



<b>Policy Title:</b>	<b>Public Communications and Marketing</b>
<b>Policy #:</b>	<b>01-002-0035</b>
<b>Effective Date:</b>	11/12/2024
<b>Approved by:</b>	SCCCMH Board
<b>Functional Area:</b>	Community Relations
<b>Responsible Leader:</b>	Kim Prowse, Human Resources Director
<b>Policy Owner:</b>	Aubree Mayhew, Administrative Specialist, Public Relations
<b>Applies to:</b>	SCCCMH Staff

**Purpose:** To provide guidelines for appropriate public messaging and *marketing* activities.

### I. Policy Statement

It is the policy of St. Clair County Community Mental Health (SCCCMH) to ensure all communications with the general public are presented in a clear and consistent format, following the written ethical code of conduct for marketing, established standards and guidelines for interaction with the *media*, appropriate use of the St. Clair County Community Mental Health *logo*, acceptable *elements of design*, and required reading proficiency levels.

### II. Standards

- A. All external publications/*public communications* will be reviewed by the Supervisor or Designee prior to distribution.
- B. SCCCMMH employees are not authorized to make public comment or communicate with the media regarding SCCCMMH services, projects, and activities unless directed to do so by the Chief Executive Officer or their designee.
- C. *Person-first language* will be used in all public communications.
- D. All public communication that is not generated or distributed by a member of the Community Relations Department will be copied to the Community Relations Supervisor to be maintained in a reference file.

- E.** No service, program, or activity offered by SCCCMH is authorized to create a new logo, unless authorized, for the purpose of branding the service or program. Only the SCCCMH logo will be used for this purpose.
- F.** All public communications regarding services, programs, or activities offered by SCCCMH will clearly indicate that the service, program, or activity is offered by SCCCMH.
- G.** All communications intended for the general public will be written at or below the fourth grade reading level when possible. In some situations, it is necessary to include information, medications, diagnoses, and conditions that do not meet the fourth grade level criteria.
- H.** All printed publications (e.g., newsletters, brochures, booklets) must include an initial publication date or a revision date if the publication was revised prior to re-printing and must include, at a minimum, the month and year of publication. Recommended information to include is the file path of the publication.
- I.** All publications will use design elements that make reading easier. These include, but are not limited to, appropriate font size and the use of legible fonts, images, and universal symbols where appropriate.
- J.** All public events attended by SCCCMH staff on behalf of the agency will be reported to the Community Relations Department. Information to be reported includes the date, organization visited, the topic of the presentation, approximate age and number of persons present at the presentation, any promotional “giveaway” items used at the event, and PowerPoint materials/handouts given, if any.
- K.** SCCCMH staff may not accept any form of gift, stipend, or honorarium in exchange for participating in a speaking engagement on behalf of SCCCMH.
- L.** SCCCMH staff who are cited in printed articles or interviewed on radio/television are asked to send clippings or air dates of coverage to the Community Relations Department for tracking purposes.
- M.** Standard contact information on all written public communication will include the local, toll-free numbers for the Access Center and the address and main phone number of the SCCCMH Administration Office unless the publication specifically describes a program/service that is offered only at a remote location, in which case, the inclusion of the local address will enhance the promotion of the program or service.

### III. Procedures, Definitions, and Other Resources

#### A. Procedures

##### Responsibilities

Position	Responsibilities
All Staff	Direct all media calls to the CEO or Community Relations Department.
Community Relations Staff	Oversee all media coverage, publications, public messaging, and other marketing.
Chief Executive Officer	<ol style="list-style-type: none"> <li>1. Provide public interviews and other messaging on behalf of SCCCMH and report all such communication to Community Relations Department.</li> <li>2. Approve all advertisements or sponsorships prior to agency commitment to participate.</li> </ol>
Case Managers/ Clinicians	Determine whether individuals served would like to participate in media messaging and coordinate with Community Relations Department.

##### Actions – Media Coverage

Action Number	Responsible Stakeholder	Details
1.0	All SCCCMH Staff	<ol style="list-style-type: none"> <li>1. Transfer the call to the Chief Executive Officer's office or to the Community Relations Department if the Chief Executive Officer is unavailable.</li> <li>2. Explain to the media the agency policy by saying, "All media calls are handled by the Chief Executive Officer's office. I will transfer you to that department."</li> </ol>
2.0	Community Relations Department	<ol style="list-style-type: none"> <li>3. Issue press releases and public service announcements on behalf of SCCCMH and its divisions, departments, programs, services, activities, and events.</li> <li>4. Forward copies of all press releases to the Chief Executive Officer or their designee to ensure awareness of potential media contacts for comment.</li> </ol>
3.0	Chief Executive Officer	<ol style="list-style-type: none"> <li>5. Notify the Community Relations Department when a public interview/comment has been given for the purpose of tracking public communications.</li> </ol>
4.0	Community Relations Department / Designee	<ol style="list-style-type: none"> <li>6. Maintain listing of media contacts that includes media identification, SCCCMH contact person(s), date of contact, and subject addressed.</li> </ol>

## Actions – Publications

Action Number	Responsible Stakeholder	Details
1.0	Community Relations Department / Designee	1. Coordinate the production of all publications (e.g. brochures, flyers, booklets, website, social media content, annual reports, newsletters, posters, and videos) intended for public distribution.
2.0	All SCCCMH Staff	2. Use consistent contact information on all SCCCMH publications. 3. Use the official SCCCMH logo on all publications.
3.0	Community Relations Department / Designee	4. Ensure all publications are identified to the SCCCMH organization, not to individual divisions, departments, programs, or staff members. 5. Ensure publications are written at an acceptable reading level, as determined by the Michigan Department of Health and Human Services. 6. Include, where appropriate, the names of the SCCCMH Board of Directors and leadership team in publications. 7. Ensure appropriate consents/releases are on file prior to gaining access to information about individuals receiving SCCCMH services. (ref. <a href="#">Administrative Policy #05-003-0010 Fingerprints, Photographs, Audio Recordings, and Use of One-Way Glass</a> ).
4.0	Case Managers/Clinicians	8. Ask individuals who use SCCCMH services if they are interested in being included in a publication, informing them they are under no obligation to do so. 9. Obtain required consent forms and releases prior to communicating any private information about any individual.

## Actions – Health Fairs, Speakers, Sponsorships, Other Communications with the Public

Action Number	Responsible Stakeholder	Details
1.0	All SCCCMH Staff	1. Notify the Community Relations Department when they have been contacted to participate in a community event, speaking engagement, or participate virtually or in-person in any other public event as a representative of SCCCMH.
2.0	Community Relations Department / Designee	2. Provide promotional “give-away” items, appropriate printed publications, a display board,

		<p>or other items needed by staff participating in an event.</p> <p>3. Staff SCCCMH table at an event or make arrangements for other trained staff to represent SCCCMH.</p>
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## Actions – Marketing

Action Number	Responsible Stakeholder	Details
1.0	Community Relations Designee	<ol style="list-style-type: none"> <li>1. Design print advertisements, billboards, flyers, and other promotional materials, or review the designs of others to ensure alignment with SCCCMH's "Marketing Code of Ethics."</li> <li>2. Write radio or television advertisements, or review those written by others to ensure alignment with SCCCMH's "Marketing Code of Ethics."</li> <li>3. Create social media content or review content created by others to ensure alignment with SCCCMH's "Marketing Code of Ethics."</li> <li>4. Verify invoices for paid advertisements and forward for approval, ensuring payments are only made for advertisements that actually occurred.</li> </ol>
2.0	All SCCCMH Staff	<ol style="list-style-type: none"> <li>5. Direct all requests for advertisements or sponsorships to the Chief Executive Officer's assistant.</li> </ol>
3.0	Chief Executive Officer	<ol style="list-style-type: none"> <li>6. Approve all paid advertisements or sponsorships prior to agency commitment to participate.</li> </ol>

## B. Related Policies

[Administrative Policy #05-003-0010, Fingerprints, Photographs, Audio Recordings, and Use of One-Way Glass](#)

## C. Definitions

1. *Marketing*: is the use of paid or unpaid promotional opportunities with a goal of promoting a particular service, program, or special event offered by SCCCMH.
  - a. *Elements of design*: refers to the arrangement and spacing of information on a page or advertisement, use of font style and type size, and use of illustrations in order to make information easy to understand.
  - b. *Media*: refers to representatives of newspapers, magazines, newsletters, radio stations, television stations, internet websites, and social media

platforms who ask for information with the intent of publicly disseminating information gathered through interview or conversation.

- c. *Logo*: refers to the board approved graphic illustration that represents St. Clair County Community Mental Health
2. *Person-First Language*: refers to referencing a person first before any description of disability.
3. *Public Communication*: includes, but is not limited to, the use of press releases, public service announcements, interviews with reporters, print advertisements, radio/television advertising, flyers, posters, brochures, billboards, banners, website content, Facebook and other social media content event participation and sponsorships to communicate information about SCCCMH services or programs to the communities we serve or to a larger audience.

#### D. Forms

N/A

#### E. Other Resources (i.e., training, secondary contact information, exhibits, etc.)

[Exhibit A: SCCCMH “Marketing Code of Ethics”](#)

#### F. References

1. MDHHS Contract
2. Michigan Mental Health Code Section 330.1724

### IV. History

- Initial Approval Date: 04/2008
- Last Revision Date: 12/2023 BY: Aubree Mayhew
- Last Reviewed Date: 10/2024 BY: Aubree Mayhew
- Non-Substantive Revisions: N/A
- Key Words: media, interview, community engagement, marketing, promotional material, flyers, brochures, community relations