

<b>Community Mental Health Partnership of Southeast Michigan</b>		<b><i>Policy: Public Information</i></b>	
PIHP Operations			
	Date of Board Approval 5/14/2014	Date of Implementation 5/15/2014	

**I. PURPOSE**

To ensure the consistency and accuracy of information regarding the Community Mental Health Partnership of Southeast Michigan (CMHPSM), its services to individuals and families and/or requirements and responsibilities as represented in publicity materials.

**II. REVISION HISTORY**

Revision Date	Modification	Implementation Date

**III. APPLICATION**

This policy applies to all staff, students, volunteers and contractual organizations within the provider network of the CMHPSM.

**IV. POLICY**

All publicity dispersed from or about the CMHPSM, its services and/or recipients of services shall adhere to the policy standards prior to release to the public, including notices posted in lobbies.

**V. DEFINITIONS**

Community Mental Health Partnership of Southeast Michigan (CMHPSM): The Regional Entity that serves as the PIHP for Lenawee, Livingston, Monroe and Washtenaw for mental health, developmental disabilities, and substance use disorder services.

Publicity: materials originating from or about the CMHPSM used for public circulation. This includes but is not limited to stationary, signs, displays, brochures, advertisements, CMHPSM postings in social media and other printed materials for public distribution.

Regional Entity: The entity established under section 204b of the Michigan Mental Health Code to provide specialty services and supports for people with mental health, developmental disabilities, and substance use disorder needs.

## **VI. STANDARDS**

- A. Public relations materials shall adhere to the applicable Customer Services standards set forth by Michigan Dept of Community Health (MDCH).
- B. Logos representing the CMHPSM must be in an approved format; alterations to the logo must be approved by the Managing Director prior to publication.
- C. Use of photos or other recipient representations in publicity must adhere to the standards set forth in the Fingerprints, Photographs, Recordings, or Use of 1-Way Glass policy.
- D. Copyright (where applicable) is appropriately acknowledged.
- E. To ensure accuracy of representation, all written and verbal interactions with the media shall receive prior approval by the Managing Director or a designee of the Managing Director.
- F. To ensure accuracy of representation, all publicity materials shall be reviewed and approved by either the Managing Director, an applicable committee, management team or designee of the Managing Director.
- G. Notices produced by outside organizations that request posting on CMHPSM notice boards must first meet approval by either the Managing Director, an applicable committee, management team or designee of the Managing Director.
- H. Public relations materials, produced by the CMHPSM or posted on CMHPSM notice boards must be in the best interest of the CMHPSM, its contract agencies and recipients of services.
- I. The CMHPSM shall appoint a designated staff person to manage Freedom of Information Act (FOIA) requests from the public.