

DHHS Directive Number II-41

Title: Delegation of Authority to the Director, Office of Public Affairs
Effective Date: November 3, 2008
Revision History: January 1, 2002
Authority: G.S. 143B-10

Purpose

The purpose of this directive is to delegate, clarify and specifically confirm certain authorities of the Secretary of the North Carolina Department of Health and Human Services (NC DHHS) to the Department's Director of the Office of Public Affairs. This position reports to the Secretary through the Director, Office of Governmental and Community Relations.

Delegation of Authority

As provided in G.S. 143B-10(a), the Secretary of the DHHS delegates the following functions and responsibilities concerning management and administration to the Director of the Office of Public Affairs, subject to state and departmental policy:

1. The functions of management, related to the Office of Public Affairs, as defined in G.S. 143B-10, which include: planning, organizing, staffing, directing, coordinating, evaluating, reporting and budgeting.
2. Management of department procedures, including:
 - A. External Communication Planning & Coordination - The Director of the Office of Public Affairs is responsible for creating communication plans to promote and educate the public about various DHHS issues; and
 - B. Internal Communication Planning & Coordination - The Director of the Office of Public Affairs is responsible for creating communication plans to promote and educate DHHS employees about various DHHS issues.
3. Authority to develop and carry out programs or procedures, not inconsistent with law, including, but not limited to:

- A. Media Policy - The Director of the Office of Public Affairs will devise a media policy that pertains to all employees of the department and be responsible for ensuring that employees are aware of and understand the policy;
 - B. Dissemination of Department News - The Director of the Office of Public Affairs is responsible for the dissemination of all department news releases;
 - C. Review of Department Publications - The Director of the Office of Public Affairs is responsible for the review of all department publications, both written and electronic, to ensure that they meet writing standards and comply with departmental policy;
 - D. Maintenance of Department's Main Web Page - The Director of the Office of Public Affairs is responsible for the maintenance of the department's main web page;
 - E. Monitoring media reports as they may pertain and affect the department; and
 - F. Ensuring access to public records as required by G.S. 132.
4. Serve as departmental liaison with the Governor's Office of Communication, Governor's Press Office and other department's public affairs offices.
 5. Provide training and technical assistance to all authorized spokespersons across the department.
 6. The Director shall be responsible for ensuring that the division is familiar with and adheres to the department's policy and procedures manual.

The Director of the Office of Public Affairs shall consult with and keep the Director of the Office of Governmental and Community Relations, the Secretary and/or the Secretary's designee informed on all priority issues in the department.

This delegation of authority shall not deprive the Secretary from performing, in lieu of the Director of the Office of Public Affairs, any of the acts set forth above. The delegation of authority may be amended or withdrawn by the Secretary at any time and without notice. This delegation of authority shall not apply to any actions, which by law, state policy or NC Governor's Executive Order, may only be executed by the Secretary.

APPROVED

Dempsey Benton, Secretary
Department of Health and Human Services