



City and County of San Francisco

Edwin M. Lee, Mayor

# San Francisco Department of Public Health

Barbara A. Garcia, MPA  
Director of Health

## San Francisco Department of Public Health *Policy & Procedure Detail\**

<b>Policy &amp; Procedure Title:</b> DPH Media Policy (EXF2)		
<b>Category:</b> External Affairs		
<b>Effective Date:</b> January 1, 2011	<b>Last Revision Date:</b>	
<b>DPH Unit of Origin:</b> Office of the Director		
<b>Policy Owner:</b> Eileen Shields	<b>Phone:</b> 554-2507	<b>Email:</b> <a href="mailto:eileen.shields@sfdph.org">eileen.shields@sfdph.org</a>
<b>Distribution:</b> DPH-wide <input checked="" type="checkbox"/>	<b>Other:</b>	

*\*All sections in table required.*

### 1. Purpose of Policy

This policy and procedure (P&P) is necessary in order to ensure a consistent, unified message to the media regarding the policies and activities of the San Francisco Department of Public Health (DPH). It also allows DPH to track the issues that are making news and to allow the Public Information Office to remain informed about which public health topics are of interest to the media. In many cases, reporters are at the front line of significant public health breaking news stories.

### 2. Policy

DPH's Media Policy requires that all staff inform the Public Information Office before:

- Making a statement or granting an interview with a reporter or member of the media; and/or
- Permitting photography or videography in any workplace location.

### 3. Procedures

#### a. Responding to a media request:

If contacted by a reporter, employees should refer the reporter to the Public Information Officer (PIO) assigned to the appropriate program or facility. Alternatively, the employee can call or e-mail the Public Information Officer directly for advice. There are three individuals that comprise DPH's Public Information Office:

- Eileen Shields: DPH Administration & Community Programs, 554-2507, [eileen.shields@sfdph.org](mailto:eileen.shields@sfdph.org)
- Rachel Kagen: San Francisco General Hospital, 206-3170, [rachel.kagen@sfdph.org](mailto:rachel.kagen@sfdph.org)
- Marc Slavin: Laguna Honda Hospital, 759-2350, [marc.slavin@sfdph.org](mailto:marc.slavin@sfdph.org)

---

**The mission of the San Francisco Department of Public Health is to protect and promote the health of all San Franciscans.**

We shall ~ Assess and research the health of the community ~ Develop and enforce health policy ~ Prevent disease and injury ~  
~ Educate the public and train health care providers ~ Provide quality, comprehensive, culturally-proficient health services ~ Ensure equal access to all ~

---

An employee must contact their PIO regardless of the situation. It does not matter where the employee is or what is happening, if it is related to the individual's work at DPH, the PIO is the first point of contact before arranging an interview. This is true regardless of how insistent the reporter appears or if their deadline is quickly approaching. There is no exception to this policy during an emergency. In fact, it is even more important during an emergency to involve the Public Information Office.

b. Interacting with reporters during non-work time:

DPH employees, while acting as individuals on their non-work time, are permitted to speak to a reporter without checking with anyone and/or obtaining permission through DPH. However, the employee is required to make it clear to the reporter that he/she is not speaking in any official capacity as a DPH employee. The PIOs are available to provide any guidance that you may need on this matter.