

WCHO		<i>Policy and Procedure</i>	
Department: Governing Body & Director's Office Author: S. Sheldon		<i>Publicity</i> Local Policy Number (if used)	
Revision Date	Approval Date 3/7/07	Implementation Date	
Archive Information			
Date:			
Reason:			

I. PURPOSE

To establish a policy and procedure regarding all forms of publicity pertaining to the Community Health Organization (WCHO) and its recipients of service.

II. APPLICATION

All staff, students and volunteers of WCHO

III. DEFINITIONS

Publicity: all materials originating from the WCHO used for public circulation. Includes but is not limited to stationery, signs, displays, brochures, advertisements (e.g. radio, television, newspapers) and other printed material.

IV. POLICY

All publicity dispersed from or about the WCHO, and/or its recipients of services, shall meet with the prior approval of the Executive Director, or designee.

V. STANDARDS

None

VI. EXHIBITS

None

VII. REFERENCES

None

VIII. PROCEDURES

<u>WHO</u>	<u>DOES WHAT</u>
Staff Member	<ol style="list-style-type: none">1. Consults with Supervisor regarding plans to develop, use and/or circulate information and or materials regarding the WCHO, or its recipients of service.2. Prior to circulation of materials/information, submits plans in writing for publicity release to the Supervisor. This may include drafts of articles or advertisements and layouts of signs, displays, and/or brochures.3. Brochures made available through the Michigan Department of Community Health (MDCH).
Supervisor	<ol style="list-style-type: none">1. Reviews submitted materials for appropriateness and routes to Director or Designee.
Director or Designee	<ol style="list-style-type: none">1. Reviews and revises, if necessary, submitted publicity materials and information.2. Assures that there is a written or verbal acknowledgement of WCHO on all publicity information and materials.3. Grants approval for public circulation of materials based on the following criteria:<ol style="list-style-type: none">a. protection of the best interests of WCHO, its contract agencies, clients and the systems with which WCHO works.b. client confidentiality.c. accuracy of information/materials to be circulated.d. copyright issues (where applicable).4. Routes approved materials to appropriate staff for circulation/use.