



**Appendix B: Okaloosa County Health Department**

**LHD Performance Indicator Plan  
2008**

**Standard 3.A.4 LHD has a media strategy that includes formal (press releases) and informal opportunities for communicating with the media and responding to media requests, along with routine communication to raise awareness of public health issues.**

**Objective: By October 31, 2008, create and implement a communications strategy for the OCHD.**

**Champion: Cecilia Wagner**

**Back-Up: Carrie Ziegler**

Key Strategies and Activities	Lead Role	Target Date for Completion	Status of Progress	Evaluation Indicators
<b>Key Strategy:</b> Develop a communications strategy to include formal and informal processes.				
A1: a. Identify blitz team b. Schedule first group meeting	Cecilia Wagner	01 June 08	Molly Payne-Hardin, Subject Matter Expert Cecilia Wagner, Facilitator Jack Andrews, Charles McCown, Sherry Griffith, Cathy Norman, Tammy Brown, Carrie Ziegler. 1 <sup>st</sup> meeting June 18-19. Completed.	<ul style="list-style-type: none"> <li>▪ Blitz team identified</li> <li>▪ Meetings scheduled in Outlook calendars</li> <li>▪ Meeting minutes maintained</li> </ul>
A2: a. Access DOH media template	Media blitz team	08-19 June 08	Completed policy. Completed master calendar.	<ul style="list-style-type: none"> <li>▪ Media policy written</li> <li>▪ Master calendar completed</li> </ul>

Key Strategies and Activities	Lead Role	Target Date for Completion	Status of Progress	Evaluation Indicators
<p>and write a media policy following this guidance</p> <p>b. Determine how media contacts will be tracked or documented</p> <p>c. Develop master schedule for routine or seasonal media communications i.e. flu, immunizations, MRC</p>				
<p>A4: Create a process map for implementing the media strategy</p> <p>a. Procedures</p>	Media blitz team	18 July 08	Completed process mapping of routine and risk communications.	<ul style="list-style-type: none"> <li>▪ Process map completed</li> <li>▪ Policy approved by Steering Committee</li> </ul>

Key Strategies and Activities	Lead Role	Target Date for Completion	Status of Progress	Evaluation Indicators
for formal, routine communications with the media b. Procedures for non-routine, emergent risk communication with the media c. Present draft at July Steering Committee meeting				



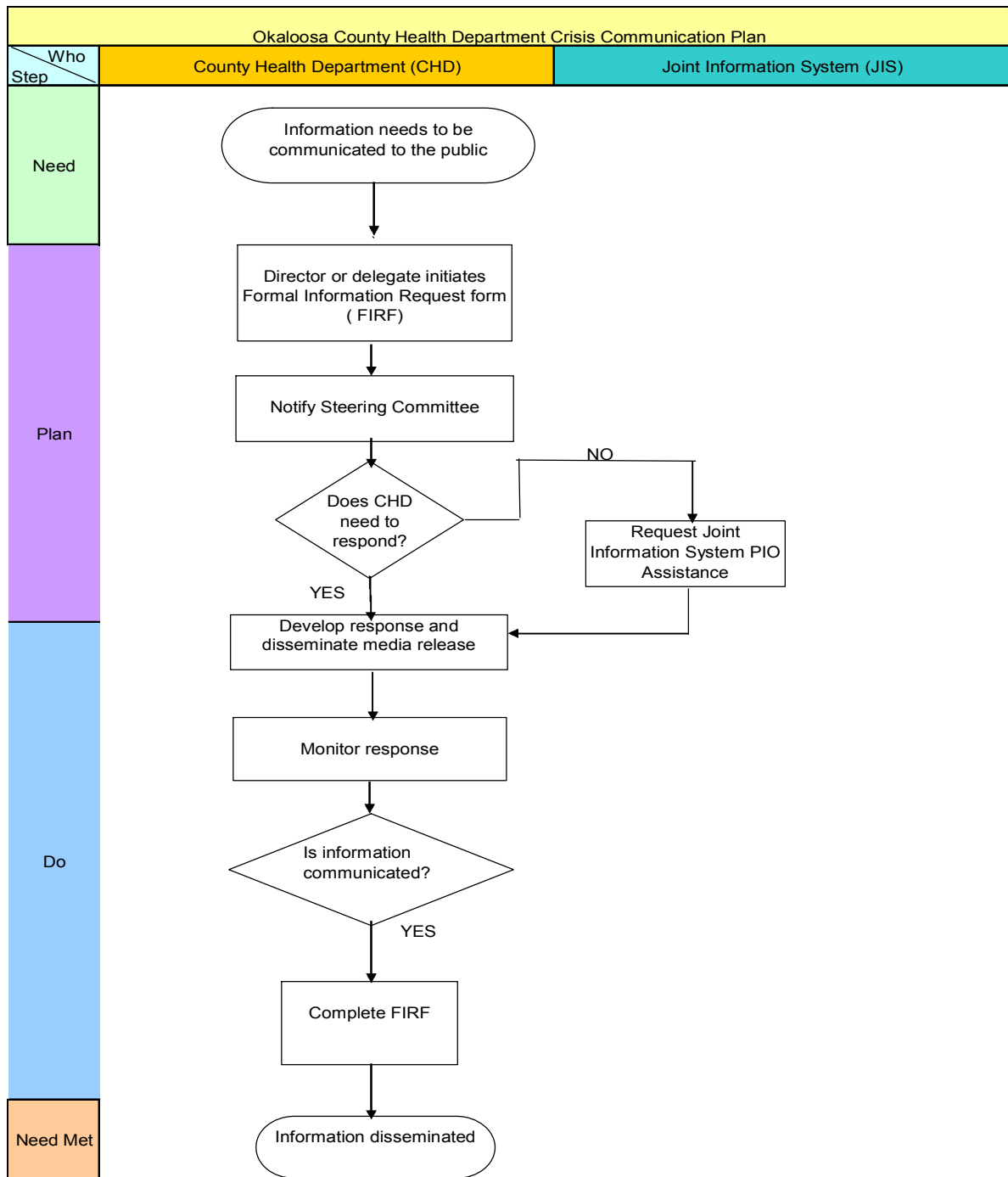
	Cecilia Wagner	01 June 08	Molly Payne-Hardin, Subject Matter Expert Cecilia Wagner, Facilitator Jack Andrews, Charles McCown, Sherry Griffith, Cathy Norman, Tammy Brown, Carrie Ziegler. 1 <sup>st</sup> meeting June 18-19. Completed.	<ul style="list-style-type: none"> <li>▪ Blitz team identified</li> <li>▪ Meetings scheduled in Outlook calendars</li> <li>▪ Meeting minutes maintained</li> </ul>
	Media blitz team	08-19 June 08	Completed policy. Completed master calendar.	<ul style="list-style-type: none"> <li>▪ Media policy written</li> <li>▪ Master calendar completed</li> </ul>
	Media blitz team	18 July 08	Completed process mapping of routine and risk communications.	<ul style="list-style-type: none"> <li>▪ Process map completed</li> <li>▪ Policy approved by Steering Committee</li> </ul>
	Branch managers Section Chiefs Steering Committee	01 Aug-31 Oct 08	Data base created and modified. Media releases and requests tracked for 3 months.	<ul style="list-style-type: none"> <li>▪ Number of media contacts (routine and non-routine) responded to and documented</li> <li>▪ Use of master calendar as needed</li> </ul>
	Media blitz team Steering Committee	31 Oct 08	Database modified to allow for documentation of OCHD initiated media releases.	<ul style="list-style-type: none"> <li>▪ Assessment completed</li> <li>▪ Tool or process modified if needed</li> </ul>
	Cecilia Wagner	15 Nov 08 30 Nov 08	Reports completed and submitted.	<ul style="list-style-type: none"> <li>▪ Model Practices application submitted</li> <li>▪ Final report submitted</li> </ul>



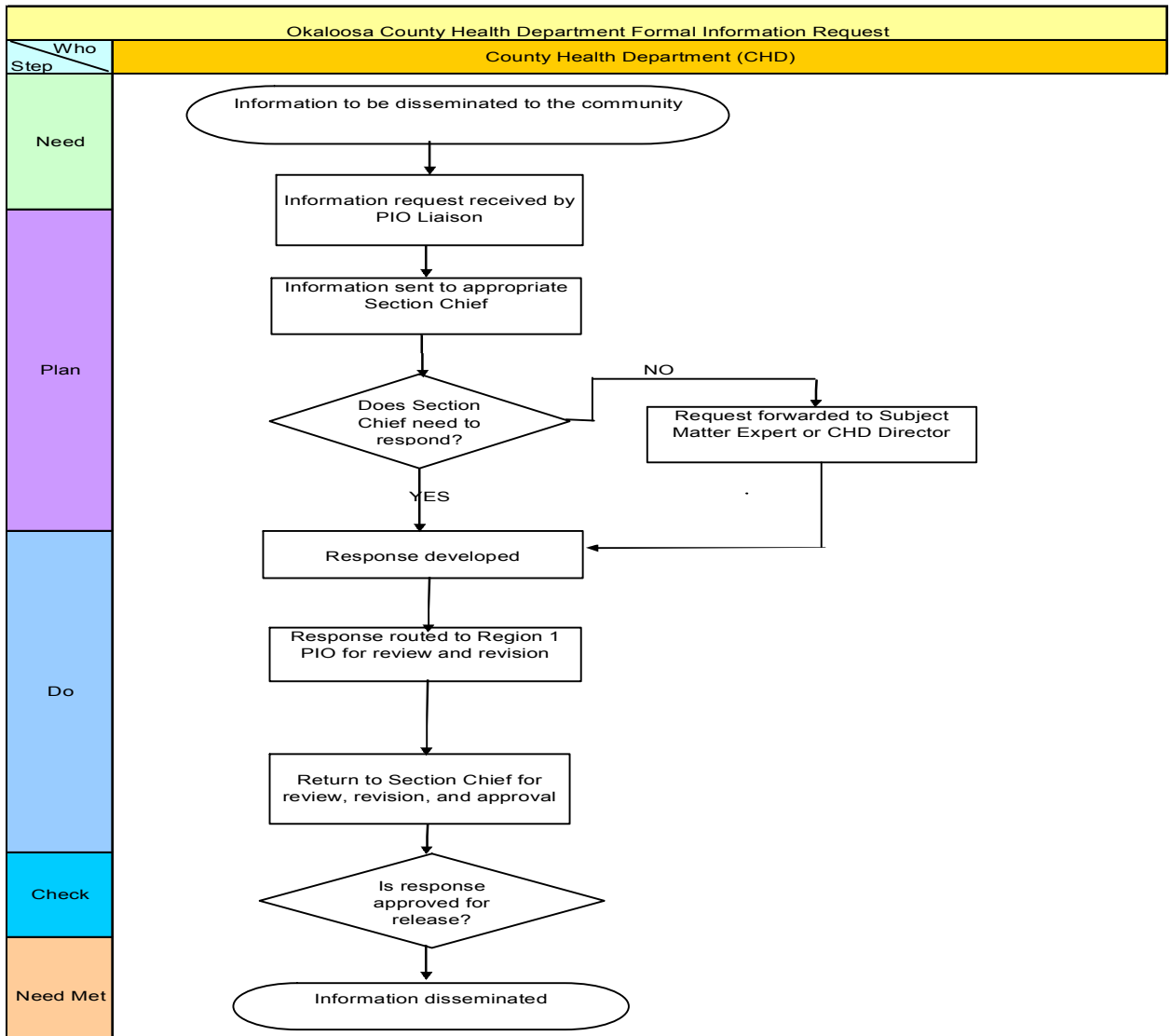
## Appendix C: Forces of Change



### Appendix D: Crisis Communication Process Map



## Appendix E: Formal Information Request Process Map



## Appendix F: OCHD Initiated Information Release-Sample Data Base





## Appendix G: Formal Information Request-Sample Data Base

## Appendix H: Sample Reports