**Guidance for Using the Centralized States Integrated Local Public Health Department System (CSILPHDS) Communications Toolkit**

Congratulations on the accreditation of the Florida Department of Health Integrated Local Public Health Department System! We know you are eager to begin promoting and celebrating your system’s accreditation with staff, communities, elected officials, and community partners. PHAB is providing this CSILPHDS-specific communications toolkit to the Florida Department of Health to assist you in guiding the statewide communications efforts of your integrated local public health department system.

* PHAB is providing this guidance to you (the state office) with the understanding and expectation that the state office will guide the communications efforts of the 67 local health departments within your integrated system. Please ensure that the local public health departments within the system adhere to these CSILPHDS-specific communications guidelines.
* Questions about this guidance must be addressed to, and handled by, the central office, which in turn will communicate with PHAB. (Under the terms of this CSILPHDS-specific accreditation, PHAB will not communicate directly with the local health departments in this system about their communications efforts.)
* As a reminder, access to this password-protected portal is being shared only with the PHAB accreditation representative(s) at the Florida Department of Health. Please do not share the password to this toolkit portal with any of the local health departments within your statewide system.

This toolkit contains two Florida-specific items: (1) a sample press release and (2) an announcement letter. These two documents contain recommended language that you should use in announcing the accreditation of the Florida Department of Health Integrated Local Public Health Department System. You are free to use the sample press release and announcement letter in their entirety, or you may write your own. If you develop your own messages, please ensure that they are consistent with the language in this toolkit. In addition to the two Florida-specific items in this toolkit, you are free to use the other tools offered in the standard toolkit; (see above, under the heading “It’s Time to Promote and Celebrate Your Accreditation”). For example, you may use the information contained in “Ten Ways to Celebrate Your Health Department’s Accreditation,” as well as “Talking Points” and “Sample Interview.” However, please keep in mind that these tools were created to promote the accreditation of an individual health department. While you are free to draw from these materials, any references to “your health department” must be replaced with the words “Florida Department of Health Integrated Local Public Health Department System” or “the integrated local public health department system,” or simply “the system.” Likewise, local health departments within your statewide system may not refer to themselves as being “accredited” except in the context of “the integrated local public health department system.”

Additional guidelines specific to the accreditation of the Florida Department of Health Integrated Local Public Health Department System:

In approximately four weeks, the Florida Department of Health will receive one official (14-inch by 12-inch) plaque recognizing the accreditation of the Florida Department of Health Integrated Local Public Health Department System. You will also receive 67 smaller plaques (10-inch by 8-inch) for each of the counties within your system. These will be issued to you at no charge as part of PHAB’s accreditation recognition program. However, if you wish to purchase additional plaques, PHAB makes duplicate plaques available for a fee (to cover shipping, handling and administrative costs). For information regarding purchasing additional plaques, please contact PHAB Communications Manager Teddi Nicolaus at tnicolaus@phaboard.org or via phone at 703-778-4549, x118.

Guidelines for using the PHAB logo: As an accredited integrated local public health department system, you are entitled to use the PHAB logo throughout your statewide integrated system in marketing materials, including stationery, business cards, flyers, banners, posters, newsletters, websites, and signage. Please note that the PHAB logo is proprietary to PHAB and must be used according to the guidelines contained in the regular toolkit. If you have additional questions regarding the use of the PHAB logo, or questions about your marketing plans, please contact PHAB’s Communications Manager at tnicolaus@phaboard.org.

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PHAB Seal: PHAB’s official seal of accreditation can only be used by individually accredited health departments. The Florida Department of Health may use the PHAB seal in connection with its individual (June 2014) accreditation of the state health department and also the accreditation of the integrated local public health department system. Individual local health departments within the integrated system may not use the seal, nor may they refer to themselves as being individually accredited.

If you have additional questions regarding the use of the PHAB logo, or questions about your marketing plans, please contact PHAB’s Communications Manager at tnicolaus@phaboard.org.