

CSD/CCD/POL/011
Rev. No



MINISTRY OF HEALTH

PHARMACY AND POISONS BOARD

PUBLIC COMMUNICATIONS POLICY

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PREFACE

The Pharmacy and Poisons Board (PPB) is mandated by an Act of Parliament, CAP 244 of the laws of Kenya, to protect and promote the health of the public by regulating the profession of pharmacy and ensuring access to quality, safe, efficacious and affordable health products and technologies. There is no doubt that medical products regulation has recently become more critical with the liberalization of trade in Kenya and globalization of trade in pharmaceuticals.

Globalization and the scaling up of Health products and health technologies (HPTs) to the developing world are highlighting the urgent need for the development of systems that will assure product quality, safety and efficacy.

To contribute to Kenya's development agenda, PPB must be able to respond to communication demands and to show relevance of the PPB services for the growth of the country. In line with the Kenya's Constitution 2010, the PPB recognizes the significance of effective communication in eliminating conflict, improving performance and achieving its mandate.

Against this backdrop PPB, through this policy document, makes a commitment to provide stakeholders with timely, accurate, clear, objective and complete information about information flow, communication channels, feedback mechanisms and crisis communication management.

FOREWORD

This policy establishes principles, rules and procedures applying to communication among all members of staff and with stakeholders. It is envisaged that the policy will facilitate sharing of information and knowledge so as to support the PPB's core business of ensuring quality, safety and efficacy of medical products and health technologies towards achievement of the Board's vision and mission as well as Kenya's vision 2030.

The policy has been developed in accordance to the Kenya National Information Communications and Technology Policy Guidelines and the Medium-Term Frameworks.

The main objective for the development and implementation of this Communication policy is to ensure that the Board bridge the knowledge gap with its internal and external stakeholders in the fulfillment of its mandate.

The policy also takes into consideration various current trends and factors impacting communications and public engagement and participation; higher expectations on stakeholders for engagement and accountability; increased demand from citizens to be more involved in government issues; complexity of issues facing pharmaceutical industry, such as environmental, social issues; evolution of social media and growing use of technology.

I believe successful implementation of the policy will be realized through total commitment of the entire staff, and other key stakeholders.

DR. F. M. SIYOI
CHIEF EXECUTIVE OFFICER

OUR VISION

To be a global leader in promoting and protecting public health

OUR MISSION

To protect and promote the health of the public by regulating the profession of pharmacy and ensuring access to quality, safe, efficacious and affordable health products and technologies

CORE VALUES

Commitment to Public Health

Professionalism

Integrity

Timeliness

Teamwork

MOTTO

Ensuring quality, safety and efficacy of Medical Products and Health Technologies

LIST OF ABBREVIATIONS

CEO:	Chief Executive Officer
HOD(s):	Heads of Directorates or Divisions
GOK:	Government of Kenya
MOH:	Ministry of Health
CCO:	Corporate Communications Officer
PPB:	Pharmacy and Poisons Board
QMS:	Quality Management Systems
HPTs:	Health Products and Technologies
HRM:	Human Resource Management
H/CCD:	Head Corporate Communications Division
CCD:	Corporate Communications Division
ICT:	Information Communication Technology
CMT:	Crisis Communication Team

GLOSSARY OF TERMS

Corporate Communication	The activities undertaken by an organization to communicate with internal and external stakeholders and the wider public
Crisis communication	Communication designed to protect and defend an individual or organization facing a swelling public challenge to reputation, brand and/or community
Internal communication	Communication between employees or departments across all levels or divisions of an organization
External communication	The exchange of information and messages between an organization and other organizations, groups or individuals outside its formal structure
Spokesperson	Someone engaged or elected/appointed to speak on behalf of others
Stakeholders	A person, group or organization that has a stake in an organization
Media	The means of communication that reach or influence people widely

ACKNOWLEDGEMENTS

We acknowledge the following directorates for their contribution towards the development of this guideline. Registrar's/CEO's Office, Directorates of Corporate Services, Medical Products and Health Technologies, Pharmacy Practice and Laboratory Services.

EXECUTIVE SUMMARY

This is the first review of Communications Policy of the PPB. It covers the period 2022 – 2027. The communication policy is an output of consultations with PPB directorates and review of literature of relevant documents from PPB and other agencies and in alignment to the Board's Strategic Plan 2020-2025.

The primary focus of the Communication Policy shall be on appropriate external communication specifically targeted at all PPB stakeholders, robust media management and evaluation, providing positive publicity for the PPB and improved internal communications.

The document describes the procedure for public engagement, handling of information crisis, role of official spokesperson and the all stakeholders.

The third section outlines the guiding principles that underpins the communication at the Board such as, the principles of clarity, simplicity, accuracy and accessibility to the public.

The Board recognizes the following channels of communications to the internal and external stakeholders; face to face meetings, written communications, oral and electronic communications. The Board encourages an open-door policy, a system that enables the management to be easily accessible to staff.

To promote transparency, the board has established a feedback mechanism in cases where staff members have raised issues, made suggestions or forwarded ideas for change, the management ensures they receive adequate feedback. This will also ensure that all staff are kept informed and updated as necessary by Directors and Managers.

Finally, with regard to external communication, the Board's duty to communicate to external customers includes obligation to communicate effectively and to maintain confidentiality of client's information. Information about policies, programs, services and initiatives must be accurate, clear, relevant, objective, easy to understand and useful.

1.0 INTRODUCTION

1.2 Purpose

The purpose of this policy is to ensure that communication across the Board is consistent, well-coordinated, effectively managed and responsive to the diverse information needs of the public. It is aimed at fostering effective internal and external communication among PPB staff, and other stakeholders. It is expected that the document will enable the Board to communicate effectively to realize its Vision, Mission and mandate.

1.3 Scope

This Policy applies to the communication efforts of the PPB employees countrywide. In addition, the Policy also guides on recommended methods for corporate communication, within the Board including;

- i. Written communication such as advertisements, news releases, speeches, correspondence, conference and exhibitions calls, website, email, social media and bloggings.
- ii. Oral communication such as, face to face or group meetings, telephone conversations, teleconferencing, interviews and news conferences.

1.4 Justification

To support PPB as a thriving and successful organization, we must communicate effectively with one another and our external stakeholders. A comprehensive Communication Policy is critical due to two fundamental reasons. First, it ensures that PPB staff members are provided with the information they need to maximize their potential. Secondly, it helps stakeholders to access the information they need to be successful, to support PPB in its core duty. Hence the need for a comprehensive communication policy.

1.5 Legal Framework

The policy is designed to support PPB goals and mandates as spelt out in the Pharmacy and Poisons Board Act, Chapter 244 of the Laws of Kenya and other policy documents and guidelines, including Strategic Plan, the statutes and PPB calendar.

The mandate of the PPB is to promote and protect public health by ensuring that medical products and health technologies are of quality, safe and efficacious. The Board regulates the Practice of Pharmacy and the Manufacture and Trade in drugs and poisons.

The Board aims to implement appropriate regulatory measures to achieve the highest standards of safety, efficacy and quality for all drugs, chemical substances and medical devices, locally manufactured, imported, exported, distributed, sold, or used, to ensure the protection of the consumer as envisaged by the laws regulating drugs in force in Kenya.

Communication will as well be an important tool for propagating PBB's values and mandate to both the external and internal publics.

1.6 Goal and Objectives

The goal of this policy is to support aspiration and mandate of the PPB as a spelt out in the PPB Act, Cap 244, the organization vision, mission and other relevant documents.

The objectives of the PPB communication policy are to:

- i. Provide effective and efficient communication mechanism and information sharing among Departments, divisions, units, and staff in line with the PPB vision, mission and values
- ii. Promote coherence and consistency in information flow, both internally *and externally*.
- iii. Minimize communication breakdown and delays.
- iv. Promote the use of appropriate channels of communication.

2 GUIDING PRINCIPLES

The PPB endeavors to provide its stakeholders with timely, accurate, clear, objective and complete information about its policies, programs, services and initiatives.

Although PPB communication is undertaken through a variety of channels and formats it shall always be in accordance with certain general principles and be:

- i. Clear, simple and user friendly
- ii. Honest, open and accurate
- iii. Accessible to all members of the public
- iv. Consistent and relevant
- v. Timely and current
- vi. High quality
- vii. Cost effective
- viii. Monitored and reviewed on a regular basis
- ix. Legitimate – in accordance with relevant legislation, codes of practice and with the Board’s own protocols and guidelines.

2.2 Principles of Good Communications Practice

The following principles of good communication practice are provided as a guide to staff and other stakeholders. It is appropriate to adapt these principles to suit the working environment.

2.2.1 Meetings

Directorates and Departments will provide opportunities for all staff to meet as often as it is necessary with a view to developing working relationships and enhancing communications. All staff should be updated on operational issues and strategic developments, which directly affect their work. During such meetings:

- i. Opportunities should be provided for all staff to contribute equally
- ii. The agenda should be open to input from the whole team

2.2.2 Open door policy

Directors/Managers will develop a system that enables them to be easily accessible to staff. To allow this to happen, Directors/Managers are encouraged to set open door times or to communicate their weekly diary to staff showing times they are available for consultation.

Directors/Managers should also aim to regularly visit members of staff at their places of work on informal basis to discuss work-related issues. This will help to build mutual understanding and improve overall communication and decision making within departments and the PPB.

2.2.3 Feedback

Where staff members have raised issues, made suggestions or forwarded ideas for change, the management should ensure they receive adequate feedback. It is also important that all staff are kept informed and updated as necessary by Directors and Managers.

Directors/Managers/Heads of Divisions have therefore a role in ensuring that feedback is provided on organizational and strategic issues, and on operational issues in the PPB.

3 AUDIENCES

3.2 Internal Audiences

- The Chairman
- Board members
- The Registrar/CEO
- Heads of Directorates
- Heads of regions
- Heads of Departments i.e., managers
- Heads of Divisions
- Heads of Units
- Technical staff
- Senior staff
- Support staff

3.3 External Audiences

- General public
- Government Ministries and Departments
- Pharmaceutical Manufacturing Companies
- Pharmaceutical Importers, Exporters, Distributors, Wholesalers and Retailers
- Hospitals and other Healthcare Providers
- Researchers
- Pharmacists and pharmaceutical technologists
- Universities and Colleges offering pharmacy training
- Pharmaceutical Services Providers
- Suppliers
- Outsourced service providers
- Consumers

3.4 Media as a key audience

The H/CCD is the PPB link with the media serving as a key source of information. This information shall be generated, processed and disseminated through appropriate communication channels and in liaison with relevant Departments. All press releases/conferences/briefings must be approved by the CEO.

4 COMMUNICATION PROCESS

4.2 Internal Communication

The PPB aims to facilitate efficient and effective internal communications among staff and all stakeholders so as to maintain a good and conducive working environment to enable the achievement of its vision and mission.

4.3 General Guidelines for Internal Communication

- i. The PPB will encourage openness in sharing information internally with staff unless the information is confidential.

- ii. The PPB will encourage consultation with staff over all affairs in a way that is consistent with effective management.
- iii. The PPB will seek constantly to improve customer care for staff, particularly in the provision of information. Employee needs and views shall be monitored through surveys, focus groups and committees.
- iv. To ensure clarity and consistency of information as well as ease of communication, simple and clear language will be used in all internal communication.
- v. As far as possible, staff will be informed of important issues through Directors/Managers before the same information is conveyed to the media or other external bodies.

4.4 General Guidelines for External Communication

- i. The PPB will provide factual, adequate and timely information to stakeholders on all major events.
- ii. The PPB's duty to communicate to external customers includes obligation to communicate effectively. Information about policies, programs, services and initiatives must be clear, relevant, objective, easy to understand and useful.
- iii. The PPB will disclose necessary information that stakeholders would be interested in provided that;
 - a) Such information does not in any way interfere with the normal operations of the organization,
 - b) Such disclosure shall not be in breach of PPB Act (as amended), Statutes and other policies;
 - c) Such disclosure shall not compromise the Board's interests.
 - d) Where the need for disclosure is not clear, advice shall be sought from the Chief Executive Officer and the Board of Directors
- iv. Confidential information shall not be disclosed or used for purposes not originally intended.

4.5 Flow of information

- i. Communication will be two-way, to encourage dialogue, listening to one another and giving feedback.
- ii. Internal communications will at all times be championed by Management
- iii. effective communication shall be a responsibility of every member of the PPB.

4.6 What is to be Communicated

Internal communications will cover a comprehensive range of topics. They will include recruitment, advertisements, promotions, retirement, success stories (awards, grants, scholarships, launches, competitions, achievements etc.), organizational changes, new initiatives, physical movement of staff, new technology, technology breakdown, events, and health and security alerts. Negative situations such as Board vandalism, theft, assaults, and deaths will be communicated appropriately.

4.7 Confidential Information

If information is considered confidential such information may not be released internally or externally. The types of information that should be kept confidential (not released internally and externally) include but are not limited to:

- i. Personal and personnel issues such as illness or medical information (unless it puts the wider community at risk)
- ii. Grievances
- iii. Personal legal proceedings
- iv. Discrimination issues
- v. Salaries
- vi. Non-factual or unproven information.

In cases where the distinction may be unclear, the Chief Executive Officer will make the final decision on what may be released, with advice from other relevant key personnel.

4.8 Frequency of Communication

Communication notices will be sent out annually, quarterly, weekly, or daily, and in the case of time-sensitive information, as soon as possible. If the news item warrants, a special bulletin will be sent out or posted immediately that information is authorized for release.

5 METHODS OF COMMUNICATION

5.2 Face-to-Face Communication

The Board will value face-to-face communication as a way of cultivating greater trust and understanding among staff and stakeholders.

5.3 Written Communication

- i. Written communication will remain a vital component of communication at the PPB. All written communication must be simple and easy to understand, devoid of slang, offensive and discriminatory remarks, ethnic slurs or obscene and sexist innuendo.
- ii. Correct format of written documents will be used all the time.
- iii. The PPB will communicate using letters, memos, circulars, minutes, notices and other appropriate forms of written communication.
- iv. Memos will be drafted clearly and accurately and dispatched promptly.
- v. Letters used for internal communication will provide clear, exhaustive and accurate information. They shall be dispatched in good time, and with confidentiality.
- vi. Appropriate language style will be used in memo writing to avoid communication breakdown.
- vii. The standard format for writing minutes shall be observed.
- viii. Minutes once documented shall not be altered for personal or departmental interests.
- ix. Minutes will be circulated within one week after the meeting.
- x. All written communication will be treated with integrity and confidentiality.
- xi. A copy of all written communication will be filed both at the source and destination for future reference.

- xii. All communication circulars will be released in time and strategically posted for staff and stakeholders to access with ease.
- xiii. All notices will be displayed conspicuously, in the right places.
- xiv. Fax messages will be correctly documented and delivered to recipients as soon as possible.

5.4 Meetings

- i. The Board will use meeting as a forum for involving staff members in decision making and problem solving.
- ii. The PPB will provide opportunity for dialogue by all.
- iii. Meetings will be held at a time and a venue which allows and encourages input.
- iv. Notices of meetings will be sent to members in advance to enable them prepare and contribute adequately.
- v. Meetings will be held when there is an agenda. Agenda items for a given meeting will be communicated in good time and shall be open to input from members.
- vi. Meetings will be focused on issues at hand and time managed effectively for maximum results.
- vii. Deliberations from meetings will be disseminated to relevant staff upon confirmation in good time and feedback should be provided via the membership and chair to the broader community through appropriate communication channels.

5.5 Oral Communication

a) Telephone

- i. The recommended procedure for handling incoming calls will be adhered to for both landline and mobile phone communication.
- ii. Where regulations demand, mobile phone communication will be complemented with written communication.
- iii. Taken telephone messages shall be well and correctly documented and delivered to the recipient as soon as possible.

b) Non-verbal Communication

- i. The PPB will promote non-verbal communication strategies not limited to sign language to reinforce, complement, regulate and substitute verbal communication.
- ii. The PPB will promote corporate branding to create corporate image and identity. Friday is the designated corporate day and all staff are encouraged to don PPB branded attire.
- iii. The use of PPB corporate identities such as logo and letterhead for personal purpose by staff is prohibited.

c) Communication for Persons with Disabilities

- i. The Board will provide appropriate methods of communication to enable effective and efficient communication for people living with disabilities.

5.6 Electronic communication

- i. Email and web are the primary mode of electronic communication for all staff.
- ii. PPB website www.pharmacyboardkenya.org shall be an official communication channel used internally and externally.
- iii. The intranet will contain news items, events and links that are useful information for staff and stakeholders.
- iv. All email correspondences shall be in line with the existing ICT Policy.
- v. The official Email is recognized as official means of communication between staff and stakeholders. PPB e-mails shall not be used for personal business or gain.
- vi. For purposes of facilitating effective official communication, all staff shall be assigned an official email address by the ICT Head.
- vii. The PPB encourages staff to read and respond to incoming emails messages appropriately, effectively and timely.

- viii. Directors/Managers/ICT/CCD have overall editorial responsibility for the website
- ix. Departmental portals will be the primary source of information about the department.
- x. PPB will encourage generation of podcasts and video clips for marketing and enhancing corporate image. However, they must be authorized by the CCD.
- xi. PPB will promote e-learning as an avenue for disseminating educational content.

5.7 Other Channels

a) Newsletter

- i. PPB newsletter is the Board's staff magazine distributed to the staff and other stakeholders on a quarterly basis.
- ii. The newsletter will be designed to provide more in-depth information to staff and stakeholders, including new developments in the PPB, forthcoming events, awards and successes, staff profiles, and a regular update from the Chief Executive Officer and the Board of Directors.
- iii. The CEO/CCD will appoint an Editorial Committee to oversee production of the newsletter and other publications.

b) Annual report

- i. PPB Annual Report is the Board's yearly publication distributed to key stakeholders, especially those at decision making positions.
- ii. The Annual Report will be designed to provide a comprehensive summary of undertakings, achievements, future plans and challenges facing the PPB every year in its quest to carry out its mandate.
- iii. The Annual Report will also provide the PPB's financial statements for the year under review.
- iv. The CEO (with the input of the Legal Secretary) will appoint an Editorial Committee to oversee production of the annual report.

c) Notice Boards

- i. The Board will maintain notice boards as a convenient option to communicate information to staff, and the general public.
- ii. The notice board will be used to display information that is of interest to all employees, and the general public. Messages on the notice board shall be brief, concise, and expressed in a simple and clear language.
- iii. Heads of departments will ensure that information is displayed in a timely manner and is removed when out of date.

d) Feedback boxes

- i. Feedback here includes suggestions, complaints and compliments.
- ii. The PPB will place feedback boxes at strategic locations within its premises to elicit comments, compliments and suggestions from the public on any issue.
- iii. The PPB staff are encouraged to use these boxes – anonymously, if so desired.
- iv. All suggestions will be analyzed and appropriate action taken in a timely manner by the person so appointed by the Chief Executive Officer.

e) Digital platforms (social media)

- i. The PPB will embrace the use of digital platforms such as Facebook, Twitter, Instagram, YouTube and any other digital channel for purposes of communication.
- ii. The PPB has official Face Book and Twitter pages for prospective stakeholders.

f) Exhibitions

- i. The PPB will use exhibitions such as showcases to communicate with targeted stakeholders.

5.8 Corporate Branding

- i. The PPB will seek opportunities to promote its corporate brand and improve its corporate image and identity.

- ii. Any means by which the general public comes into contact with the PPB constitutes an opportunity that can affect perceptions of the corporate image.
- iii. It is the duty of every staff to defend the image and brand of the PPB
- iv. The PPB will designate a day for staff to wear branded apparels to promote the corporate image.
- v. The PPB branding committee will be responsible for promotion of the corporate brand.
- vi. The use of PPB identity such as logo and letterhead for personal use by staff and students is prohibited.

5.9 Corporate Marketing

- i. The PPB will engage in corporate marketing to develop and maintain a good public image.
- ii. The PPB will use print, electronic and other media to carry out corporate marketing.
- iii. All PPB marketing will be executed by the Corporate Communications Division in liaison with Supply Chain Management after approval by the Chief Executive Officer.
- iv. The CCD office will ensure that the advertisements conform to the Board's corporate identity.
- v. Proposed advertisements and information for media circulation will be received in the Corporate Communications Office well in advance to give the office adequate time to ensure the piece conforms to the PPB marketing standards.
- vi. The use of PPB name and logo by collaborating and other institutions must be authorized by the Chief Executive Officer.
- vii. Promotional items must reflect the correct PPB name and logo.
- viii. The PPB newspaper advertisement will be placed preferably Wednesday or Friday, unless circumstances dictate otherwise.
- ix. Proposed advertisements and information will be received by the CCD latest on Monday of the week the advert is to run.

- x. Placements of PPB adverts should be published in MyGov in accordance with the government policy on advertisements.

5.10 Events, Shows and Exhibitions

- i. The PPB will participate in events, shows and exhibitions as marketing tools. During the events, shows and exhibitions, all departments that are to be involved in such will liaise with the CCD to ensure that the brochures, materials and pamphlets issued reflect the corporate branding in line with the Branding Manual.
- ii. No person or employee of the PPB will use the Institution's materials and colors without authorization and approval from the CCD and the CEO

5.11 Corporate Social Responsibility (CSR)

- i. Under the approval and authority of the Chief Executive Officer, CSR activities will be carried out and used as a means of corporate marketing in line with the CRS Policy.

5.12 Public Appearances

- i. Any employee who is called upon to present papers on behalf of PPB shall ensure that their presentations are in power point and branded as per the PPB standard and approved by the Chief Executive Officer.
- ii. Employees shall ensure that their communication to the public is in line with this Policy.

6 CRISIS COMMUNICATION

6.2 General guidelines for crisis communication

- i. The PPB will proactively deal with issues that have potential to damage the Board's relations with its customers and employees, or its reputation, financial position or other vital interests before they degenerate into a crisis.

- ii. No staff will be allowed to give information to the media without the express authority of the Chief Executive Officer.
- iii. Directors/Managers/DCC/ICT will maintain regular contact with stakeholders and give advice where issues appear to cause problems
- iv. The CCD will monitor local and international news events and advise the CEO on issues and/or trends relevant to PPB

6.3 Crisis response

- i. When a crisis occurs, the CEO will appoint a Crisis Communication Team (CMT) to assess its severity and develop strategies to deal with it.
- ii. The CEO will make appropriate communication to relevant stakeholders in such an event.
- iii. The CMT will constantly monitor, interpret and manage issues with potential to escalate to crisis.
- iv. The CMT will gather details about the crisis and recommend strategies for internal and external communication. Final approval of the strategies will rest with the CEO.
- v. The Team will consist of: CEO, Directors, Managers, CCD and others co-opted as the situation may demand.
- vi. The affected department will be the team secretariat.

6.4 Releasing information to media

- i. The CCD will work with the relevant department to release relevant, appropriate and verifiable information to the news media regarding any crisis. The CCD shall constantly monitor media coverage and respond accordingly.

6.5 Recovery from crisis

- i. The PPB will analyze and learn positively from the crisis management efforts and integrate the lessons to the organization's crisis management system.
- ii. The PPB will keep stakeholders updated on the progression of crisis recovery efforts including any corrective measures being taken.

8.0 RESPONSIBILITIES FOR INTERNAL COMMUNICATION

This section details the responsibilities of all staff, and of particular groups, in communicating effectively internally.

8.1 Corporate Responsibilities

- i. The HRM has operational responsibility for internal communications.
- ii. All relevant and current corporate information is disseminated via ICT channels such as Intranet, circulars, letters, memos, noticeboards etc. This information includes policies, organizational changes, vacancies, articles and financial information.
- iii. The listed communication media will be the official communication channels in the organization.
- iv. HRM/CCD/ICT are responsible for developing internal communications structures that ensure that the organization reaches all employees as quickly as possible via the most efficient communication channels.
- v. The PPB corporate language is English. Consequently, internal communication will be produced in English. Kiswahili will only be used where the situation so requires.
- vi. The PPB shall also promote and develop the use of Kenyan sign language, Braille and other communication formats and technologies accessible to persons with disabilities, as required by the Constitution.

8.2 Top Management, Directors and other Heads of Department's Responsibilities

Directors/Managers and Heads of Departments shall:

- i. Ensure that they communicate in a professional manner.
- ii. Ensure their departmental communication systems and practices actively support the vision and mission of the Board.
- iii. Act as role models demonstrating good practice in all aspects of communication.
- iv. Ensure effective two-way communication between senior management and staff.

- v. Ensure effective, timely and appropriate feedback is provided to staff and clients
- vi. Review communication standards and practices in their respective teams and identify opportunities for improvement.
- vii. Where staff and customers raise issues of poor communication, take appropriate action to ensure they are resolved amicably.
- viii. Support and promote a culture that encourages inclusion and involvement of concerned parties.
- ix. Ensure all staff members in their areas of responsibility understand the strategic direction of the institution, and service department.
- x. Ensure that staff members are aware of the Communication Policy.
- xi. Ensure consistency, equity and parity in communication processes across the Board.
- xii. Ensure that communication related issues that cannot be addressed at their level are addressed to the next higher level.
- xiii. Regularly review and seek to enhance the Board's approach to communication

8.3 All Staff

All PPB staff have a responsibility to demonstrate the institutional standards in communication and adhere to the provisions of this policy. Specifically, all staff:

- i. Will be aware of the Communication Policy and other related PPB policies such as the Code of Conduct and demonstrate the principles of good practice.
- ii. Will ensure they are maintaining good communication practice in accordance with this Policy.
- iii. Will be aware of various communication channels available in the Board and utilize them appropriately in their work.

8.4 Committees

The committees will ensure minutes are made available in a timely manner.

9.0 RESPONSIBILITIES FOR EXTERNAL COMMUNICATIONS

9.1 PPB Spokesperson

- i. The PPB CEO is the Official spokesperson for the Board. The CEO may authorize other Directors/CCD in writing to be spokesperson depending on the subject matter at hand.
- ii. Notwithstanding sub-clause (i) above, the Chairperson of PPB Board of Directors shall have the authority to make statements regarding the strategic management of the Institution or any other matter and any other policies.
- iii. Directors will be the authorized spokespersons of their respective Directorates and shall carry out such communications in line with this and other PPB policies
- iv. All communication content by the authorized spokesperson or any other designated officer must be approved by the CEO before dissemination.
- v. Staff will not respond to requests for information regarding the PPB from external sources such as the media unless where they have been authorized to do so by the CEO
- vi. Authorized spokespersons will be fully informed on all developments in the Board that have potential to require external communication or response.
- vii. Heads of Department and Sections will keep the spokesperson fully informed on significant developments within the board to enable them communicate effectively.
- viii. Staff participating in external forums such as conferences and seminars will comply with this Policy.

9.2 The Chairperson of the Board of Directors

- i. The Chairperson may issue statements on policy issues arising from the Board's responsibility: policies, strategies, PPB mandate, nominations, appointments, compensation, staff welfare, quarterly updates on

governance matters, statutory reports and any other issues to the Presidency, Health Cabinet Secretary and State Corporations Advisory Committee (SCAC) and the County Governments.

- ii. Other Board Members are not permitted to make statements without prior consultation and approval from the Board Chairperson.

9.3 Directors

- i. Directors are entitled to make statements concerning general operations within their Directorates. Prior consultation with the CEO or the Chairperson to the Board of Directors, as case may be, to be made for sensitive and controversial issues such as National, County Governments and regulatory bodies relations.
- ii. In situations where the CEO or Board Chairperson is not available for consultation, Director in liaison with the Head CCD may make statements in cases of matters that need immediate or urgent attention.

9.4 Other Employees

Other PPB employees are not permitted to make statements on behalf of the PPB.

9.5 Coordination

- i. The Corporate Communication Division will coordinate all communication in the organisation.
- ii. The PPB will develop mechanisms for coordination of external and internal communication.
- iii. In order for the Board spokespersons to be able to act with authority as spokespersons for external and internal communications, it is essential that these individuals are kept informed about pertinent activities in all parts of the Board.

10.0 CORPORATE CULTURE

The PPB will promote corporate culture characterized by open and trusting communication at all levels of the organization and between all groups of employees. This will ensure employees become more involved in and committed to the Board's development.

10.1 Quarterly Reports to the CEO

The Corporate Communications Division will provide quarterly reports on communications activities and implementation status.

11.0 POLICY IMPLEMENTATION

11.1 Implementation Date

- i. This Policy takes effect on the date it is approved by the CEO.
- ii. The CEO is responsible, in consultation with the Head of Corporate Communications Division and other members of PPB management, for ensuring that the Communications Policy is distributed and complied with.

11.2 Monitoring and Evaluation

- i. The PPB will conduct monitoring and evaluation of the effectiveness of this Policy in line with the Monitoring, Evaluation and Reporting framework. This will be done through a Committee Chaired by the Corporate Services Director and five other members appointed by the CEO.
- ii. The Head Corporate Communications will provide secretarial duties.

The Planning/Communication Division shall:

- i. Develop and maintain strategies and mechanisms for monitoring and evaluation of this Policy.
- ii. Undertake regular check on implementation of the Policy.
- iii. Carry out annual evaluation on the implementation of the Policy.
- iv. Use the information for planning and management.
- v. Propose potential areas for review.

12.0 REVIEW

The Policy shall be reviewed after every three (5) years or earlier as need arises with an aim to enhance efficient delivery of effective outcomes.

13.0 REFERENCES

1. The Public Relations and Communication Management Policy, 2019
2. The Public Service Commission Strategy, 2012/2013
3. PPB strategic plan 2020-2025

4. Cap 244, Laws of Kenya
5. The Constitution of Kenya 2010
6. Access to Information Act, 2016.
7. Guidelines on Information Sharing, 2022

14.0 CONTRIBUTORS/REVIEWERS

Pharmacy and Poisons Board-Republic of Kenya

CSD- Corporate Services Directorate

CCD- Corporate Communications Division

QMS- Quality Management Systems