

Program Rules

Below are program rules designed to foster a productive and positive relationship between PHCC and the Brand Ambassadors.

- **Professional Conduct:** Ambassadors should maintain high standards of professionalism when representing PHCC. This includes respectful communication, integrity in all actions, and adherence to ethical guidelines relevant to public health communication.
- **Active Engagement:** Ambassadors should actively participate by sharing pre-approved content, engaging in community discussions, and providing feedback through surveys and other mechanisms.
 - Per our requirements and expectations, PHCC Ambassadors are to publicly post pre-approved content provided by PHCC on their own channels at least 1x per month
- **Confidentiality and Privacy:** Any confidential information PHCC shares with PHCC Ambassadors, including upcoming project details or unreleased content, must be kept confidential. Additionally, Ambassadors must respect the privacy of other PHCC Ambassadors and community members by not sharing personal information without consent.
 - PHCC Ambassadors are not spokespeople for the PHCC brand; they are amplifiers of pre-approved content.
- **Transparency:** When posting about PHCC or using pre-approved content, PHCC Ambassadors should disclose their relationship to PHCC.
 - Mission Partners recommends Ambassadors use #PHCCAmbassador on social posts so they are aggregated and we can track post engagement.
- **Partnership:** PHCC Ambassadors have no authority to enter into Agreements of any kind with other entities or individuals on behalf of PHCC.
- **Ideas or Concerns:** Should PHCC Ambassadors have ideas to enhance the ambassador program or concerns about it, they should direct comments to Amanda Kwong at info@publichealthcollaborative.org.
- **Media Engagement:** While we strongly encourage the use and sharing of pre-approved PHCC resources and materials, a PHCC Ambassador is not a spokesperson for PHCC. Inquiries from the media seeking comment from PHCC should be directed to Amanda Kwong at info@publichealthcollaborative.org.