



DATE: October 12, 2016

TO: Washington State Board of Health Members

FROM: Michelle Davis
Executive Director

SUBJECT: COMMUNICATIONS POLICY UPDATE

Background and Summary:

The State Board of Health has a number of administrative policies and procedures, which are intended to guide Board members and staff activities and actions on a variety of topic areas. Board staff periodically reviews administrative policies to assure that they are clear, up to date, and align with statewide standards.

Kelie Kahler, our Communications Manger recently reviewed the policy 2005-002 Media Guidelines to assure it aligns with communications best practices. Over the last year and-a-half, the Board has received multiple requests for information and interviews from local reporters. Their requests cover topics such as fluoridation of drinking water, school rules, cultural foods, noise pollution, immunizations, and newborn screening. The proposed changes to the Board's media relations policy will help us assure that it is up to date and that staff remain responsive to the increasing media attention to the Board's work.

Recommended Board Actions:

I recommend the Board consider the proposed updates to the Board policies.

Motion: The Board adopts the recommended revisions to Policy 2005-02 Media Guidelines: Guidance for news media relations and reporter contacts.

Staff: Kelie Kahler