

DATE: April 28, 2004

TO: Executive Staff  
Managers  
Program Supervisors  
Authorized Administrative Manual Holders

FROM: Donald I. Habkirk, Jr.,  
Executive Director

RE: **EXECUTIVE DIRECTIVE 1 / 2004**  
**Authority to Speak on Behalf of Macomb County Community  
Mental Health**

The official spokesperson of MCCMH is the Executive Director of MCCMH. Effective immediately, except as specifically authorized by the Executive Director, or designee, no MCCMH employee, individual contractor, volunteer, or intern shall make commitments on behalf of MCCMH, align MCCMH with any cause or position, or otherwise speak on behalf of MCCMH. This includes, but is not limited to, initiating contacts with legislators, the media, political representatives, or providing testimony or other public commentary. Except as specifically authorized by the MCCMH Executive Director, or designee, no MCCMH employee, individual contractor, volunteer, or intern shall give the appearance of committing MCCMH or of aligning MCCMH with any position, opinion, or cause through the use of MCCMH stationery, e-mail or by the use of a MCCMH title or position.

If any MCCMH staff member, independent contractor, volunteer, or intern is contacted by the media (newspaper, television, radio, etc.), political representatives, or any member of the public concerning MCCMH, a consumer, an incident at a group home, a community situation or any other matter, he/she should refer the individual(s) to the MCCMH Executive Secretary, who will route these calls for handling by the Office of the Executive Director.

Any MCCMH program staff wishing to provide public comment in the name of the MCCMH organization or one of its programs should submit the proposed commentary to the Office of the Executive Director for review and confirmation prior to public distribution.

Any opinion or position expressed in the name of MCCMH or one of its programs without the prior authorization of the Executive Director, or designee, is void.

This Executive Directive shall not be construed to limit any individual's right to speak as a private citizen, in his or her own name. Such communications should take place on the individual's own time, using his or her own private letterhead or private e-mail, and should not include identification to MCCMH.

**Note:**

This executive directive does not preclude staff participation in, or assisting consumers' participation in, community activities directed toward consumer community inclusion, anti-stigma efforts, advocacy activities, program open houses, health-o-rama, interagency information exchange events, educational forum(s), preparation of educational materials, responding to questions from the public about MCCMH programs, mental health rallies, program-oriented promotional events, or other similar activities, especially as such activities are incorporated into MCCMH position description and MCCMH-approved program design.

Nor does the executive directive preclude staff engaging in other activities on their own time such as political activity or lobbying activity when acting as one's own representative rather than as a MCCMH spokesperson, with clarification when appropriate, that the opinion being expressed is one's purely personal opinion or position, and not that of the MCCMH organization or program.

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Please retain Executive Directive 1 / 2004 in your Administrative Manual following Divider  
"A".