

Per California Code of Regulations, title 2, section 548.5, the following information will be posted to CalHR's Career Executive Assignment Action Proposals website for 30 calendar days when departments propose new CEA concepts or major revisions to existing CEA concepts. Presence of the department-submitted CEA Action Proposal information on CalHR's website does not indicate CalHR support for the proposal.

A. GENERAL INFORMATION

1. Date

May 9, 2019

2. Department

California Health and Human Services (CHHS) Agency

3. Organizational Placement (Division/Branch/Office Name)

Office of the Surgeon General

4. CEA Position Title

Communications Director

5. Summary of proposed position description and how it relates to the program's mission or purpose. (2-3 sentences)

The Communications Director serves as the key spokesperson responsible for developing the Office of the Surgeon General (OSG) communication policies and strategies for stakeholders and public outreach as well as provide political advice, crisis communication, and message development. Advises the Surgeon General in the overall planning, development and direction of all communication and outreach activities.

6. Reports to: (Class Title/Level)

Staff Director, CEA

7. Relationship with Department Director (Select one)

- Member of department's Executive Management Team, and has frequent contact with director on a wide range of department-wide issues.
- Not a member of department's Executive Management Team but has frequent contact with the Executive Management Team on policy issues.

(Explain):

8. Organizational Level (Select one)

- 1st
- 2nd
- 3rd
- 4th
- 5th (mega departments only - 17,001+ allocated positions)

B. SUMMARY OF REQUEST

9. What are the duties and responsibilities of the CEA position? Be specific and provide examples.

The Communications Director serves as the principal communication advisor to the Surgeon General and oversees and directs the development and implementation of statewide communication policy matters that govern the Office of the Surgeon General's (OSG) administration. Collaborates with the California Health and Human Services (CHHS) Agency, OSG executive staff, legal and departmental programs to ensure the OSG is compliant with oversight policies. Responsible for monitoring statutory and/or regulatory changes based on external and internal trends including economic and fiscal data to identify strategies and formulate policy positions on issues impacting the OSG. Sets policy priorities and works to resolve policy issues internally and with external stakeholders.

Plans, organizes and directs policy to ensure program guidance, reports and correspondence are consistent and align with the OSG's mission, procedures, strategic planning and goals; identifies and works to resolve areas of conflict with departments and stakeholders; works directly with department leadership and stakeholders on the implementation of new programs and policies to ensure consistency in policy positions from formulation to implementation; identifies new opportunities to expand OSG goals and interests, and works with appropriate staff and stakeholders on implementation including interpretation and/or proposal of necessary code and regulations.

Responsible for providing analysis of legislative bills and other policy decisions and coordinating with the Executive staff, CHHS Agency, Governor's Office and Legislative staff on legislative and policy issues. Collaborates with staff and stakeholders to determine legislative proposals and alternatives; oversees OSG legislative proposals, positions and suggested amendments; secures legislative authors when needed; serves as a OSG witness and may testify before the Legislature.

Prepares OSG leadership for legislative and other policy hearings; appries the CHHS Agency of policy issues and legislative meetings and correspondence; oversees Department policy reports and works with staff to prepare legislative reports, responses and correspondence; reviews enacted legislation and works with staff to determine departmental responsibilities and ensure implementation.

Represents the OSG on various health committees and commissions mandated by the Governor's Office to bring together state agencies, departments, and offices to promote health, equity, and environmental sustainability through inter-agency collaboration. Provides expert policy consultation on behalf of the OSG in contribution to the goals of achieving a healthier state, with more equitable opportunities for all residents to maintain a healthy lifestyle.

B. SUMMARY OF REQUEST (continued)

10. How critical is the program's mission or purpose to the department's mission as a whole? Include a description of the degree to which the program is critical to the department's mission.

- Program is directly related to department's primary mission and is critical to achieving the department's goals.
- Program is indirectly related to department's primary mission.
- Program plays a supporting role in achieving department's mission (i.e., budget, personnel, other admin functions).

Description: The mission of the California Health and Human Services Agency is that "All Californians, especially those most at risk or in need, have the opportunity to enjoy a high quality of life as measured by the sound physical, mental and financial health of children, adolescents and adults; strong and well-functioning families; safe and sustainable communities; and dignity for all.

The newly established Office of the Surgeon General is part of Governor Newsom's vision to address healthcare from a preventive, rather than reactive, frame reflects a keen appreciation of the latest science as well as a deep commitment to the health of California children and families.

The Office of the Surgeon General will address the social determinants of health, those social conditions that impact the root cause of health conditions, especially adverse childhood experiences and the effects of toxic stress on children and the impact on future health outcomes.

B. SUMMARY OF REQUEST (continued)

11. Describe what has changed that makes this request necessary. Explain how the change justifies the current request. Be specific and provide examples.

On January 7, 2019, Governor Newsom issued Executive Order (N-02-19) to establish the Office of the Surgeon General (OSG). California is a unique state with the world's fifth largest economy and a larger population than Canada. The Governor created the OSG with the recognition that government has a unique opportunity to bring individuals together from different backgrounds and with unique expertise to identify evidence-based interventions that will not only improve health outcomes but address the underlying social factors that result in poor health. California is the fifth state to create a Surgeon General's Office. The OSG will be responsible for leading efforts to combat the root causes of serious health conditions and will use this platform to reach families across the state by raising awareness of adverse childhood experiences and toxic stress.

There is a recognition that experiences and exposures especially early in life have substantial influence on an individual's health and well-being over the life-course. These factors may include exposure to abuse, neglect and violence (Adverse Childhood Experiences) and can lead to long-term changes in neurological, hormonal, immune and genetic regulatory functioning (toxic stress) and increase risk of stress related disease and early death. It is also recognized that lack of availability of resources to meet daily needs, such as education and job opportunities are also risk factors for negative health outcomes and may mediate or moderate the toxic stress response.

Over the last decade, the peer-reviewed research on what many refer to as the "social determinants of health", these social factors that drive the health and well-being of individuals, has advanced substantially and our understanding of what interventions can be used to improve health outcomes has grown. In addition, environments (especially in early childhood) interact with an individual's genetic susceptibility to alter life-course health.

The OSG will help bring awareness and solutions to California's health care system's biggest quandaries. The Communications Director will serve a vital role in developing policies and strategies to reach families across California to address the unacceptable level of health disparities across the state.

C. ROLE IN POLICY INFLUENCE

12. Provide 3-5 specific examples of policy areas over which the CEA position will be the principle policy maker. Each example should cite a policy that would have an identifiable impact. Include a description of the statewide impact of the assigned program.

This CEA will be responsible for developing the communications policy manual for the new Office of the Surgeon General (OSG) within the California Health and Human Services Agency and developing strategies to reach families across the state.

The Communications Director is responsible for the statewide policy development process required for the new OSG. Policy development and implementation includes the overall communication, planning and direction of all public outreach strategy tailored by audience to maximize awareness and support of the OSG's message and it's oversight.

A comprehensive communication plan for stakeholder and public outreach utilizing traditional, digital and new platforms including oversight of the public website and social media will be key to the success of the Governor's initiative. Messaging will require the development of reports, brochures, informational fact sheets and other public materials. This will also include developing new initiatives to enhance and expand relationships with community partners, community based organizations, other governmental entities, as well as the public.

The mission of the OSG is to promote health equity by addressing the unacceptable levels of health disparities across California. Communication will play a vital role in educating California's most vulnerable population.

C. ROLE IN POLICY INFLUENCE (continued)

13. What is the CEA position's scope and nature of decision-making authority?

The Communications Director analyzes and coordinates statewide public communications policy for the Office of the Surgeon General under the jurisdiction of CHHS Agency. The position also serves as the lead coordinator for the development of policies and strategic plans.

14. Will the CEA position be developing and implementing new policy, or interpreting and implementing existing policy? How?

The CEA position will be developing new policy. The Office of the Surgeon General is new for California, so there is currently no policy guidelines in place.