
POLICY TRANSMITTAL NO. 04-17
OFFICE OF COMMUNICATIONS

DATE: MAY 25, 2004
DEPARTMENT OF HUMAN SERVICES
OFFICE OF PLANNING, POLICY & RESEARCH

TO: ALL OFFICES

SUBJECT: MANUAL MATERIAL

OAC 340:2, Table of Contents; OAC 340:2-37, Table of Contents; and
2-37-1 through 2-37-5.

EXPLANATION: **Policy revisions were approved by the Commission and the
Governor as required by the Administrative Procedures Act.**

Rules for OAC 340:2-37 are issued describing the functions of the
Office of Communications.

Original signed on 3-16-04

George Earl Johnson, Jr., Director
Office of Communications

Marilynn Knott, Administrator
Office of Planning, Policy & Research

WF # 03-41 (NAP)

INSTRUCTIONS FOR FILING MANUAL MATERIAL

OAC is the acronym for Oklahoma Administrative Code. If OAC appears before a number on an Appendix or before a Section in text, it means the Appendix or text contains rules or administrative law. Lengthy internal policies and procedures have the same Chapter number as the OAC Chapter to which they pertain following a “DHS” number, such as personnel policy at DHS:2-1 and personnel rules at OAC 340:2-1. The “340” is the Title number that designates DHS as the rulemaking agency; the “2” specifies the Chapter number; and the “1” specifies the Subchapter number.

The chronological order for filing manual material is: (1) OAC 340 by designated Chapter and Subchapter number; (2) if applicable, DHS numbered text for the designated Chapter and Subchapter; and (3) all OAC Appendices with the designated Chapter number. For example, the order for filing personnel policy is OAC 340:2-1, DHS:2-1, and OAC 340:2 Appendices behind all Chapter 2 manual material. Any questions or assistance with filing manual material will be addressed by contacting Policy Management Unit staff at (405) 521-3611.

REMOVE

INSERT

Table of Contents 340:2

Table of Contents 340:2, pages 1-2, revised 5-27-04

Table of Contents 340:2-37

Table of Contents 340:2-37, 1 page only, issued 5-27-04

340:2-37-1, pages 1-2, issued 5-27-04

340:2-37-2, 1 page only, issued 5-27-04

340:2-37-3, 1 page only, issued 5-27-04

340:2-37-4, 1 page only, issued 5-27-04

340:2-37-5, 1 page only, issued 5-27-04

CHAPTER 2. ADMINISTRATIVE COMPONENTS

Subchapter	Section
1. Human Resources Management Division (HRMD)	340:2-1-1
3. Office of Client Advocacy	340:2-3-1
5. Fair Hearings.....	340:2-5-1
7. Office of Inspector General.....	340:2-7-1
8. Health Insurance Portability and Accountability Act (HIPAA)	340:2-8-1
9. Overpayments [REVOKED]	340:2-9-1
11. Finance.....	340:2-11-1
13. Contracts and Purchasing Unit.....	340:2-13-1
15. Risk & Safety Management Program	340:2-15-1
17. Staff Development Unit	340:2-17-1
19. Correspondence [REVOKED]	340:2-19-1
21. Departmental Services Unit.....	340:2-21-1
22. Commodities	340:2-22-1
23. Administrative Reviews	340:2-23-1
25. Office of General Counsel	340:2-25-1
27. Child Support Administrative Hearings [REVOKED]	340:2-27-1
28. Office of Administrative Hearings: Child Support.....	340:2-28-1
29. Parole, Review and Hearing Board [REVOKED]	340:2-29-1
31. Policy Management and Analysis.....	340:2-31-1
33. Rates and Standards.....	340:2-33-1
35. Volunteer Services	340:2-35-1
37. <u>Communications</u>	<u>340:2-37-1</u>
Appendix A.	Application for Employment [REVOKED]
Appendix B.	Employment Supplement [REVOKED]
Appendix C.	Employment Eligibility Handout [REVOKED]
Appendix D.	Applicant Availability Letter [REVOKED]
Appendix E.	Statement of Grievance and Resolution [REVOKED]
Appendix F.	Student Grievance [REVOKED]
Appendix G.	Request for Fair Hearing [REVOKED]
Appendix H.	Request for Review of Decision on Appeal Before the Oklahoma Commission for Human Services [REVOKED]
Appendix I.	Withdrawal of Request for Hearing [REVOKED]
Appendix J.	Claim Form [REVOKED]
Appendix K.	Professional Service Contract Affidavit Form
Appendix L.	Access Clause for Purchase Contract
Appendix M.	Material Safety Data Sheet Surrogate Statement
Appendix N.	Application for Occupational Therapy/Physical Therapy Scholarship [REVOKED]

- Appendix O. **[RESERVED]**
- Appendix P. Affidavit or Lost or Destroyed Warrant **[REVOKED]**
- Appendix Q. **[RESERVED]**
- Appendix R. Release of Information Regarding Juveniles **[REVOKED]**

SUBCHAPTER 37. COMMUNICATIONS

Section

340:2-37-1.	Purpose, authority, and scope
340:2-37-2.	Definitions
340:2-37-3.	Confidentiality
340:2-37-4.	Spokespersons for OKDHS
340:2-37-5.	Internet and Intranet communications

340:2-37-1. Purpose, authority, and scope

(a) Purpose. The Office of Communications coordinates the dissemination of information about the Oklahoma Department of Human Services (OKDHS).

(b) Authority. The Office of Communications under authority given in Article XXV, Section 4 of the Oklahoma Constitution.

(c) Scope. The Office of Communications:

(1) communicates a clear vision of OKDHS;

(2) conveys to large and varied audiences information about programs, services, operations, and actions undertaken by OKDHS and its agents;

(3) monitors health and human services issues as reported by the media on the state and national levels;

(4) participates in an advisory role in social services-related activities involving other state agencies, county and local governments, advocacy groups, community organizations, and trade and professional organizations;

(5) provides support and leadership for OKDHS celebrations and employee quality recognition events;

(6) monitors OKDHS communications-related contracts;

(7) coordinates and monitors OKDHS public service campaigns and provides support for public service and education projects;

(8) serves as the central point of contact for the media and responds or arranges for a response to all inquiries from newspaper, magazine, radio, online media, and television journalists;

(9) develops and disseminates OKDHS media releases;

(10) provides communications counseling to OKDHS staff on media relations, public relations, and other communications matters;

(11) publishes specified newsletters and serves as executive producers for OKDHS broadcast communications programs and projects;

(12) monitors and consults on Internet and Intranet and other technology-driven communications content to ensure the delivery of clear, concise, cohesive, and accurate messages;

(13) serves as a point of clearance on questionable communication materials and tools;

(14) monitors and ensures the appropriate use of OKDHS brands, logos, and other images uniquely associated with the image of OKDHS;

(15) files required information with the Secretary of State regarding OKDHS open meetings; [OAC 340:1-1-19] and

(16) complies with the Open Records Act through rules governing the receipt and processing of open records requests at OAC 340:2-21-12 through 340:2-21-16.

340:2-37-2. Definitions

The words and terms in this subchapter shall have the following meanings unless the context clearly indicates otherwise:

"Agent" means a person, group, partner, or entity that is not employed by the Oklahoma Department of Human Services (OKDHS), and works with or has a paying contract with OKDHS.

"Brand" means a name or non-visual image, reflective of the OKDHS mission, vision, and values, that creates a positive perception in the public mind, establishes a market position, and is used to carry any message relevant to OKDHS through any medium.

"Technology-driven communications" means electronic communication tools, including e-mail, audio and video programming, Internet and Intranet content, and public education and service announcements.

340:2-37-3. Confidentiality

(a) The Office of Communications complies with federal and state statutes and Oklahoma Department of Human Services (OKDHS) rules regarding confidentiality of persons applying for or receiving services from OKDHS and their records. [10 O.S. § 7500; 43A O.S. § 10-110; 51 O.S. § 24A.1 et seq.; 56 O.S. § 183; OAC 340:65-1-2; and OAC 340:2-21-13]

(b) Form ADM-13, News Media and Media Production Release of Information, is completed when information about or the likeness of an OKDHS employee, applicant or recipient of OKDHS services, or person(s) volunteering to support the OKDHS mission are used to increase public awareness of OKDHS services, train OKDHS employees or volunteers, or educate persons with an interest in Oklahoma health and human services issues. The person does not receive a royalty or compensation for the use of the information. ■ 1

INSTRUCTIONS TO STAFF

- 1. Form ADM-13, News Media and Media Production Release of Information, is completed and submitted to the Office of Communications prior to the release of any information or the likeness.**

340:2-37-4. Spokespersons for OKDHS

(a) **Speaker's Bureau.** The Speaker's Bureau and Speaker's Bureau Web site are designed to help those needing speakers to find Oklahoma Department of Human Services (OKDHS) employees who can speak to groups, organizations, or conferences on behalf of OKDHS. The Web site lists topics, subject matter, experts, and speakers who provide current information regarding OKDHS services and programs to agencies, organizations, or groups.

(b) Local media contacts.

(1) Members of the Oklahoma Commission for Human Services and the OKDHS Director and designees are the spokespersons for OKDHS, in accordance with provisions of Article XXV of the Oklahoma Constitution.

(2) The Office of Communications staff are the designated media spokespersons for the Commission and OKDHS Director, and speak for OKDHS on all issues, programs, services, and operations, as appropriate.

(3) Officers, division directors, area directors, county directors, and resource center administrators are considered standing spokespersons for OKDHS. These individuals may delegate specific issues to others with more detailed program expertise.

340:2-37-5. Internet and Intranet communications

(a) Purpose. The Oklahoma Department of Human Services (OKDHS) is committed to using electronic technology efficiently and effectively to:

- (1) provide Oklahoma citizens and OKDHS employees, clients, and partners with the most current, and accurate information about OKDHS programs and divisions;
- (2) inform contracted service providers in a more efficient and cost-effective manner;
- (3) distribute information electronically to save money and production time; and
- (4) promote partnerships with organizations that share OKDHS interests.

(b) Applicability. This rule applies to:

- (1) OKDHS divisions, programs, and county and area offices; and
- (2) all contractors and consultants, including those who operate or maintain Web sites for OKDHS entities, through incorporation into contracts.

(c) Scope.

- (1) The Office of Communications serves as the OKDHS Web content manager.
- (2) Consistent with other leadership responsibilities for public and internal communication, the decision whether to establish a division or program Web site and to publish the Web site is delegated to each division director or designee, with consultation from the OKDHS Web content manager.
- (3) All OKDHS Internet and Intranet pages must adhere to OKDHS Standards for the Web located on the OKDHS Intranet as well as this rule.