

2020-2025



**Indiana**  
Department  
of  
**Health**

# **ORGANIZATIONAL BRANDING & COMMUNICATION PLAN**

This document provides guidance regarding the agency's visual and direct communications with partners, stakeholders and our citizens that represents our values, effectiveness and reputation.

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## PURPOSE

The Indiana Department of Health exists to promote, protect and improve the health and safety of all Hoosiers to help every Hoosier reach their optimal health regardless of where they live, learn, work, or play. To assist with this mission, the agency will need to effectively communicate with the public, stakeholders and other health professionals.

This plan is to guide and assist personnel in those communications, both internally and externally. This plan is to be a guide for actions staff members should take when receiving requests for public records or requests for interviews. It also provides guidance on how to handle agency and personal social media accounts, the image behind the Indiana Health Department and more.

### **Mission statement**

The mission of the Office of Public Affairs is to represent the Indiana Department of Health as the trusted source of accurate, timely and critical public health information in Indiana.

## OBJECTIVES

In order to support the objectives and vision of the Indiana Department of Health, communication between the agency and the public must be:

- Credible
- Clear
- Timely
- Accurate

Consistent with the values, goals and initiatives of the Indiana Department of Health.

These objectives are met in the working collaboration between support staff, supervisors, department directors, the executive team and the state health commissioner.

## BRANDING

The recognition of the agency's mission and services incorporates our "brand." This will be what our customers and stakeholders identify with our name and image.

Branding allows the visual communication of the agency's values, effectiveness and trusted leadership to stakeholders, partners and the public. It is important for the agency to be consistent in its communications so the brand is easily recognized and understood.

To support the image we convey to the citizens of Indiana, all personnel should represent the agency professionally in a consistent manner. [Branding guidelines](#) are posted to the agency intranet site.



## COMMUNICATION LIAISONS

The oversight of all media interactions, social media posts, marketing and emergency communication comes from the Office of Public Affairs (OPA). The director of OPA is responsible for managing the following:

- **Media Requests** – The OPA director and staff are the designated media contacts for all requests for information or interviews. This helps ensure that the information provided to the audience is accurate and delivered in a way that is consistent with agency and administration priorities.
- **Media Support** – The OPA director and staff can assist in the communication of marketing plans, press releases, public service announcements, press conferences and crisis and emergency response.
- **Media Monitoring** – The OPA director and staff are responsible for monitoring local and national media coverage of IDOH, its programs and its staff for mentions and inaccuracies and sharing that information with appropriate management and staff.
- **Training** – The OPA director and staff can assist in the training of media relations, marketing, writing and emergency communication.
- **Social Media Support and Monitoring** – The OPA director and staff oversee IDOH social media accounts, including reviewing and approving all posts. OPA also oversees responses to social media requests and comments.
- **Website** – OPA reviews content posted to the IDOH website for accuracy, clarity, consistency and messaging. OPA also updates agency web pages and coordinates updates to the IDOH Intranet, The Nerve Center.

### Website email address monitoring

OPA also has the email [PublicAffairs@isdh.IN.gov](mailto:PublicAffairs@isdh.IN.gov) for general questions, which is maintained daily. All emails received are assessed and either returned or sent to the appropriate program area or other state agency with instructions. The program area then acknowledges receipt and then composes the response and sends to OPA to reply to the sender.

OPA has also created [media@isdh.in.gov](mailto:media@isdh.in.gov) for all media requests.



# MEETINGS AND CONFERENCES

## **INTERNAL MEETINGS**

It is important that communications be clear among teams. Depending on the depth and importance of the meeting, it is best practice that many of our meetings include documentation of the following:

- Agenda
- Attendance records
- Meeting minutes
  - Should include location of meeting
  - Should include date (MM/DD/YYYY)
  - Should include summary of discussion
  - Should include action items
  - Should include IDOH logo if IDOH is facilitating the meeting
- Copies of all presentation and documents shared

## **EXTERNAL MEETINGS**

It is important that communications between IDOH and our partners are documented. It is best practice that each meeting includes documentation of the following:

- Agenda
- Attendance records
- Meeting minutes
  - Should include location of meeting
  - Should include date (MM/DD/YYYY)
  - Should include summary of discussion
  - Should include action items
  - Should include IDOH logo if IDOH is facilitating the meeting
- Copies of all presentation and documents shared



## CONFERENCES

IDOH offers several forums, conferences and trainings. It is important that IDOH is able to track these events, the materials provided and who participated. It is best practice that each meeting includes documentation of the following:

- Agenda
- Attendance records
- Meeting minutes
  - Should include location of meeting
  - Should include date (MM/DD/YYYY)
  - Should include summary of discussion
  - Should include action items
  - Should include IDOH logo if IDOH is facilitating or co-facilitating the event. Logo of the program can be used if specifically held by them.
- Copies of all presentations and documents shared

## ENFORCEMENT ACTIVITIES

IDOH has authority over certain enforcement activities such as trauma registry, food inspections, environment inspections, care facilities, etc. Each program will have different requirements as well as procedures unique to them. All programs should:

- Frequently review code, rules or statutes that are related to their enforcement activity/
- Create policies or procedures that meet requirements set by law, code or statute. These policies or procedures should include timelines, defined responsibilities, as well as workflow.
- Have regular communication with other agencies that are directly related to their enforcement activities. Frequency should be appropriate to their activity.
- Release enforcement activities to the public via a public records request at minimum. Programs are to create procedures around public notifications if they are mandated or feel it is appropriate otherwise.
- Create an annual report that summarizes complaints, enforcement activities, or compliance and reports should include patterns, trends, and compliance.



## LOGO

The Indiana Department of Health uses a shield with an “H” located in the center, with the state outline, and “Indiana Department of Health” to the right. This logo should be included on all official IDOH communications. No changes to color or design should be made without authorization from OPA. IDOH should display the logo both inside and outside the facility to help visitors recognize our presence.

Program areas each have their own logos, which can be used in lieu of or in conjunction with the IDOH logo with prior authorization from OPA. All program logos must be approved by OPA prior to usage. Division logos have been created and can be accessed on the Nerve Center under OPA branding resources. The logo is also available in Spanish for those documents.

IDOH Logo:



Example of division logo:



Logo in Spanish:



## **MEDIA RELATIONS & ADVERTISING**

Communication with the media is discussed in policy number IDOH-OSC-010-97. The purpose of this policy is to ensure that:

1. The appropriate agency representative is delivering the information.
2. All IDOH interactions with the media further health and wellness in Indiana and provide accurate and consistent information about IDOH programs, activities and policies.
3. All communications to the public and stakeholders are consistent with the policies and mission of IDOH.
4. All written materials and promotional merchandise created, printed and/or distributed by the IDOH appropriately reflect the agency's mission and policies and enhance its image as a professional organization.

### ***ACCURATE, APPROPRIATE, CLEAR AND TIMELY***

All communication, urgent and non-urgent, to the public should be accurate, appropriate, clear and timely. Divisions and programs should review their department's procedure on communications and/or request consultation and assistance from OPA when appropriate. Items to consider when developing messages are:

- Urgency of the communication.
- Is the information factual?
- What is the focus of the message that needs to be delivered?
- Who is your target audience and how can you reach them?
- Should more than one method of delivery be considered?
- Will translation services assist the audience in the understanding of the information provided?

Additional guidance on urgency communications can be found in the IDOH Crisis Emergency Risk Communications Plan (CERC).

### ***PRESS CONFERENCES/MEDIA INTERVIEWS***

When contacted by the media on matters related to IDOH, all employees will advise OPA **before** providing any information to the media. All IDOH employees and representatives responding to work-related media inquiries must have completed in-house media training.





The appropriate procedure for handling requests for interviews is:

1. If a staff member receives a call or is approached by a reporter during the normal course of his/her job duties:
  - a. Do not respond with "No comment".
  - b. Tell the reporter that "All interview requests are handled by our Office of Public Affairs."
  - c. Give the reporter the phone number of the OPA Media Relations Coordinator (317.233.7104) or transfer the reporter to that extension.
  - d. OPA will contact the reporter and arrange for an interview or to provide information as is appropriate.
2. Staff should inform OPA prior to making any external presentations at which media could be present. OPA will make every effort to be present at sensitive appearances.
3. If a staff member is approached by media after a presentation and no OPA member is present, the staff should instruct the reporter to contact the OPA Media Relations Coordinator whenever feasible. If the reporter only seeks to clarify information from the presentation, staff can do so but must notify OPA after the fact. Be sure to gather some basic information from the reporter before ending the interview. At a minimum, ask:
  - a. The reporter's name and affiliation.
  - b. The focus of the story the reporter is working on, and when it will be printed or broadcast.

Following any media contact made on behalf of IDOH, employees will provide the OPA, via email, a brief report concerning the contact. That report will include, at a minimum, the media representative's name, affiliation, summary of the conversation, the date and time the contact was made, and the date and time the story is expected to be printed or broadcast.

### **Media report**

At the start of each day, OPA will email a report of news clips relating to IDOH. Clips are available daily from Critical Mention, and Google searches for keywords, including Indiana Department of Health and the current state health commissioner's name. A search is also done for any hot topic at the moment, with Indiana at the front to narrow the search.

### **Media clips**

At the close of business daily, a report will be sent to the 00 Media Report list established in Outlook. This gives a summary of all media interactions for any given business day.



## **TV, RADIO, AND PRINT ADVERTISING AND PSAs**

All content for TV, radio, and print advertising, public service announcements and educational videos must be reviewed and approved by the OPA before they can be used. If a program area wants to make a media buy (i.e. purchase radio or digital advertising), staff must fill out a [Creative Brief](#) and/or [Media Brief](#) (found under "Marketing and Communications Plans" on the Nerve Center). This Media Brief form is used to let OPA know what kind of media buy is required, and the Creative Brief clarifies the full campaign. All media buys for state agencies must be done through one of the agencies in the state's QPA. Once the form(s) is filled out, submit it to the OPA for review and approval. The OPA staff then make the request for quotes, will develop a media plan, which will be reviewed and approved by the program area and the OPA. The program area is responsible for filling out the requisition for the media buy. The OPA can develop ad content for program areas. Simply submit a request on the OPA Services site of SharePoint under "OPA Services Requests."

## **BROCHURES AND OTHER PROMOTIONAL MATERIALS**

The Office of Public Affairs at IDOH exists to promote the work of the agency, respond to media inquiries, provide critical public health messaging and ensure that the work of the agency is accurately represented with consistent messaging.

## **REQUESTS FOR ASSISTANCE**

Any materials that IDOH staff wish to develop, print or distribute needs to be reviewed by the Office of Public Affairs. Branding resources and templates for newsletters, reports and more are posted to the agency's [intranet webpage](#). Following is the appropriate procedure for submitting requests:

1. Brochures and other promotional items that need to be developed from scratch should be done by the Graphics Division, not program staff in Publisher. Publisher does not produce professional-quality products. Submit a request to have the item designed using the OPA Services site on SharePoint. A link to that site is on the Nerve Center.
2. Promotional items that have been developed by another organization but need the IDOH logo before they are printed/distributed should be submitted to the OPA with state form 52641 (found under "Forms" on the Nerve Center).
3. Promotional items to be created by an outside vendor need to be approved by the OPA **before** the requisition goes to Finance. The OPA needs to see a proof of the item from the vendor. It is strongly suggested that you submit a request via SharePoint to have the Graphics Division prepare the artwork for the vendor, even if it is just to put the IDOH logo on an item (i.e. bag, T-shirt).



When necessary, resources are available to provide communication materials in other languages. For example, following the outbreak of campylobacteriosis in a turkey processing plant, it was discovered that many of the workers had a language barrier during the hygiene training. As a result, the public health education materials were adapted to Spanish, Haitian Creole and Burmese. Advance notice is required because these services are handled outside of IDOH. Spanish translation is available internally through the IDOH translation service.

## REQUESTS FOR EDITING

All editing requests should be submitted to OPA via [SharePoint](#). OPA requests a minimum of two days' notice but can often proofread submissions sooner than that. Longer documents, such as annual reports and strategic plans, require at least two weeks' notice. Contact the OPA director if you have an urgent need.

## NEWSLETTERS

IDOH publishes various newsletters and alerts to its many stakeholders across the state. Each publication features targeted communication to improve Hoosier health and safety in that focus area.

### IDOH Newsletters

Division	Newsletter	Frequency
Trauma and Injury Prevention	Trauma Times	bimonthly
MCH- Genomics and Newborn Screening Early Hearing Detection and Intervention (EHDI Program)	Indiana EHDI Matters	quarterly
Indiana Department of Health Laboratories	The LAByrinth	moving to quarterly
Trauma and Injury Prevention	PDO email	weekly
Food Protection Program	Foodbytes	biannual
Epidemiology	Indiana Epidemiology Integration Collaborative (EPIC) Newsletter	
Lead and Healthy Homes	Insider News - just started Nov 2017	Quarterly
OPA	Public Health Matters	Quarterly
TB Control	TB Talk	Quarterly
WIC	Thrive	Quarterly
Trauma and Injury Prevention	Coroner quarterly email	Quarterly
MCH	Help me Grow newsletter - MCH	monthly
INControl Cardiovascular Health & Diabetes Newsletters (or DPP?)		
Dental health	Oral Health Program Newsletter	April, July, Oct.



Center for Deaf and Hard of Hearing Education	Connections	Quarterly
HIV/STD/Hepatitis	Viral Hepatitis Newsletter	monthly
Health and Wellness Council	Health Matters at Work	Monthly
Office of Women's Health	Sexual Violence Prevention	monthly
Genomics & Newborn Screening	Genomics & Newborn Screening News	
MCH	Indiana Perinatal News	Monthly?
		every few months
Immunization	VacZine	
Preparedness	TBD	
Trauma and Injury Prevention	Faith-based opioid awareness newsletter	monthly

## WEBCASTS

IDOH maintains a YouTube channel and video center at <https://isdh.pividal.tv/>. This site features live webcasts, as well as webcast videos, including local health department outreach, Trauma and Injury and WIC.

## REQUESTS FOR GRAPHICS, POSTERS AND BROCHURES

IDOH has a single graphic designer, which requires adequate lead time for assignments to ensure they can serve all program areas. Please refer to the following guidance for advance notice when requesting their assistance:

- Conference posters and smaller items: 10 working days
- Brochures, larger booklets, annual reports: 30 days
- For urgent requests outside these timeframes, contact the OPA director.

Program areas that submit a request for in-house graphics design will be notified within 48 hours if the request cannot be accommodated.

Any projects that require printing or mailing must include that information in the SharePoint request so that OPA can determine who will be responsible for printing and mailing and the costs of these projects before work on them begins.

All text for reports or documents exceeding five pages in length MUST be approved and edited in advance to reduce production time. Submitters must show that the supervisor, assistant commissioner and anyone in the program area who will be approving the final content have signed off. Once approved by the program area, the content should be sent to OPA for final edits. This will speed the production process and ensure that all areas are in agreement on the content.

On occasion, the designer will have questions for a program area to ensure the content is correct. Please make every effort to respond within 48 hours to ensure that you retain your place in line and your deadline can be met.



Because the designer is trying to serve all program areas equally, requestors are asked to avoid submitting a SharePoint request and also seeking outside design assistance for the same project. If your needs change and you decide to pursue outside design help, notify OPA immediately so that the designer can focus on projects needed by other program areas.

Translation services are available on a project-by-project basis, so please include in the comment section if translation is required.

## PHOTOGRAPHY

IDOH has a limited subscription to ThinkStock that allows us to download 100 photos per year. Please be considerate of other program areas' needs. If you are requesting more than 5 photos for a project or anticipate needing a significant number throughout the year for use in presentations, educational materials or online, please consider purchasing your own subscription.

Program areas that require photographs of important events or meetings should submit a SharePoint request for photography assistance 21 days in advance when possible.

Headshots can be taken in-house by submitting a request in SharePoint. Please offer a few dates that are available to ensure there are no scheduling conflicts. Headshots are taken outside the building, weather permitting, and edited versions will be returned to the requestor.

## MARKETING COSTS

Any project that has a cost attached (posters, brochures, projects requiring outside printing, etc.) must receive approval from OPA and the Office of Management and Budget. Contact the Office of Public Affairs for more information.

## **MEETING NOTICES**

By law, IDOH must notify the public and media at least 48 hours in advance of a public meeting, not including the weekend. Meeting notices should be submitted to OPA 72 hours in advance. For Monday meetings, notices must be received no later than Wednesday of the week before.

## **PRESS RELEASES**

Press releases are provided by OPA on agency letterhead and include the date of release and OPA staff contact information. Copies of releases are provided to agency staff members via email and are available on the state agency's website at [health.in.gov](http://health.in.gov). OPA will identify the appropriate IDOH spokesperson and confirm availability prior to distributing a press release.

## **SOCIAL MEDIA**

The Indiana Department of Health uses social media, such as Facebook, Twitter, Instagram, LinkedIn and YouTube, to convey important public health messaging. All staff are prohibited from posting on IDOH social media sites in any official capacity unless they expressly receive permission to do so from the IDOH Office of



Public Affairs. This includes representing themselves in their IDOH program areas and/or acting on behalf of the agency on personal accounts.

## **PERSONAL SOCIAL MEDIA ACCOUNTS**

Social media access at work is dependent on the IDOH staff member's responsibilities at IDOH. If you or a staff member need access to a social media site at work, please contact the Office of Public Affairs and include a short explanation of the business need. If approved, the Office of Public Affairs will work with the Office of Technology and Compliance to arrange access.

All IDOH employees must undergo social media training with the digital communications specialist and are expected to follow the Indiana State Personnel Department's social media guidance, which states:

*You are expected to adhere to the standards stated in the Information Resource User Agreement (IRUA). Contact the Indiana Office of Technology or re-read the IRUA for clarification. Only individuals officially designated by the state or an agency have the right and authority to speak on behalf of the state or agency. You must make clear that your blogs represent your own views and opinions, not those of state officials or agencies. You also need to understand that First Amendment rights apply when you are contributing to the debate on matters of public concern, but do not apply when you are merely griping about your job, co-worker or superiors.*

IDOH recognizes that many agency staff maintain personal social media accounts. The following guidance is designed to protect the employee and the agency:

- Follow all applicable IDOH policies, even in personal posts. Do not share any confidential or proprietary information about IDOH or the people it serves.
- Write in the first person. Where your connection to IDOH is apparent, make it clear that you are speaking for yourself only and not on behalf of IDOH. In these circumstances, you may want to include a disclaimer: "The views expressed are my own and do not reflect those of my employer." You can add this verbiage to the "About me" section of your social networking profiles.
- Do not communicate publicly about IDOH or IDOH-related matters unless you are given express permission by the Office of Public Affairs. Use good judgment and strive for accuracy in all your communications. Errors and omissions can reflect poorly on IDOH and could result in liability for you or the agency.
- Use a personal email address, not your IDOH address, as your primary means of identification. Just as you would not use IDOH stationery for a letter to the editor with your personal views, don't associate your IDOH email address with personal views.
- If your social media activity is inconsistent with, or would negatively impact, IDOH's reputation, do not mention the agency.
- Be respectful and professional to fellow employees, business partners, competitors and citizens. Avoid unprofessional online personas.
- Ensure that social networking activity does not interfere with your work duties.



- Remember that even though you don't mention IDOH in a post, others may connect your name and role to an issue and share your post in a way that could reflect negatively on the agency.
- Remember that if you don't want your manager or others at IDOH to see your comments, it's unwise to post them online.

## **USING IDOH SOCIAL MEDIA ACCOUNTS**

**All social media posts on IDOH accounts must be sent to the Office of Public Affairs' digital communications specialist and/or director for review prior to being posted.**

Several IDOH programs have social media accounts and are permitted to post on behalf of their program area. Accounts must:

- Have a primary person posting and a back-up person identified; posts should be made daily.
- Ensure that the Office of Public Affairs has the current username and password for the account.
- Be aware of the social media policy, which includes monitoring comments and responding in a timely manner. You can find it at: <https://www.in.gov/isdh/28719.htm>
- **No comments or posts should be deleted without first contacting the Office of Public Affairs and Office of Legal Affairs**
- **No responses to messages should be sent without first contacting the Office of Public Affairs.**
- Correct any inaccurate postings promptly. All messages must be consistent with administration and agency priorities and policies.
- The use of external Web sites for work-related purposes (such as photo sharing through Flickr.com) must first be approved by the Office of Public Affairs in conjunction with the Office of Technology and Compliance.

If staff wish to share with the public something they feel is a positive representation of IDOH, they may submit any pictures or comments to the OPA for production on IDOH's personal account(s) and for inclusion on the Nerve Center or in the agency newsletter.

IDOH's social media pages are:

- Labor of Love Twitter: [@inlaboroflove](https://twitter.com/inlaboroflove)
- WIC Twitter: [@IndianaWIC](https://twitter.com/IndianaWIC)
- Trauma Prevention Twitter: [@INDTrauma](https://twitter.com/INDTrauma)
- YouTube: [@StateHealthIN](https://www.youtube.com/@StateHealthIN)
- Facebook: [@StateHealthIN](https://www.facebook.com/StateHealthIN)
- IDOH Twitter: [@StateHealthIN](https://twitter.com/StateHealthIN)
- Instagram: [@StateHealthIN](https://www.instagram.com/StateHealthIN)
- LinkedIn: <https://www.linkedin.com/company/statehealthin>



## **WEBSITE**

To ensure that all documents posted to the Indiana Department of Health website and program area pages have been thoroughly reviewed, the Office of Public Affairs has implemented the following approval process.

Documents that announce policy initiatives or discuss program performance or those required by statute — including, but not limited to, annual reports, state plans, Spotlights and manuals — must receive the approval of the division director, assistant commissioner, OPA director and chief of staff before being posted online. Assistant commissioners or their designees should forward reports to the Office of Public Affairs, which will review and send to the chief of staff and other appropriate staff. Routine posts, such as updated case counts or minor changes to program-area content, do not require OPA approval, but should be approved by the division director, who should review for sensitive content and notify the OPA director of any concerns.

In order to be considered approved for posting, all documents must include an approval sheet, signed by the designated personnel. No document as identified above shall be posted without the attached, completed approval sheet, regardless of whether the program area, OPA, IOT or Indiana Interactive is in charge of posting.

Reports that are not approved must make the requested changes and restart the approval process.

This approval process also must be completed before final reports, state plans and other documents as described above are distributed to external audiences.

All web content management system users must acknowledge reading this policy and agree to its compliance as a condition of using the state's content management system. A copy of this acknowledgment, as well as the Final Web Approval form, is located on the Nerve Center under the Office of Public Affairs tab.

## **ELECTRONIC COMMUNICATIONS**

All communications using agency equipment or accounts are available upon request to the public. This includes all emails exchanged within the agency, as well as personal emails using the agency's exchange. Staff should be mindful of all communication exchanges.







## EMAIL SIGNATURE

IDOH requires that employees utilize a uniformed signature for all emails. Please see the following description and example. Instructions can be found on the Nerve under the Office of Public Affairs tab, in the Brand Guidelines. Use of the IDOH Facebook, Twitter, Instagram, LinkedIn and YouTube links is encouraged but not required.

**Example**

Xxxx Xxxxxx | *Title*  
Division  
office: 999-999-9999 • mobile: 999-999-9999 • fax:  
999-999-9999  
[xxxxxxxxxx@isdh.in.gov](mailto:xxxxxxxxxx@isdh.in.gov)  
[health.in.gov](http://health.in.gov)

 **Indiana  
Department  
of  
Health** | 

**Confidentiality Statement:** This message and any attachments may be confidential. If you are not the intended recipient, please 1) notify me immediately; 2) do not forward the message or attachment; 3) do not print the message or attachment; and 4) erase the message and attachment from your system.

## FONT

Raleway, Bold, 12 → **Patricia Truelove | Accreditation Coordinator**

Raleway, Bold & Italic, 12 pt → *Accreditation Coordinator*

Raleway, 10 pt → Office of Public Health Performance Management  
office: 317-234-8167 • mobile: 31-719-4664 • fax: 317-234-7477  
[ptruelove@isdh.in.gov](mailto:ptruelove@isdh.in.gov)  
[health.in.gov](http://health.in.gov)

Space before paragraph →  | 

Raleway, 10 pt → **Confidentiality Statement:** This message and any attachments may be confidential. If you are not the intended recipient, please 1) notify me immediately; 2) do not forward the message or attachment; 3) do not print the message or attachment; and 4) erase the message and attachment from your system.



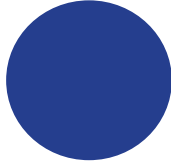
## COLORS

Blue - RGB

R: 37

G: 62

B: 142



Yellow - RGB

R: 247

G: 195

B: 39



## TEMPLATES

For consistency in the agency's image, it is requested that any PowerPoint presentations be placed on approved templates. The IDOH PowerPoint template is available on the Nerve Center. Requests for press releases, policies and procedures should be submitted in SharePoint and OPA will format.

## PUBLIC RECORDS REQUESTS

Requests for public records are discussed in policy number ISDH-COS-OLA-05. The purpose of this policy is to ensure:

1. Public access, staff accountability and timely and appropriate responses to request for public records.
2. Consistent handling of all requests in conformity with the Indiana Access to Public Records Act (APRA), I.C. 5-14-3

It is the policy of the IDOH to permit citizens the opportunity to review and copy public records so that they may obtain information relating to their government and more fully participate in the governmental process.

IDOH shall have one (1) primary employee, the public records coordinator, responsible for non-routine requests from individuals or organizations not affiliated with the media. All designees and employees shall assist the public records coordinator as needed to respond to non-routine, non-media requests.

## PROCEDURES/RESPONSIBILITIES

1. Employees shall forward non-routine, non-media requests to the public records coordinator immediately upon receipt. To forward requests by email, use the email address [publicrecords@isdh.in.gov](mailto:publicrecords@isdh.in.gov).
2. All public records requests from the media must be forwarded immediately to the Office of Public Affairs.



3. Employees shall respond to routine requests by producing the requested documents **within 24 hours.**
4. Employees shall respond to verbal non-routine requests by informing the requestor that IDOH will review its records, and then forwarding the request to the public records coordinator.
5. All employees shall take training concerning public records every two (2) years. New employees shall take training concerning public records within thirty (30) days of hire.
6. Any denial shall be reviewed by an attorney in the Office of Legal Affairs before it is issued.
7. Assistant Commissioners and direct reports to the Chief of Staff or Commissioner shall appoint designees based on the needs of their areas and shall annually notify the public records coordinator of the name and contact information for the designees in his or her area. Assistant Commissioners and direct reports shall also notify the public records coordinator whenever there is a change in designee in his or her area.
8. No public records should be provided without prior knowledge of the public records coordinator and/or Office of Public Affairs director.

## DEFINITIONS

Denial: A decision of the IDOH to refuse to disclose all or part of a requested public record

Designee: A person chose by an Assistant Commissioner to be responsible for assisting the public records coordinator with responses to public requests in the person's division/program.

Public Record: Any writing, paper, report, study, map, photograph, book, card, tape recording, or other material that is created, received, retained, maintained, or filed by or with a public agency and which is generated on paper, paper substitutes, photographic media, chemically based media, magnetic or machine-readable media, electronically stored data, or any other materials regardless of form or character.

Public Records Coordinator: The person responsible for responding to and tracking all non-routine, non-media requests for IDOH.



Routine Request: A request for a public record that the IDOH produces within one (1) business day without any portion of the request being denied.

Non-Routine Request: A request for a public record that:

1. The IDOH will not produce within one (1) business day;
2. The IDOH will deny or partially deny; or
3. The employee receiving the request must seek assistance to respond.



Appendix I:

Plan Timeline

Date	Description of Activity/Changes
December 2018	Creation of plan
December 3, 2020	Updated plan – update logo, added branding links, information on communication of enforcement activities, expanded on promotional materials
February 24, 2021	Updated plan – updated color palette, updated social media policy, changed colors to match the guidelines



## Appendix II:

### Resources:

#### [OPA Branding Resources:](#)

- Brand Guidelines
- Font
- Agency & Division Logos
- Email Signature
- Letterhead
- PowerPoint
- Policies & Procedures Template
- E-Newsletter Template (should include creation date as MM/YYYY)
- Tri-fold Brochure Template (should include creation and updated date as MM/YYYY)
- Fact Sheet Template (should include creation and updated date as MM/YYYY)
- Report Template

#### [Policies:](#)

- Public Access Request
- Health Equity Policy
- COOP
- Records Management

