

## Public Affairs – At Your Service

*You get a call from a reporter or legislator.*

*You're interested in serving on a local board, commission or medical center Community Health Team.*

*You would like to volunteer in the community or for a Kaiser Permanente-sponsored event, or you already are a volunteer.*

*You have an idea for a news story that may be of interest to an internal or external audience.*

*Who are you going to call? Kaiser Permanente's Public Affairs Department is here to help.*

Public Affairs offers support in the areas of Corporate Communications and Media Relations, Community Health, Community Relations and Government Affairs.

Read on for a detailed list of services and resources provided to you by Public Affairs. There are many ways you can get involved in the effort to spread the good word about Kaiser Permanente's integrated system and physician-led care that helps improve health care in our communities.



KAISER PERMANENTE

## Kaiser Permanente Public Affairs South Bay Service Area



KAISER  
PERMANENTE®

Redwood City  
Santa Clara  
Mountain View  
Campbell  
Milpitas  
Santa Teresa  
Gilroy

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## Communications

### Media Relations

- Call us when the media calls you
- Volunteer to be a media spokesperson
- Learn how to talk to the media

### Internal Communications

- Read *Inside Connection*
- Be interviewed for a story
- Suggest stories for publication
- Tell us about news in your department

## Government and Business Affairs

### Government Relations

- Participate in facility visits or tours with legislators
- Write letters to legislators
- Assist in lobbying efforts
- Learn about the Voices for Health program, which matches physicians and managers with legislators
- Testify at a government hearing
- Serve on a city or county commission

### Business Affairs

- Represent Kaiser Permanente at chambers of commerce or business and trade association events
- Serve on chamber boards and committees

## Community Health and Community Relations

### Local Community Health Priorities

- Participate on the Community Health Team at your medical center to implement local community health plans (S.B. 697)
- Volunteer for community health projects
- Learn more about our grants program that supports local health initiatives by visiting [www.kaisersantaclara.org/grants.htm](http://www.kaisersantaclara.org/grants.htm)

### Community Involvement Program

- Volunteer at local community-based agencies or find out how to become involved
- Participate in local events, such as the ADA Walk or community health fairs
- Participate in Kaiser Permanente-sponsored community activities

### Education / School Partnerships

- Volunteer to speak on teen health topics to local middle and high schools through our Adolescent Health Speakers' Bureau
- Participate in Redwood City Principal for a Day, or Adopt-a-School

## Contact Us

South Bay Public Affairs Department

(408) 236-5338 or (650) 299-4205

Tie line 8-450-5338 or 8-424-4205

Fax (408) 450-5339 or (650) 299-3749

Your call will be directed to the appropriate Public Affairs staff member.

