

STOP Before You GO IDOH Final Communications Checklist

STOP Before You **GO** is an agency-wide final checklist to be used before publishing ANY external presentation, published communication, letter, media interaction, report and/or mass email communication.

- This is not meant to replace normal processes. It is a framework to ensure that nothing is overlooked.
- Engage with OPA, OLA, ODA and OMH early in the process to gauge the level of input needed and to define timelines.
- Review the checklist with your leadership **BEFORE** pushing send and allow time for additional checks and edits.

STOP

SNIFF

- Does this pass the **"sniff test"**? Does it make sense?
- Does the data make sense based on what you know?
- If you were receiving this email/report/letter would you be surprised?
- Looking at prior communications, reports and presentations, have things drastically changed? Do you have a good explanation for why?
- Will this make headlines? If it does have the potential to make headlines, is it surprising or expected? Take time to scrutinize surprises.

TEAM

- Did your team have an opportunity to review and give input?
- Did you go over and confirm the data as a team?
- Did someone not intimately engaged in the development of communication, report or presentation review to make sure it makes sense to a lay person?

OFFICES

- Is all leadership in division/commission aware this is going out?
- Did OPA review and provide corrections? Please engage OPA early and often throughout out your process. They are **not** a final stop.
- Was ODA engaged if there is new data or information being utilized to generate the communication, report or presentation?
- Is this something that did or should include input from OLA?
- If necessary, was OMH engaged to ensure the communication meets national Culturally and Linguistically Appropriate Services (**CLAS**) standards?
- See back page for more details.

PEOPLE

- Who will need/want to know that this is going out/being presented?
- Are there other divisions, agencies (**ie, FSSA, IDHS, etc.**), or other stakeholders (**LHDs, hospitals, providers, CBOs**) that need to be aware?
- Is this something that the commissioner needs to be aware of?
- What about the Governor's office?
- Have all the **"people"** given the green light?

GO!

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Office of Data & Analytics

Any external-facing product that may contain data, whether in a visual graph/table or discussed in text, is encouraged to have been reviewed by the Office of Data & Analytics (ODA). This includes reports (annual reports, reports for legislature, etc.), presentations, letters to external partners (communications to stakeholders about new initiatives that could draw attention to the agency), press releases, posters, newsletters, and PowerPoints. ODA can also provide guidance on validation of any code that is used to develop these data metrics, considerations on how these metrics were developed, and other adjustments that would need to be made around the quality of the data itself (missing information, interpretation, etc.). We will work in tandem for any document that would need OPA review/approval, which can hopefully be performed in parallel to make the turnaround time as short as possible.

For these types of requests, depending on ODA capacity and if we have validated this information in the past, please allow up to two weeks (10 business days) for this review to be accomplished. Requests for review can be submitted to a new REDCap form that is in development. Submit a [request for ODA product review](#).

Office of Legal Affairs

Complete the [form](#) for the type of review requested and email to Requestforlegalhelp@health.IN.gov.

Office of Minority Health

CLAS should be in all our policies. So, whatever we're doing, whatever we're planning, we look at it through a lens of cultural and linguistic appropriateness. Please email INOMH@health.in.gov for any request to review CLAS proposals in commissions, divisions, departments or offices. OMH staff needs a 48-72 hour turnaround to review the request. Examples include communication, specific messaging for different communities, health requirements that may need to be adapted to fit specific cultural needs (i.e., paternal, gender, etc.) .

Office of Public Affairs

All materials intended for external audiences should be reviewed by the Office of Public Affairs prior to being released. This includes letters of support, PowerPoint presentations, letters and emails to stakeholders involving key agency initiatives, annual reports, strategic plans, reports required by statute, scripts for video projects with partners, and other high-level communications that have public visibility. It is important to engage OPA at the beginning of the process so that messaging can be aligned and any potential adjustments can be made early.

OPA reviews content for consistency with agency values and messaging, political sensitivity, timing and appropriateness, helping to ensure that all relevant agency and administration stakeholders have signed off on the communications.

OPA has a SharePoint site where you can [submit items for review](#). Please ensure you allow several days for the review to be complete. If you have an urgent request, submit the request but follow up with an email to Jeni and Greta.

