- Use light colored or white envelopes and paper
- Maximum postcard dimensions are 4 ¼" by 6". Minimum dimensions are 3 ½" by 5"
- If sending multiple pieces of mail that need to be charged to an account, please gain supervisor approval. Write account codes on a post it note and adhere to the bundle of documents to be mailed.
- Order OCHD envelopes in advance of a mailing to ensure there is enough in stock.

For information about mass mailings, please visit the [“Direct Mailer”](#) section.



STANDARD 6" X 4.25" POSTCARD EXAMPLE

ADDRESS & TELEPHONE NUMBERS

- Include the addresses and main telephone numbers of OCHD offices on informational pieces (space permitting).
- Place the Nurse on Call number (800-848-5533) on all materials.
- Place this information at the end or on the backside of a document:


North Oakland Health Center	South Oakland Health Center
1200 N. Telegraph Bldg 34E	27725 Greenfield Rd
Pontiac MI 48341-0432	Southfield MI 48076-3663
248-858-1280 General	248-424-7000 General
800-848-5533 Nurse on Call	800-848-5533 Nurse on Call


GUIDELINES

- If a service is available only at a specific office, include only the office address 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’, ‘NOHC’, ‘SOHC’.
- Materials that may not require addresses include advertisements, posters, billboards, signs, forms and internal documents.

NOT
VACCINATED?

GET THE ADULT
WHOOPING COUGH VACCINE


OAKLAND
COUNTY MICHIGAN
HEALTH DIVISION
OakGov.com/Health



Whooping Cough (Pertussis) is a contagious disease easily passed from person to person. It is especially dangerous for newborns and infants too young to receive the vaccine. Get vaccinated – protect their life.



OAKLAND COUNTY HEALTH DIVISION CLINIC LOCATIONS

North Oakland Health Center 1200 N. Telegraph Bldg 34E Pontiac MI 48341-0432 248-858-1280	South Oakland Health Center 27725 Greenfield Rd Southfield MI 48076-3663 248-424-7000
---	---

CLINIC HOURS: 12 PM - 8 PM • Monday | 8:30 AM - 5 PM • Tuesday - Friday

For more information , call nurse on call at 800.848.5533 or visit oakgov.com/health

NURSE ON CALL PUBLIC HEALTH INFORMATION
800.848.5533 NOC@OAKGOV.COM
OAKGOV.COM/HEALTH


@PUBLICHEALTHOC

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.

MAILED FLYER EXAMPLE

PUBLIC RELATIONS & MARKETING

INFORMATION DISSEMINATION OVERSIGHT AND REQUESTS

OCHD is committed to disseminating accurate, timely, and appropriate public health messaging to the public and targeted community groups. A variety of communication methods are used and include:

- Email
- GovDelivery
- Press releases
- Social Media
- Website
- Letters
- Advertising
- Print materials (brochures, flyers, etc)

The preferred communication method is determined with the guidance of the public information officer (PIO), health administration, health officer/director of health & human services, or designated staff from the health promotion services (HPS) unit. The following factors must be considered:

- Urgency of the message
- Target audience
- Literacy levels
- Cultural implications

FOR NON-URGENT COMMUNICATIONS:

- Follow the procedures to complete and submit the [Communications Work Request Form](#).

FOR URGENT/EMERGENCY COMMUNICATION:

- Notify immediate supervisor of emergency communication needed
- Supervisor will inform unit administration and PIO
- The PIO will gather a communications team to develop communication pieces
- The PIO will work with health administration, health officer and Oakland County’s media and communications officer for final approval and dissemination

PUBLIC RELATIONS & MARKETING

PUBLIC INFORMATION OFFICER

OCHD has a public information officer (PIO) that is responsible for the oversight of communication between the agency and both the news media and general public.

OCHD's PIO is Lisa McKay-Chiasson, administrator of health promotion services. In the HPS administrator's absence, the PIO is either the HPS chief or health education supervisors. The HPS chief, health education supervisors, and health education staff help support all media, public information, and OCHD communication activities.

THE PIO AND DESIGNATED COMMUNICATION STAFF HAVE THE FOLLOWING RESPONSIBILITIES:

- Develop, maintain and manage relationships with the media.
- Respond to media and public information inquiries.
- Develop all media/public information messages and materials.
- Manage and disseminate messages via multiple communications methods.
- Liaison with the Oakland County media and communications officer.
- Participate in media interviews as assigned by the health officer.
- Coordinate with communication efforts with the health officer, emergency operations center, Oakland County media and communications officer, the State of Michigan or Michigan Department of Health and Human Services, and community partners during a public health emergency.
- Maintain OCHD's media and stakeholder contact list in collaboration with Oakland County's media and communications officer.
- Update the media contact list and upload in GovDelivery twice a year.

Please note: The contact list for media and key stakeholders are only for the PIO, health administration, and designated communication staff.

PUBLIC RELATIONS & MARKETING

MEDIA SPOKESPERSONS

OCHD spokespersons and all media interview requests must be approved by the health officer or director of health and human services. The OCHD spokesperson will typically be the health officer, medical director, director of health and human services, unit administrator or other designated staff. If an employee is granted permission to speak to the media, follow these guidelines:

- Prepare before the interview. Choose two or three main points to discuss. Refresh yourself about different aspects of the topic.
- Use talk points approved by supervisor, administrator, PIO and health officer.
 - The PIO or designated communications staff will create and then facilitate review and approval of talk points.
- Keep in mind that the reader or viewer wants to know one thing, “What does this mean to me?”
- During an urgent situation or emergency, 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, and clinical terminology.
- Answer questions in simple, every-day language.
- Avoid sarcasm, jokes, and 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.
- The spokesperson returns calls and provides information requested by the reporter in a timely manner. Seek assistance from PIO and/or designated communications staff as needed.



PUBLIC RELATIONS & MARKETING


PRESS RELEASES

A press release is used to inform the public about an event or information of public interest. Obtain approval from your supervisor to request a press release.

1. Complete and submit the [Communications Work Request form](#).
2. The health education unit writes, reviews, and edits all press releases. Health education staff will work with requestor as needed to identify key messages to include in the press release.
3. The press release is distributed to the requesting individual for review. The requesting individual is responsible for ensuring that their supervisor, chief and/or administrator review and approve the document.
4. The PIO will review and edit as needed, and the health officer and/or director will approve the final draft of the press release.

IMPORTANT NOTES

- Allow a minimum of 3 weeks lead time for message development and approval in non-urgent situations.
- Press releases are distributed to the appropriate media contacts by health education on behalf of health administration in conjunction with Oakland County’s media and communications officer.
- A reference or quote from the Oakland County executive, health officer, director or other appropriate leader will be incorporated into most press releases.



OAKLAND COUNTY EXECUTIVE DAVID COULTER

Leigh-Anne Stafford, Health Officer
(248) 858-1280 | health@oakgov.com

NEWS RELEASE

For Immediate Release

Health Division reminds residents to prevent mosquito-borne disease

Pontiac, Mich., Aug. 23, 2019 – Oakland County Health Division advises residents to protect themselves from mosquito-borne diseases while outdoors. Diseases such as West Nile virus are seasonal and flare up in the warm summer months and continue into the fall. No confirmed human cases of the virus have occurred in Oakland County this year. To date, mosquito pools have tested positive for West Nile Virus in Madison Heights, Pontiac, Rochester Hills, and Royal Oak in 2019.

“The best way to prevent diseases spread by mosquitoes is to avoid being bitten,” said Leigh-Anne Stafford, health officer for Oakland County. “Whether you are at home or an outdoor event, there are simple steps that residents can take to reduce their risk of disease.”

Follow these prevention tips:

- Use Environmental Protection Agency (EPA)-registered insect repellent. All EPA-registered insect repellents are evaluated for safety and effectiveness, and will contain DEET, picaridin, IR3535, Oil of Lemon Eucalyptus or para-menthane-diol as the active ingredient. Repellents containing a higher percentage of the active ingredient typically provide longer-lasting protection. Always follow the product label instructions.
 - Be careful using repellent on the hands of children as it may irritate the eyes and mouth.
- Get rid of mosquito breeding sites by removing standing water around your home:
 - Turn over any type of container that can collect water. Once a week, empty out items that hold water such as tires, buckets, planters, toys, pools, birdbaths, pet bowls, flowerpots, and trash containers.
 - Clean clogged roof gutters, particularly if leaves tend to plug up the drains.
 - Treat standing water that cannot be eliminated, such as retention ponds or drainage ditches, with a mosquito larvicide. Mosquito larvicide is easy to use and can be purchased at most home improvement stores.
- Wear protective clothing such as long-sleeved shirts and pants.
- Limit outdoor activity from dusk to dawn when mosquitoes are most active.
- Maintain window and door screens to keep mosquitoes out of buildings. Do not prop open doors.

North Oakland Health Center | 1200 N. Telegraph Road 34E | Pontiac, MI 48341-0432 | (248) 858-1280 | oakgov.com/health
South Oakland Health Center | 27725 Greenfield Road | Southfield, MI 48076-3663 | (248) 424-7000 | oakgov.com/health

PUBLIC RELATIONS & MARKETING

FACT SHEETS

The HPS administrator/chief and health education supervisors oversee fact sheet development.

- Obtain approval from your supervisor and unit administrator before developing or revising a fact sheet.
- After administrative approval, develop draft content and follow the procedures to submit a [Communication Work Request](#).
- The revised or newly developed fact sheet is sent to the HPS administrator and the appropriate unit administrator or medical director for final review and approval. HPS is responsible for reviewing non-technical information to ensure content is easy to read and understand. The unit administrator or medical director reviews technical information.
- The fact sheet is forwarded to the health education supervisor to facilitate printing, web posting and availability in office lobbies.

IMPORTANT NOTES

- Fact sheets are available on the [Health Division website](#), and hard copies are available in office lobbies.
- Revision/review dates on fact sheets should only be changed if there has been a change or review of content.
- All new and significantly revised materials must be reviewed and approved by the health officer.

Norovirus



What You Need to Know

What is Norovirus?

Norovirus is an illness caused by a group of viruses that cause gastroenteritis (inflammation of the stomach or intestines). It is often known as the stomach flu or stomach bug.

What are the symptoms of Norovirus?

Symptoms of norovirus include sudden nausea, vomiting, diarrhea and some stomach cramping. A low-grade fever can also occur. Symptoms usually last 24 to 72 hours.

How is Norovirus spread?

Norovirus is highly contagious. The illness is most commonly spread from person to person by hand-to-hand contact and by surfaces contaminated with feces or vomit. Outbreaks result from water or food contaminated with the virus.

How long after exposure do symptoms begin?

Symptoms usually appear 12 – 48 hours after exposure.

How long can a person be contagious with Norovirus?

Most people can spread the illness as soon as they feel ill, and up to 2 weeks after they feel better.

Is there treatment for Norovirus?

There is no specific treatment for norovirus. People ill with norovirus need to drink plenty of fluids to avoid dehydration. Most people recover after 72 hours.

How can Norovirus be prevented?

Hand washing is the most important thing to prevent norovirus infection.

- Wash your hands thoroughly and often with soap and warm water.
- Wash your hands before eating/preparing food and after using the bathroom or diapering/toileting a small child.
- Thoroughly clean contaminated surfaces such as toilets, doorknobs, countertops, and changing tables of any debris, then disinfect by using a bleach-based household cleaner.
- Make disinfectant using fresh, unscented bleach:
 - For stainless steel, food/mouth items and toys use 1 tablespoon of bleach in 1 gallon of water (1:250 dilution)
 - For non-porous surfaces, tile floors, countertops, sinks and toilets use 1/3 cup bleach in 1 gallon of water (1:50 dilution)

PUBLIC RELATIONS & MARKETING

ADVERTISING/HEALTH PROMOTION

A variety of advertising methods are used to promote OCHD programs and educate the public.

EXAMPLES INCLUDE:

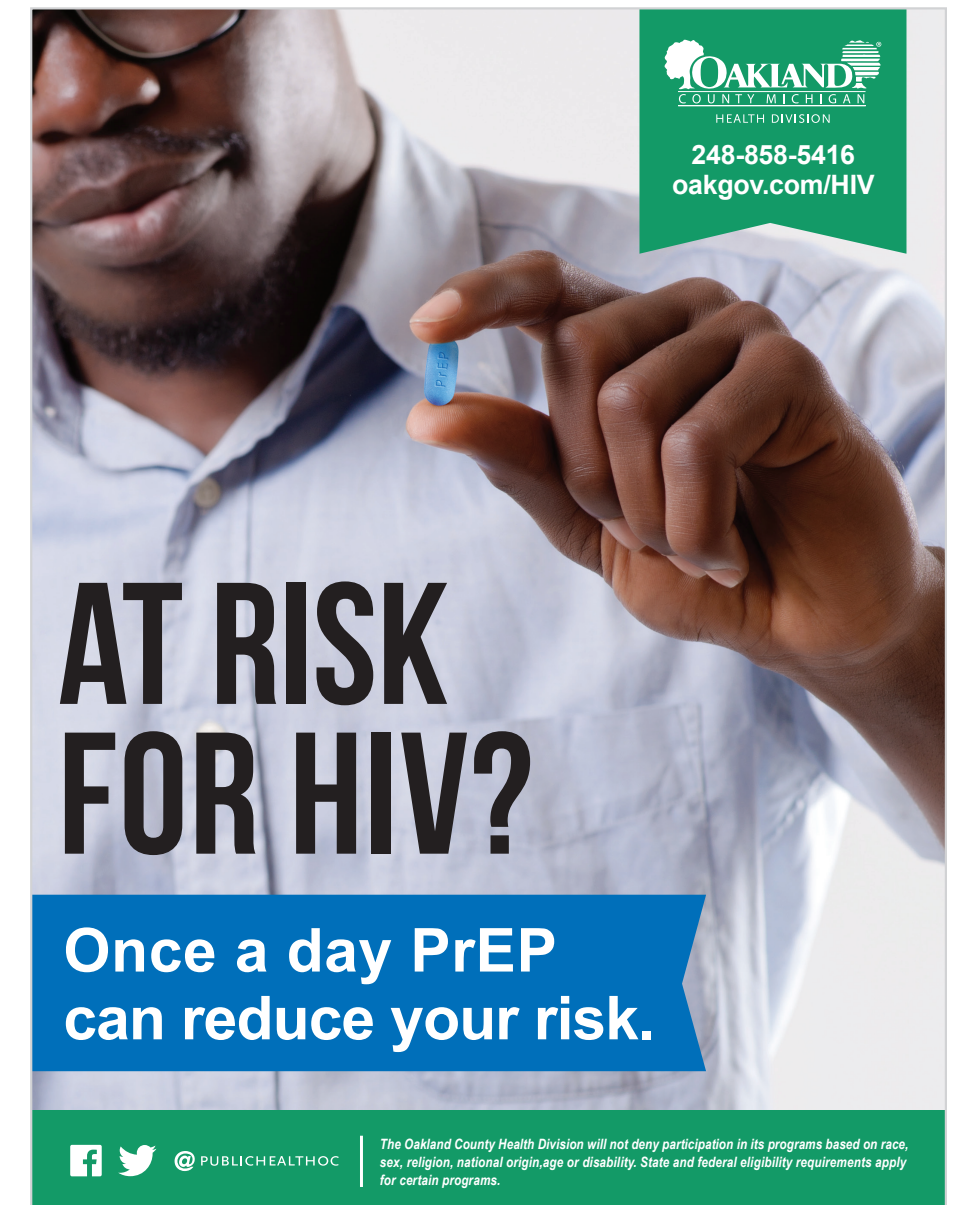
- Print (newspapers/magazines)
- Radio
- Television
- Billboards
- Paid social media content
- Posters
- Flyers
- Signage
- Promotional materials
- Displays
- Incentive items

HOW TO REQUEST/IMPORTANT NOTES

1. Complete the [Communications Work Request form](#). It is the responsibility of the program administrator to ensure adequate funding is available to use before signing and submitting the request.
2. Allow a minimum of 3 months for planning, design, and consultation with vendors.
3. After receiving the Communication Work Request, the health education supervisor will consult with the requesting individual to develop an advertising strategy.
4. Once a strategy is developed, the health education supervisor will outreach to vendors to secure advertising plan proposals.
5. Proposals will be given to requesting staff. Requesting staff secures approval by the unit administrator and the health officer within the allotted amount of time.*
6. Once approved, the health education supervisor will confirm proposal with vendors.
7. Administrator emails Stacey Smith and Raquel Lewis to ensure that money is added to the appropriate vendor contract.
8. Advertising design is developed by graphic designer and approved by the requesting individual, administrator, the health officer and Department of Public Communications.
9. The approved design will be sent by the health education supervisor to the advertising vendor to be placed into publication.
10. When invoices are received, the health education supervisor will review for accuracy, then send for administrator approval to pay. Administrator will sign invoice, make copy of signed invoice and return to Health Ed supervisor, and submit original to Teresa LePoudre to process for payment.

**Vendors can only hold ad space for a limited amount of time. Typically around 10 days. Once proposal is provided, administrators must move quickly to get it approved to move forward or risk losing ad space.*

Please Note: The health education unit secures all price quotes and facilitates correspondence with any contracted vendors that provide advertising, graphics, signage, incentives, and printing products.
Please do not contact the vendor directly.



NEWSPAPER AD

PUBLIC RELATIONS & MARKETING

COMMUNICATION WITH COMMUNITY PARTNERS

Collaboration amongst community partners to distribute public health messaging is important and occurs in a variety of ways. All unified public health messaging with community partners is coordinated by the PIO, HPS Chief, health education supervisors, and/or designated staff upon approval by the health officer.

To request **coordinated messaging** with a community partner (examples: joint press release, regional advertising, social media campaigns, etc.), follow the guidelines for non-urgent communication requests:

- Follow the procedures to complete and submit the [Communications Work Request form](#).
- Final communication pieces are distributed to the appropriate contacts by the health administration office and/or requesting individual, dependent on the nature of the item.

During a **public health emergency and/or incident**, the PIO or designated communication staff will:

- Determine which community partners to inform.
- Facilitate conversations to determine what actions are needed.
- Coordinate the creation and dissemination of communication pieces.

If you receive a **request for information** from a community partner or resident, follow these guidelines:

- Gather details:
 - What information do they need?
 - What do they want to share and with whom?
 - How do they want to share it?
 - Press release
 - GovDelivery
 - Social Media
 - Interview
- Submit requests to your immediate supervisor.
- Depending on the nature of the request, the supervisor will request approval from the unit administrator. Unit administrator may also seek approval from the health officer.
- Upon approval from administration, follow the guidelines to request *non-urgent* communication.

MISCELLANEOUS

PRESENTATION / HEALTH FAIR REQUEST

The HPS unit oversees staff participation at community events to avoid overstaffing and to secure appropriate participation. All presentations, health fairs, community events are tracked by the Public Health Speakers Team. Some staff are members of OCHD's Public Health Speakers Team and present on specific topics. Staff will be sent requests that are submitted through an online tracking system.

Before attending an event or giving a presentation:

- Complete the online [Community Event Staff Participation Form](#) to document staff participation once participation is confirmed.

After attending an event or giving a presentation:

- Complete the online [Community Event Feedback Form](#) to provide an opinion of the event.



BUILDING SIGNS/ SANDWICH BOARDS / NAMEPLATES

A standardized design template approved by administration is used for these materials. Complete a [Communications Work Request](#) and attach text you would like included for building signs and sandwich boards.

GUIDELINES

- Staff are not to hang flyers, signs, posters, etc. on walls not previously approved by administration.
- All signs are hung by facilities, maintenance & operations (FM&O) or designated OCHD staff. Administration/designated staff will remove unauthorized signs without notice.
- **Do not remove nameplates from building/office walls.**
- **Do not send old nameplates through interdepartmental mail.**

To request a building sign, sandwich board, or nameplate, follow the steps to complete a Communications Work Request.

MISCELLANEOUS

BUSINESS CARDS

The Health Education unit is responsible for processing business card orders. A standardized design template, approved by the Oakland County executive office, is used for all cards. Once a card is created, a mock-up will be forwarded electronically to the person whose name appears on the card for final approval. Ordering will not occur until final approval is received.

IF AN ORDER IS NEEDED:

- Fill out a [Communications Work Request form](#)
- Attach a sample/old card with any changes
- Form should include the exact text for card:
 - Preferred First Name & Last Name
 - Degrees/Certifications
 - Job Title
 - Work Address (NOHC or SOHC)
 - Phone number (include work-issued mobile number if desired)
 - Fax number
 - Email address
- Have the form signed by an administrator and forward to the health education supervisors.

IF BUSINESS CARDS ARE FOR STAFF FUNDED BY A GRANT PROGRAM:

- Write the grant account numbers on the communications work request form.
- The grant will be charged for the expense of processing cards.

Note: This is not necessary for staff funded by County dollars.

Business cards will not typically be ordered for new or promoted employees until a successful six-month probationary period is achieved. Blank business cards are available for new staff to personalize and use during their probationary period. Only quantities of 200 are ordered at a time.



PHOTO OF BUSINESS CARD

MISCELLANEOUS

MODEL RELEASE FORM

Health Division staff must receive permission to take and use photographs, letters, and quotes of individuals in published materials or on social media. Permission from a parent or guardian must be received for minors under age 18.

PROCEDURE

- Download a [Model Release Permission Form](#) on the Health Division Intranet.
- Type or write the date and name of event in the top right-hand corner. Be specific. If the photos are general Health Division use, write ‘General’.
- Mail completed forms to Health Education, North Oakland Health Center


FAX COVER SHEET PAGE

The [OCHD Fax Sheet Cover Page](#) must be used when sending faxes or scans via email outside the agency. The cover page includes all necessary information, including a HIPPA Privacy Notice Statement.

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 or bottom of the form, space permitting if will be used externally
- OCHD disclaimer on the bottom of the form, space permitting if will be used externally
- File path (job number and date created/revised)
- Creation or revision date (i.e., Rev. 7/5/19)
- **Forms for internal use do not need to include the logo and disclaimer.**



OAKLAND COUNTY EXECUTIVE L. BROOKS PATTERSON

Leigh-Anne Stafford, Health Officer
(248) 858-1280 | health@oakgov.com

OAKLAND COUNTY HEALTH DIVISION MODEL RELEASE

I, _____, consent for all purposes to the reproduction and/or use of writings and correspondence such as letters or testimonials by me (with or without my name), and audiotape, video, and/or photographs of me (with or without my name) by the Oakland County Health Division and by nominee or designee of the Oakland County Health Division (including any agency, client or periodical or other publication) in all forms and media and in all manners, including advertising, website, social media sites, trade, display, editorial, art, exhibition, and products developed by the Oakland County Health Division or its designees.

In giving this consent, I release the Oakland County Health Division, their nominees and designees from liability for any violation of any personal or proprietary right I may have in connection with such reproduction or use.

I am eighteen years of age or older (if less than 18, a guardian's consent is needed).

SIGNED: _____

WITNESS: _____ DATE: _____

GUARDIAN'S CONSENT

I am the parent and/or guardian of the minor named above and have the legal authority to execute the above consent or release. I approve the foregoing and waive any rights in the premises.

SIGNED: _____

WITNESS: _____ DATE: _____

North Oakland Health Center | 1200 N. Telegraph Road 34E | Pontiac, MI 48341-0432 | (248) 858-1280 | oakgov.com/health
South Oakland Health Center | 27725 Greenfield Road | Southfield, MI 48076-3663 | (248) 424-7000 | oakgov.com/health

MISCELLANEOUS

TRANSLATION

WRITTEN

- Make a request to your supervisor to have a document translated.
- Supervisors submit translation requests to the unit administrator.
- Unit administrators will determine if the translation request is appropriate and if funding is available.
- Submit a [Communications Work Request form](#) to request a price quote. Health education supervisor will facilitate contact with a translation vendor.
- Email document to be translated to: ottenwessk@oakgov.com.
- Unit administrator then emails Stacey Smith and Raquel Lewis to ensure that money is added to the translation vendor contract.

VERBAL

Use these helpful tips to assist a client with verbal translation:

- Please see your unit administrator for specific verbal translation procedures to follow. There are multiple contracts available for on-site and telephone translation.
- Identify an OCHD staff member that could assist. View the [OCHD Staff Foreign Language List](#).
- Learn a few polite expressions
 - A simple 'good morning' or 'thank you' in the patient's native language will go a long way toward improving your relationship and building trust.
- Avoid slang
 - Use standard English to make sure your explanations and instructions will be understood correctly.
- Keep it simple
 - The shorter the explanation, the better. Aim for words and phrases that are simple to understand and easily translated. Long explanations could lead the interpreter to summarize your words in a way that doesn't fully express what you're trying to say. At the same time, be careful not to patronize your patient!
- Speak in full sentences
 - You may think it's helpful to stop mid-sentence to allow the translator to catch up, but doing so may put information out of context and lead to a confusing or inaccurate oral translation.

MISCELLANEOUS

POWERPOINT PRESENTATIONS

- It is the expectation that all staff use the approved [OCHD PowerPoint template](#) that includes all of the required components such as OCHD logo and is in accordance with brand guidelines.
- **Do not right-click and save images from websites or other electronic documents and insert into a presentation.** By doing this, you may be:
 - Infringing on a copyrighted image
 - Unknowingly downloading a virus to your computer
 - Using a low-quality image
- Health education staff are available to assist with presentation development. If you would like assistance, follow the steps to submit a [Communications Work Request](#).
- See 'Appendix 1: Helpful Tips' for more PowerPoint tips and guidelines to ensure a quality PowerPoint presentation.



POWERPOINT TITLE AND END SLIDE EXAMPLES

MISCELLANEOUS

PRICE QUOTES

To request a price quote to print a document, poster, sign, booklet, for advertising, or for promotional incentive items, email Hanna Cassise at cassisej@oakgov.com and include as much information that you have about the item. Please include the following if possible:

- Quantity
- Size
- Paper Quality
- Color
- Binding (3 hole punch, staple, etc.)
- Funding Source (grant or general fund)
- Target Audience
- Date needed

If more information is needed, the requesting individual will be contacted. If you are writing a grant application and price estimates for communication-related items are needed, contact Hanna Cassise at 248-858-4670 or cassisej@oakgov.com

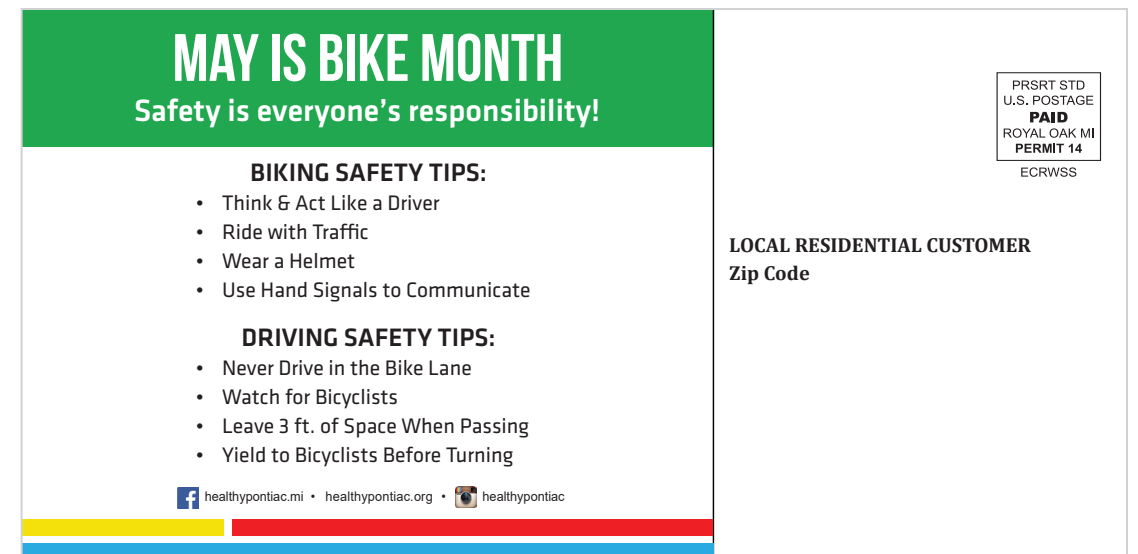
MISCELLANEOUS

DIRECT MAILERS (POSTCARDS, NEWSLETTERS, ETC.)

- Follow the procedure to complete and submit the [Communications Work Request form](#).
- Check the 'Direct Mail' box on the right-hand side of the form.

WHAT TO CONSIDER AND PREPARE WHEN REQUESTING A DIRECT MAILER

- **Document Size** - The following standard document sizes are preferred by the mailroom:
 - 4.25 x 5.5
 - 4 x 6
 - 4 x 9
 - 5 x 7
 - 6 x 9
 - 5.5 x 8.5
 - 6 x 11
- Documents that do not meet the standard sizes above will need special consultation and may be more expensive. Please allot an additional 2-3 weeks for consultation.
- **Postage Costs** - Postage charges are in addition to print charges. Depending on the item, document size and quantity to be mailed, postage could be more expensive than printing. Please inquire with the health education supervisor for consultation.
- **Service Fee** – Dependent on the direct mailer, the mailroom charges service fees that covers additional labor and tasks such as inkjet printing and sealing documents.
- **Mail Merge Excel File** – The requesting individual must provide the mailing addresses in a 'mail merge-friendly mailing list'. Please use this Excel spreadsheet that is available on the Health Division Intranet to create your mailing list. A complete mailing list must be submitted electronically to the health education supervisor at the time the Communication Work Request is submitted.
- **Length of Processing Time:** Consider additional time for the printed material to be shipped to the mailroom, sorted, labeled and mail delivery when requesting work completion deadlines.



APPENDIX 1: HELPFUL TIPS

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 the appearance of materials. Paper is generally selected by pound. Pound is an indication of thickness/quality. Examples include:
 - 20 pound - similar to copy paper
 - 110 pound - card stock
- Please consult with a health education supervisor with questions about paper quality.

COMMUNICATION TIPS

MESSAGE CONTENT

- To create clear and concise messages for a public audience, 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.
- Develop one idea fully before moving to the next. Skipping back and forth between topics can create confusion.
- 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.
- Inform readers about what they should do, rather than what not to do.
- State clearly the action needed. Use concrete verbs, nouns, and an 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.
- 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.
- Inform readers what they will gain by reading your material.

APPENDIX 1: HELPFUL TIPS

COMMUNICATION TIPS CONTINUED

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 hear 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 determine 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(s) out followed by the acronym in parentheses.
 - For example: Put your baby to sleep on their back to lower the risk of Sudden Infant Death Syndrome (SIDS).
- Use general words like most, many and half, instead of statistics.
- Avoid using symbols.
 - For example: Alcohol + Pregnancy = Fetal Alcohol Syndrome. This example may be difficult for some readers to understand.

APPENDIX 1: HELPFUL TIPS

COMMUNICATION TIPS CONTINUED

BE SENSITIVE TO CULTURAL DIFFERENCES

- Use terms that 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 sub-groups 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.

READABILITY

Check text for readability. According to the CDC, articles targeting the general public are best understood when written at the 6th–9th grade levels. 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 File> Options> Proofing> Check Readability Statistics.
- Readability statistics will appear following the spelling and grammar check.

APPENDIX 1: HELPFUL TIPS

POWERPOINT GUIDELINES AND TIPS

It is the expectation that all staff use the approved [OCHD PowerPoint template](#).

GENERAL

- Slides should be short and to the point – include only key words and phrases for visual reinforcement.
- Use the notes view on the slide to include specific details to be presented.

LAYOUT

- Headings, subheadings, and logos will show up on the same spot on each frame.
- Keeps margins, fonts, font size, and colors consistent.
- Lines, borders, and bullets should also be consistent.

FONTS

- Ensure font style is readable. Always test slides before using.
- Recommended fonts: Arial, Tahoma, Verdana, Calibri, Century Gothic.
- Font size: the larger, the better. Slides must be readable from the back of the room.
 - Title size: 40pt or 44pt
 - Subtitle or Bullet size font: 32pt
 - Content text: No smaller than 24pt
- Keep the font the same throughout the entire presentation.

USE BULLET POINTS TO COVER COMPONENTS OF EACH IDEA

- Keep each bullet to 1 line, 2 at the most.
- Limit the number of bullets on a screen to 6, 4 if there is a large title, logo, picture, etc.
- If you crowd too much text, the audience won't read it.

APPENDIX 1: HELPFUL TIPS

POWERPOINT GUIDELINES AND TIPS CONTINUED

AVOID THE “ALL WORD” SLIDE

- Avoid using a large block paragraph to introduce your information and reading verbatim from the content on the screen.
- Use short, bulleted statements, and avoid typing out your entire presentation on to the slides. It is difficult for some to listen and read a large amount of text at the same time.
- Put important details in notes view to supplement your explanation of the slide content.

DON'T

- Use Italics.
- Use too many effects or animations.
- Use small size font for anything other than a footer.
- Sacrifice readability for style.
- USE ALL CAPITAL LETTERS - makes text hard to read, conceals acronyms and denies their use for EMPHASIS.
- Use clip art – it can come across as juvenile and unprofessional.

APPENDIX 2: IMPORTANT DOCUMENTS

- [Communications Work Request](#)
- [Print Request](#)
- [Model Release](#)
- [Fax Cover Sheet](#)
- [OCHD PowerPoint Template](#)
- [Logo/Disclaimer Download Instructions](#)
- [OCHD Staff Foreign Language List](#)
- [Community Event Staff Participation Form](#)
- [Community Event Feedback Form](#)

APPENDIX 3: FREQUENTLY ASKED QUESTIONS

SOCIAL MEDIA

Q: Why do we use social media?

A: To promote our mission, vision, services, events, general health and wellness information, and to communicate reliable public health information to those who live, work, and play in Oakland County. Social media also directs traffic to our website or other credible organizations for reliable information.

Q: Who creates and posts for OCHD on social media?

A: OCHD administrators will select a “unit point person” to participate on the OCHD social media messaging team. The “unit point person” works with the health educator assigned to their unit to develop posts and content for social media sites.

Q: Do you tag OCHD staff in pictures and/or posts?

A: No, we do not tag anyone in pictures and/or posts. You can tag yourself if desired.

Q: Can I tag @PublicHealthOC in pictures and/or posts?

A: Yes, you may tag us in pictures and/or posts.

ADVERTISING

Q: How do we select the advertising that best meets our need?

A: Discuss options with your supervisor and health education supervisor. Consider the following questions before you submit a [Communications Work Request Form](#):

- What advertisements would the target population be most likely to see? For example, trying to reach stay-at-home moms with LinkedIn ads might be challenging.
- When can the target population take the action you’re asking them to take? For example, a radio ad that plays during rush hour is likely to reach people when they’re driving. If you ask them to visit your website, it’s difficult, even if they want to do it.
- Which options can you afford to try? Some advertising methods are quick and cheap to try. Others are not. For example, television and movie ads are expensive.

Q: How much does advertising cost?

A: 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.

APPENDIX 3: FREQUENTLY ASKED QUESTIONS

PUBLIC HEALTH SPEAKERS TEAM

Q: How do I get assigned to give presentations and/or attend health fairs?

A: Supervisors may give these assignments. If you are a member of the Public Health Speakers Team, you will receive assignments from the HPS unit based on requests. If you have experience in public speaking and would like to be a part of the team, please fill out the [application](#). You must gain supervisor/administrator approval to join. Additional training may be required.

Q: Do I have to log participation at events even if I wasn't assigned?

A: All staff must track participation in events using the [Community Event & Feedback Forms](#).

Q: Where can I tell people outside of the OCHD to request a presentation or health fair?

A: Direct the requestor to www.oakgov.com/health or assist the requestor by submitting the request online for them while you have them on the phone (see instructions below).

- Go to the Speakers Team Page at: <https://www.oakgov.com/health/services/Pages/Public-Health-Speakers-Team.aspx>
- Click on the "Online Request Form" link in the right column. This will take you to the Oakland County Services Registration page.
- Click on the "Citizen Register for Services" button on the page.
- In the drop down box, select "Speaker/Health Fair Request"
- Complete all required boxes, including type of service (Presentation or Health Fair), when finished, click checkout.
- You will receive a receipt of your request.
- An OCHD staff will contact the requestor within a week.

COMMUNICATIONS QUESTIONS?

For questions regarding any of the Oakland County Health Division communications processes, please contact:

Hanna Cassise, Health Education Supervisor

248.766.8146 • cassisej@oakgov.com

Kristina Ottenwess, Health Education Supervisor

248.296.1683 • ottenwessk@oakgov.com