



PHAB Domain 3 Standard 2 Measure 2

Standard and Measures Version 1.5

Indiana State Department of Health

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Document Title:	Indiana State Department of Health Communication Plan
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Required Document:	1 - A Department Brand Strategy
Division Ownership:	Office of Public Affairs
Description of requirement:	<ul style="list-style-type: none"> a. Ensure that department staff have a clear understanding and commitment to the brand of the health department – Page 4 b. Communicate the health department’s brand in a targeted manner (customized to different stakeholders) to convey the presence of the health department and the essential products and services that it delivers to its community – Page 11-13 c. Integrate brand messaging into organizational communication strategies and external communications – Page 6, 13, 16 d. Use a common visual identity to communicate the health department’s brand – Page 7 e. Display appropriate sign-age inside and outside the health department facility – Pictures of support on pages 24-27 and on page 7 inside the logo area f. Link the branding strategy to the department’s Strategic Plan – Relates to the mission and vision of the agency and communication will also be key strategy in our building relationships with internal and external partners. - Pages 4,20, 23

2018



Indiana State
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 State Department of Health exists to promote, protect, and improve the health and safety of all Hoosiers create a healthier and safer Indiana. In order 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 in actions staff members should take when receiving request for public records or requests for interviews. It also providences guidance on how to handle agency and personal social media accounts, the image behind the Indiana State Health Department, and more.

Mission statement

The mission of the Office of Public Affairs is to represent the Indiana State 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 State 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 State Department of Health

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

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 ISDH, 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 ISDH 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 ISDH website for accuracy, clarity, consistency and messaging. OPA also updates agency web pages and coordinates updates to the ISDH intranet.

Website email address monitoring

OPA also has the email 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 and sends the response making sure to copy OPA on the response.

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 ISDH logo if ISDH is facilitating the meeting
- Copies of all presentation and documents shared

EXTERNAL MEETINGS

It is important that communications between ISDH and our partners are documented. It is best practice that each meeting 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 ISDH logo if ISDH is facilitating the meeting
- Copies of all presentation and documents shared

CONFERENCES

ISDH offers several forums, conferences and trainings. It is important that ISDH is able to track these events, the materials provided, and who participated. It is best practice that each meeting 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 ISDH logo if ISDH 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

LOGO

The Indiana State Department of Health uses an Indiana State seal with the wording “Indiana State Department of Health” underlined. This logo should be included on all official ISDH communications. No changes to color or design should be made without authorization from OPA. ISDH should display the logo both inside and outside the facility to help visitors recognize our presence.

At times, a program or project may have its own logo, which can be used in lieu of or in conjunction with the ISDH logo with prior authorization from OPA. All program logos must be approved by the Office of Public Affairs prior to usage.



Indiana State
Department of Health

MEDIA RELATIONS & ADVERTISING

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

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

PRESS CONFERENCES/MEDIA INTERVIEWS

When contacted by the media on matters related to the ISDH, all employees will advise the Office of Public Affairs (OPA) *before* providing any information to the media. All ISDH 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 staff 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 ISDH, employees will provide the OPA, via e-mail, 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 ISDH. Clips are available daily from Cision, and Google searches for keywords, including Indiana State Department of Health and Dr. Kris Box. A search is also done for any hot topic at the moment, lead, flu, etc., 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 relations 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. buy air time on TV stations), staff must fill out a [Media Requisition](#) form (found under "Marketing and Communications Plans" on the ISDH Intranet). This form is used to let the Asher Agency know what kind of media buy you want to make. All media buys for state agencies must be done through the Asher Agency. Once the form is filled out, submit it to the OPA for review and approval. The OPA staff will provide the form to the Asher Agency. Asher 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 "Public Relations/Editorial Services."

BROCHURES AND OTHER PROMOTIONAL MATERIALS

The Office of Public Affairs at ISDH 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 ISDH staff wish to develop, print, or distribute need to be reviewed by the Office of Public Affairs (OPA). 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 ISDH Intranet.
2. Promotional items that have been developed by another organization but need the ISDH logo before they are printed/distributed should be submitted to the OPA with state form 52641 (found under "Forms" on the ISDH Intranet).
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 ISDH 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.

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

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

ISDH Newsletters

Division	Newsletter	Frequency
OPA	Pulse (to staff)	monthly
Trauma and Injury Prevention	Trauma Times	biweekly
Division of Maternal and Child Health - Genomics and Newborn Screening Early Hearing Detection and Intervention (EHDI Program)	Indiana EHDI Matters	Quarterly
Indiana State Department of Health Laboratories	The LAByrinth	moving to quarterly
Food Protection Program	Foodbytes	biannual
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
Trauma and Injury Prevention	weekly opioid stakeholder update	weekly

WEBCASTS

ISDH maintains a YouTube channel and video center at <http://videocenter.isdh.in.gov/videos/>. 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

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

- Conference posters and smaller items: 10 working days
- Brochures, larger booklets, annual reports: 30 days
- Photography of events: 21 days (approved as time permits)
- 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

ISDH 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.

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, ISDH 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 date 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 www.statehealth.in.gov. OPA will identify the appropriate ISDH spokesperson and confirm availability prior to distributing a press release.

SOCIAL MEDIA

The Indiana State Department of Health (ISDH) uses social media, such as Facebook, Twitter and YouTube, to convey important public health messaging. All staff are prohibited from posting on ISDH social media sites in any official capacity unless they expressly receive permission to do so from the ISDH Office of Public Affairs. This includes representing themselves in their ISDH 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 ISDH staff member's responsibilities at ISDH. 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 ISDH employees must undergo social media training with the digital media manager 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.

ISDH 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 ISDH policies, even in personal posts. Do not share any confidential or proprietary information about ISDH or the people it serves.
- Write in the first person. Where your connection to ISDH is apparent, make it clear that you are speaking for yourself only and not on behalf of ISDH. 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 ISDH or ISDH-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 ISDH and could result in liability for you or the agency.
- Use a personal email address, not your ISDH address, as your primary means of identification. Just as you would not use ISDH stationery for a letter to the editor with your personal views, don’t associate your ISDH email address with personal views.
- If your social media activity is inconsistent with, or would negatively impact, ISDH’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 ISDH 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 ISDH to see your comments, it’s unwise to post them online.

USING ISDH SOCIAL MEDIA ACCOUNTS

All social media posts on ISDH accounts must be sent to the Office of Public Affairs’ digital communications manager and/or director for review prior to being posted.

Several ISDH 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 comment policy, which includes monitoring comments and responding in a timely manner. You can find it at:
<https://www.facebook.com/ISDH1/app/211427168875708/>.
- **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 ISDH, they may submit any pictures or comments to the OPA for production on ISDH's personal account(s) and for inclusion on the ISDH intranet or in the agency newsletter.

ISDH's social media pages are:

- Labor of Love Twitter: [@inlaboroflove](#)
- WIC Twitter: [@IndianaWIC](#)
- Trauma Prevention Twitter: [@INDTrauma](#)
- YouTube: [INStateHealthDept](#)
- Facebook: [@ISDH1](#)
- ISDH Twitter: [@StateHealthIN](#)
- Instagram: statehealthin

WEBSITE

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

Documents that announce policy initiatives or discuss program performance — 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. 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 Red Dot users must acknowledge reading this policy and agree to its compliance as a condition of using the Red Dot content management system. A copy of this acknowledgment, as well as the Final Web Approval form, is located on the Intranet 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.

E-MAIL SIGNATURE

ISDH requires that employees utilize a uniformed signature for all e-mails. Please see the following description and example. Instructions can be found on the Intranet under the Office of Public Affairs tab, [ISDH Signature Block Instructions](#). Use of the ISDH Facebook, Twitter and YouTube links is encouraged but not required.

Description	Example
<p>Name in Arial, navy blue font, size 11, bold <i>Title in Arial, gold font, size 11, bold and italic</i> Department in Arial, navy blue font, size 10 Agency in Arial, navy blue font, size 10 Address in Arial, navy blue font, size 10 City, State and zip code in Arial, navy blue font, size 10 xxx.xxx.xxxx office in Arial, navy blue font, size 10 xxx.xxx.xxxx fax in Arial, navy blue font, size 10</p> <p>e-mail</p> <p>www.StateHealth.in.gov</p> <p><i>Facebook icon link, Twitter icon link, YouTube icon link, in.gov icon link</i></p>	<p>Suzy Smith, MS, PHD <i>Director of Awesomeness</i> Public Health Performance Management Indiana State Department of Health 2 N Meridian St. Indianapolis, IN 46204 317.555.5555 office 317.555.5556 fax</p> <p>SSmith@isdh.IN.gov</p> <p>www.StateHealth.in.gov</p> 

FONT



Arial Narrow Bold Italic 11pt ——— **JANET McCUTCHAN, RN, MSN** ——— Arial Narrow Bold 12pt
8pt. spacing { *Chief Nurse Consultant* (Please type name only in **ALL CAPS**)

Arial Narrow Italic 11pt { *Public Health Preparedness and Emergency Response*
Indiana State Department of Health
317.234.3915 office
317.439.9676 mobile
317.234.3723 fax
jmccutchan@isdh.in.gov
www.StateHealth.in.gov

Arial Narrow Italic 11pt ———
8pt. spacing {

Times New Roman 9pt ———
(Use of this confidentiality statement is OPTIONAL.) {

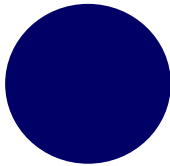
Confidentiality Statement:
This message and any attachments may be confidential. If you are not the intended recipient, please 1) notify me immediately; 2) do not forward the message or attachment; 3) do not print the message or attachment; and 4) erase the message and attachment from your system.



COLORS

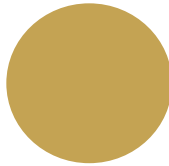
Blue RGB

R: 0
G: 0
B: 102



Gold RGB

R: 196
G: 163
B: 83



TEMPLATES

For consistency in the agency's image, it is requested that any PowerPoint presentations be placed on approved templates. The ISDH PowerPoint template is available on the Intranet. 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-COMM-024-04. 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 ISDH 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.

ISDH shall have one 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.
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 ISDH 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 years. New employees shall take training concerning public records within 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 access 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 access 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 ISDH 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 ISDH.

Routine Request: A request for a public record that the ISDH 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 ISDH will not produce within one (1) business day
2. The ISDH will deny or partially deny; or
3. The employee receiving the request must seek assistance to respond

INDIANA STATE DEPARTMENT OF HEALTH
STRATEGIC PLAN

May 2018 to December 2020



Indiana State
Department of Health

Executive Summary

In the fall and winter of 2017 and 2018, the Indiana State Department of Health (ISDH) embarked on a strategic planning process to determine the direction and course of the agency for the next three years. This strategic plan is the first update since 2012, and executive leadership was committed to hearing from staff at every level of the agency.

Over the course of two months, the strategic planning committee provided a series of in-person, online, and survey-style feedback opportunities for staff to provide their input on the direction of the agency. More than 500 staff participated in this process from every commission in the agency, including both employees and contracted staff located around the state. Staff were asked to provide input on the vision, mission, values, and guiding principles statements, as well as their perceptions of the strengths, weaknesses, opportunities, and threats facing ISDH. The results of these assessments directly informed the objectives and strategies in this strategic plan. Every effort was made to ensure strategies and objectives are aligned with the State Health Improvement Plan, already existing division-level strategic plans, quality improvement and workforce development plans, as well as appropriate national targets for health goals such as Healthy People 2020.

The Indiana State Department of Health Strategic Plan 2018 - 2020 answers the question: What can ISDH do to improve the delivery of public health services to the citizens of Indiana? ISDH considered key support functions required for efficiency and effectiveness and sought to articulate what it plans to achieve as an organization, the actions it will take, and how it will measure success. The identified measures are embedded within ISDH's performance management system and will be tracked regularly throughout the life of this plan. It is a living document that will be continuously evaluated and updated as public health evolves in Indiana.



Indiana State
Department of Health

Letter from the State Health Commissioner

The Indiana State Department of Health's 2018-20 Strategic Plan supports the vision for a healthier and safer Indiana. The goal of the strategic plan is to provide a road map for the agency over the next 2.5 years. It identifies agency priorities and how the agency will address those priorities, as well as how we will measure success.

I thank the many staff who provided input during the development of the plan. Now it is up to all of us to implement it. The goals and objectives identified are geared toward: improving internal and external partnerships, providing timely and transparent public health data, ensuring all Hoosiers have the chance to achieve optimal health, being prepared for public health threats, and improving organizational health and being an employer of choice. A renewed focus on health equity and quality improvement should be the lens through which we implement this plan.

I am confident that with strong and committed employees and partners, the agency strategic plan will be successful.

KRISTINA BOX, MD, FACOG



Kristina M. Box MD FACOG



Vision statement: A healthier and safer Indiana

Mission statement:

To promote, protect, and improve the health and safety of all Hoosiers

Values:

Integrity—We are honest, trustworthy, and transparent. We will do the right things to achieve the best public health outcomes.

Innovation— We encourage innovation to continuously enhance our programs and services, engage our workforce, advance our mission, and keep pace with community needs, and to communicate and utilize scientific data and evidence-based practices to achieve optimal health.

Collaboration—We will achieve optimal health for all Hoosiers when we work side by side with partners, communities, and individuals.

Excellence—We will work every day to provide the best public health services to the citizens of Indiana through continuous quality improvement.

Dedication—We are committed to solving public health issues by focusing on what we can do, not what we can't.



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Second Floor Evacuation Plan

Emergency Meeting Site Located on South
Steps of the Soldiers and Sailors Monument



- Fire Exit
- Fire Alarm Pull
- Fire Extinguisher
- First Aid Kit Location
- Tornado Shelter Area
- AED Defibrillator
- Fire Evacuation Routes



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