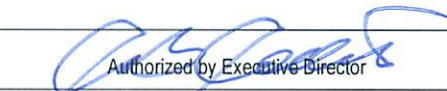


Chapter:	<b>Public Relations</b>	Classification:	<b>Public Document</b>
Subject:	<b>Public Engagement</b>		
For:	<b>Entire Division</b>	 Authorized by Executive Director	

**1. Policy**

- 1.1 It is the policy of Correctional Services that superintendents and senior probation officers should promote public awareness of correctional programs and services. All staff are encouraged to participate in the public education through
  - 1.1.1 public speaking
  - 1.1.2 staff involvement on committees, boards or advisory groups that are
    - 1.1.2.1 required for the performance of their work duties,
    - 1.1.2.2 not directly related to the employee's assigned work but which promotes personal development and is consistent with Correctional Services objectives

**2. Approval**

- 2.1 In the event that staff receive requests to speak to community agencies or organizations, prior approval will be obtained from the superintendent or senior probation officer as appropriate, unless public speaking engagement on behalf of the Division are a routine, recurring responsibility of the staff member.
- 2.2 Staff who have a routine, recurring responsibility for public speaking will, in all circumstances, inform the superintendent or senior probation officer as appropriate, of all public speaking engagements.
- 2.3 If staff are asked to speak about a program or issue that is specialized or technical in nature, staff will advise their superintendent or senior probation officer who will in turn contact the appropriate director for assistance e.g., program data, statistical data, historical perspective.
- 2.4 Staff will obtain approval from their supervisor prior to becoming involved in committee, board or advisory groups where the staff member
  - 2.4.1 is involved by virtue of the fact they are an employee of Correctional Services
  - 2.4.2 will be requesting time off during their regular work hours to attend to duties associated with the non-work related committee, board or advisory group.

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**3. Development of Materials**

- 3.1 Fact sheets, brochures and audiovisual materials used during public speaking events describing correctional programs and services will be authorized by the Executive Director, Correctional Services.
- 3.2 A designated manager, policy and programs is responsible for
  - 3.2.1 writing, updating and arranging publication of approved fact sheets and brochures
  - 3.2.2 production of audiovisual aids and display units
- 3.3 Staff who wish to develop additional public information, will obtain prior approval from the appropriate manager, policy and programs.

**4. Brochures and Fact Sheets**

- 4.1 Staff are encouraged to use and disseminate approved Correctional Services fact sheets and brochures that describe current programs and services.
- 4.2 Approved fact sheets and brochures are available
  - 4.2.1 by linking to the NS Department of Justice web site under Correctional Services
  - 4.2.2 for purchase from the Queen's Printer

**5. Audio Visual Aids**

- 5.1 Staff are encouraged to use approved audiovisual material including films, slide presentations and digital video discs when delivering public presentations.
- 5.2 Audiovisual equipment and aids may be borrowed for limited periods by arrangement with the designated manager, policy and programs.

**6. Correctional Services Display**

- 6.1 A display unit with Correctional Services' crest is available from the designated manager, policy and programs for use when making public presentations.

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