



Series:	Governance	COA: ETH 1,HR
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	175-89	CFOP: 175-40,
Procedure Name:	External Communication	
Procedure Number:	GOV BC 1011	
Revision #/Date:	10/5/2016	
Revised Date:	11/11/2020	
Effective Date:	02/05/2013	
Applicable to:	Brevard C.A.R.E.S. Board of Directors and Brevard C.A.R.E.S. staff	

SUBJECT: External Communication

PURPOSE: Brevard C.A.R.E.S. ensures the dissemination of timely, accurate and clear information to the public about the agency’s programs, activities, service recipients and finances. Information dissemination will abide by requirements of the Sunshine Law, and meet with Health Insurance Portability and Accountability Act Awareness (HIPAA) and confidentiality compliance standards.

POLICY: This policy outlines how information will be disseminated to consumers, donors, volunteers, public officials, the public, and the media. Brevard C.A.R.E.S. will comply with timely filing of Form 990 to ensure public access is available to those who seek information about the agency.

Reference:
Risk Management Policy GOV BC 1014, Client Grievance, Complaint and Appeals RQ BC 1002, Crisis Communication Policy OP BC 1000

Website:

1. Privacy: Brevard C.A.R.E.S. respects the privacy of each visitor to the Brevard C.A.R.E.S. web site. Any personal information provided by a visitor will be used solely by Brevard C.A.R.E.S. for internal purposes and, where appropriate, to contact individuals directly. Personal information will not be sold and will be shared only with those third-party service providers who perform functions on our behalf, including processing credit card payments, providing customer service, removing repetitive information from customer lists, analyzing data, and providing marketing assistance.
2. Copyright: The contents of all materials contained on Brevard C.A.R.E.S. web site are owned by the organization (unless otherwise indicated) and are protected by U.S. and international copyright laws. All rights are reserved by Brevard C.A.R.E.S.
3. The information contained on Brevard’s C.A.R.E.S. Web site is provided by the organization for general informational purposes only. None of the information on the Web site is intended or should be construed to be legal advice or a legal opinion. While every effort has been made to ensure that the information contained on the Web site is as accurate as possible, omissions and errors may occur. Also, because of the nature of Web site development, maintenance, and updating, the information contained on the Web site may not reflect the most current developments. Brevard C.A.R.E.S. and its contributing authors expressly disclaim all liability to

any person with respect to the consequences of any act or omission committed based upon reliance, in whole or in part, on any of the contents of the Web site.

4. At certain places on the Web site, live links to other Internet addresses (“third-party sites”) can be accessed. Such third-party sites contain information created, published, maintained, or otherwise posted by institutions or organizations independent of Brevard C.A.R.E.S. It should be noted that the agency does not endorse, approve, certify, or control these third-party sites and therefore cannot guarantee the accuracy, completeness, efficacy, timeliness, or correct sequencing of information located at such addresses.

E-mail Privacy

1. Through affiliation with Brevard C.A.R.E.S., affiliates are establishing a business relationship with Brevard C.A.R.E.S. and authorizing use of the e-mail addresses provided to the organization.
2. Brevard C.A.R.E.S. may utilize the e-mail addresses provided by its affiliates for communication and promotion of Brevard C.A.R.E.S. events, meetings, education programs, products, and services, unless specifically instructed otherwise by the affiliate.
3. Brevard C.A.R.E.S. shall provide recipients of all mass e-mail communications the opportunity to unsubscribe from e-mail distribution lists.

Fax Privacy

1. Through membership in Brevard C.A.R.E.S members are establishing a business relationship with Brevard C.A.R.E.S. and authorizing use of the fax numbers provided to the organization.
2. Brevard C.A.R.E.S. may utilize the numbers provided by its members for communication and promotion of Brevard C.A.R.E.S. events, meetings, education programs, products and services, unless specifically instructed otherwise by an individual member.

Opt-Out

Brevard C.A.R.E.S. will provide each member equal opportunity to opt out of any communication method utilized by Brevard C.A.R.E.S. provided it does not interfere with the business relationship.

Media Relations:

Brevard C.A.R.E.S. strives to advance its mission by communicating openly and honestly using consistent messages with its constituents, including the media. It is important for all Brevard C.A.R.E.S. staff and board members to reinforce these messages by referring all calls from any media source to the Executive Director or designee. Only the Executive Director, Brevard Family Partnership Chief Executive Officer, or other individual(s) designated by the board are authorized to speak with the media. Staff will refrain from responding to inquiries from the media.

Failure to comply with the Brevard C.A.R.E.S. media policy shall be grounds for disciplinary action.

Crisis Media:

In case of any emergency event, situation, or investigation regarding an inquiry by the media, including radio, TV, or newspaper, into issues relating to Brevard C.A.R.E.S, the following guidelines shall be followed to assist Brevard C.A.R.E.S. response to the media.

Brevard C.A.R.E.S. will prepare staff for preventative awareness and response to media by:

- Establishing clear perimeters surrounding limitations and response authority
- Providing training to staff on media crisis and the emergency media plan and informing staff not to comment on inquiries, but to refer inquiries to those designated individuals who may release information to the media
- Acting in compliance with the DCF media reporting protocol

Brevard C.A.R.E.S., Inc. Policy and Procedure Manual

- Establishing positive media relations throughout the year with local radio/TV/newspaper reporters
- Assisting the media when doing research on local stories

Public Request of Information:

It is the intent of Brevard C.A.R.E.S. to provide timely and accurate information to all customers and inquirers. All verbal requests for information will be responded to within 48 hours where applicable the timeline for the provision of follow up information will be mutually agreed upon with the inquirer. Public record requests will be provided within a reasonable timeframe as required by the law governing public records requests law. Dependent upon the nature and urgency of the information being requested, Brevard C.A.R.E.S. will make every effort to accommodate requests in the timeliest manner possible. All public record requests will be brought to the immediate attention of the ED, CEO or designee.

Complaints:

Brevard C.A.R.E.S. promotes an environment open to feedback and conducive for timely problem resolution. All client related complaints will be handled in the utmost professional manner. Brevard Family Partnership's Client Relations Specialist serves as the single point of contact for all complaints and/or grievances.

Sunshine:

Brevard C.A.R.E.S. complies with the Sunshine Law under Chapter 286 of the Florida Statutes. All Board of Directors meetings will be publicly noticed.

Approved by the Brevard C.A.R.E.S. Board of Directors November 11, 2020

AS APPROVED BY THE BOARD OF DIRECTORS:



Dan Rodgers
Board Chair

Signature Date: 11/11/2020

BY DIRECTION OF THE EXECUTIVE DIRECTOR:



Kathryn Parker
Executive Director

Signature Date: 11/11/2020