



health

Department of Health
NORTHERN CAPE

Policy on Communication

Version control

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Responsible Manager : Provincial Communication Manager

Approved by the Head of
Department:

MS GE MATLAOPANE

DATE

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Policy Aim

1. The aim of this policy is to provide a standard framework within which the Northern Cape Department of Health will manage, direct, resource and implement its communication programmes. Additional guidance is provided in the Procedure on Media Liaison.

Policy Scope

2. This Policy is applicable to all personnel of the Northern Cape Department of Health.
3. Exemptions will be granted for whistle blowing on corruption and fraud as prescribed by the Whistleblowing Policy approved on the 18th September 2013.

Policy Statement

4. It is the policy of the Northern Cape Department of Health that it will:
 - 4.1. Provide protocols for interactions with both internal and external stakeholders;
 - 4.2. Encourage more effective communication both internally and externally;
 - 4.3. Promote community participation;
 - 4.4. Establish and maintain professional and mutual relations within the department and with stakeholders;
 - 4.5. Provide guidelines for internal stakeholders;
 - 4.6. Maximise coherent and coordinated departmental messages.

Roles and Responsibilities

5. The Office of the Head of Department is the custodian of all communication policies.
6. The Provincial Communications Manager is responsible for the development and writing of this policy document as well as the implementation thereof.

7. The Communications Manager is responsible for the review, updating and distribution of this specific policy.
8. Departmental Units must ensure adherence to the policy and procedure guidelines at all times
9. Districts will communicate through the Communications Manager unless district communicators are appointed.
10. The Departmental Units will consult the Communications Unit whenever they receive queries from external stakeholders regarding departmental procedures and processes.

Review and Distribution

11. This policy will be reviewed within three (3) years after the publishing date.
12. The Communications Manager will distribute updated versions to:
 - Member of the Executive Council for Health
 - Head of Department of Health
 - All Chief Directors, Directors, Deputy Directors (who will in turn distribute to their staff as appropriate.)

Acknowledgements & Sources

13. Acknowledgement is given to the National Department of Trade and Industry Policy on Communication as well as the Policy and Planning Directorate for guidance in the development of this policy.