

SAN MATEO COUNTY HEALTH SYSTEM  
BEHAVIORAL HEALTH AND RECOVERY SERVICES

DATE: May 9, 1996

BHRS POLICY: 96-03  
SUBJECT: Press/Media Contacts  
AUTHORITY: Divisional  
SUPERSEDES: New Policy  
AMENDED: Technical changes 8/10

PURPOSE

To ensure that information given to the public is complete and consistent with County policy; to protect confidential information; to ensure orderly consideration of legal issues and to provide a mechanism for timely alert to County Management.

POLICY

All media contacts must be referred to, or approved by, the Behavioral Health Director or, in his/her absence, the designee. This includes contacts in response to publicity initiated by our program.

Any incident which might gain media attention shall be reported to the Behavioral Health and Recovery Services Director, or designee, as soon as possible. The Behavioral Health Director, or the Health System Director, will brief County Supervisors and Management about all incidents of a sensitive nature. The intent, to the greatest extent possible, is to inform County management prior to public announcement of positive or negative information about Behavioral Health and Recovery Services and to be sure that accurate and complete information is provided to the public.

Approved: Signature on File  
Louise Rogers, Director  
Behavioral Health and Recovery Services

Reviewed: \_\_\_\_\_