

**Executive Leadership 2008-2009**  
**Office of Communications**

MAJOR ACCOMPLISHMENTS OF PAST YEAR (2008-2009)

**3 P's Tour:**

The State Surgeon General launched her 3 P's Tour in April of 2007 and completed it in the summer of 2008. The 3 P's Tour focused on the elements of prevention, preparedness, and personal responsibility and how each plays an important role in one's overall health. The SSG was able to visit the 67 county health departments and to promote the 3 P's in an effort to improve the health of all Floridians.

**Chinese Dry Wall:**

Since early 2009, the Office of Communications has served as the center for information dissemination concerning Chinese Drywall. Unofficial estimates indicate that 30,000 homes in Florida and their residents may suffer from the effects of Chinese Drywall. Due to the nature of this event, our outreach to media and government agencies has been on a national and international scale. Our office has served as consultants to several gulf coast states and our web page and action plan has become the benchmark for both our state and federal partners.

**Swine Flu:**

The Office of Communications is the designated information coordinator for all public health emergencies. As such, we manage communications to our provider partners, DOH staff, the public and the media. The Communications team, effectively provided risk and crisis communications to the public, as well as response to significant media interest both within Florida and nationally.

We are currently implementing revisions to the Departments Communication Annex to incorporate lessons learned and best practices as we prepare for the potential second wave of swine flu and a mass vaccination campaign.

**Preliminary Strategic Communication Plan for Department:**

The Office of Communications has completed the first step in the creation and adoption of a Department wide strategic communication plan. The strategic plan includes methods and means to increase the flow of information internally, as well as a focused effort to identify and feature leadership initiatives to the media and the public.

**Electronic Media Tracking System:**

Using internal staff resources, the Office of Communications created and implemented an electronic media tracking system allowing our office to increase our responsiveness to media while increasing the effectiveness of our public information officers.

The system allows our PIO's to view past inquiries from specific media outlets and individual reporters and see notes and narratives from colleague PIO's. This data allows us to measure our response time as well as identify trends in reporting. The system has

outgrown its original platform (Microsoft Access) and will be ported to Corrflow, a more robust data platform in the next few months.

#### GOALS FOR THE COMING FISCAL YEAR (2009-2010)

##### **Strategic Communications Plan for Department:**

We anticipate the approval and implementation of the Strategic Communications plan within the next 90 days. The roll out of this plan includes a phased implementation to ensure foundational processes and procedures are functioning prior to moving to products that are more complex. .

##### **Re-alignment of Regional PIO's:**

Working with the Office of Public Health Preparedness and the Regional Co-Chairs, we anticipate aligning the Regional Public Information Officers directly with the Office of Communications. These four individuals are expert in Risk and Crisis Communications and during public health events help provide a workable span of authority for the Director of Communications to the sixty-seven County Health Departments.

##### **Social Media:**

The Office of Communications, with help from IT is exploring the use and usefulness of social media networks for health messaging to the public.

##### **Risk and Crisis Communications for Spokespersons:**

The Office of Communications plans to conduct a series of Media Interview Skills and Risk and Crisis Communication Skills workshops for Department leaders in Tallahassee and regionally for County Health Directors and Administrators.

#### MAJOR INITIATIVES OR CONFERENCES FOR COMING YEAR (2009-2010)

Florida will host the National Public Information Officer Coalition (NPHIC) in Miami mid October. This conference will feature expert speakers in social marketing, new media, and risk and crisis communications.

#### FOCUS AND HIGHLIGHTS FOR NEXT 12 MONTHS (2009-2010)

We are participating in the planning process to identify the focus for the Department. Our part of the planning process is to identify methods to facilitate communications from senior leadership to staff as well as opening communication conduits from staff to senior leadership.

Our goal is to create an internal communications plan that will create a sense of ownership and empowerment for our staff as well as create a means to communicate policy and vision from our leadership to all employees.