



County of San Bernardino Department of Behavioral Health

INFORMATION NOTICE 09-11

Date: May 12, 2009

To: DBH Staff

From: Allan Rawland, Director

Subject: Approval of Promotional, Educational and/or Informational Materials

Overview The Public Information Officer (PIO) for the Department of Behavioral Health (DBH) is the contact person responsible for initiating, coordinating and approving media releases and educational and promotional information provided to the public, contractors, community-based organizations and other stakeholders.

Responsibility The following table informs staff of their responsibility prior to distributing educational or promotional information:

Party	Responsibility
DBH Program	<ul style="list-style-type: none">• Developing content material and• Obtaining DBH PIO approval.
DBH PIO	<ul style="list-style-type: none">• Ensuring verification of Program Manager approval,• Ensuring information meets Department and County protocol

References County Policy 10-02, [Response to Requests for Public Information](#).
DBH Standard Practice Manual, BOP3007, [Public Information Policy](#).

Questions Questions regarding this Information Notice may be directed to Lynn Neuenswander, DBH Public Information Officer, (909) 382-3179.
