

## **Precision Health Platform**

### **Media Communications Policy**

**Last revised: 12-09-2023**

**Version: V1.3**

[Precision Health](#) platform is an environmental surveillance platform with the aim to promote systematic environmental surveillance for early detection and prevention of disease outbreaks by creating an early warning surveillance system.

#### **Purpose**

This media communications policy governs how Precision Health Platform interacts with media persons.

#### **Scope**

The policy applies to release of information to the public through press releases, news features, news media interviews, speeches, letters to the editor, opinion pieces, social media, and by other means through any form of media (print, internet, radio, television, etc.). All members, partners, stakeholders, consultants, volunteers, of the Precision Health platform are required to abide by this policy.

#### **Policy**

1. In case a journalist approaches the team with specific questions, the team connects the journalist to Mr. Shirish Harshe, Precision Health Platform Manager, Shirish Harshe ([shirish@catalysts.org](mailto:shirish@catalysts.org)) with a copy to [hello@swasti.org](mailto:hello@swasti.org).
2. Seek expressed permission to be quoted or release document/press note to media from Shirish Harshe through email.
3. No person in the platform shall communicate anything to the media/journalist about the data findings of the platform or the workings/response of the government based on the findings. All such communications will be directed to the appointed official of the respective city government. See Annex A for details.
4. Only questions and information regarding the history, science, partners, funding, and implementation may be shared by the Platform.
5. Individual experts associated with the platform are encouraged to author articles with bylines following the same restrictions stated above (direct sharing of data from dashboards etc.) in appropriate [news platforms](#) identified by them or the team. If it is a platform identified by them, they are expected to share this with their PoC in the PH platform and ensure that it is credible.

6. The platform’s main channel of communication is the social media accounts on X (Twitter) under the handle [@PrecisiOnHealth](#), on [LinkedIn](#) and on [Instagram](#), which reports on analyzed, de-constructed, anonymised data on the city website. However, the city lead agency can have its own social media posts in compliance with this media communication policy and the social media guide.
7. **Use of Logo:** The use of the Precision Health Platform logo and logo of its partners (Crypto Relief Fund, Skoll Foundation, Swasti, etc.) in any event (workshop/ seminars/ summit/ presentations), social media posts, reports, publications and articles from the city lead/local partners is strictly subjected to approval from the Precision Health Platform Manager ([shirish@catalysts.org](mailto:shirish@catalysts.org)) and Communications Lead ([sabhimanvi@catalysts.org](mailto:sabhimanvi@catalysts.org)). Refer to [Precision Health Platform Branding and Communication guide](#) for more details.
8. Refer to [Social Media Toolkit](#) for any social media (Twitter) posting from your city surveillance account.

### Consequence of Breach

Any breach of this policy, the statements to the media, will have to be redacted with an apology and will be considered as a breach of contract. As a consequence this may lead to the termination of contracts that govern the platform, and the individual or partner agency shall no longer be part of the Precision Health Platform.

### Annual Review

This policy will be reviewed once per year. All employees will be provided with access to a copy. All partners will need to officially sign this as an addendum to the existing contracts.

### Annex A

#### Contact Details of officials:

#	Name of Initiative	Authority	Point of Contact Name/ Designation	Email address
1	XXX	XXX	XXX	XXX