

2011-2014 SCC Communication Dept. Report

Pacific Union Recorder

- Reporting and taking pictures of Conference and church activities, projects and other news in the SCC section
- Keeping in Touch newsletter and some articles in other Adventist publications

Crisis Communication Committee

- Plan response to crises with media and/or internal contacts. Response to calls about crises, from media and members, sometimes as directed by the conference legal team and/or the Pacific Union and NAD.

Annual SCC Directory

- Until 2014, the directory had been available in print. In 2014, the directory committee opted to publish it as a pdf that was emailed to pastors.
- In 2015, the directory will be on an APP. Because production on this has been delayed, a pdf of the 2015 directory has been sent to the pastors.

<http://scc.adventist.org> and Facebook

- Manage the Conference website, which is actually about 35 subsites, one for each department and for most ministries.
- In addition to the Calendar, the Communication Department manages the website, updating with news. The department manages the Communication Dept., Health Ministry and ASI sites, and assists with other subsites to varying degrees. Departments are encouraged to manage their individual subsites.

Health Response Steering Committee

- This committee was initiated by the Communication Dept. to make public statements about the Adventist health message through special health and lifestyle events. The Committee includes chaplaincy directors from WMMC and GAMC, pastors, and health ministry and other leaders from churches. Goal of the committee is to conduct lifestyle events for the public.
- In 2011-2014, these events have included Reversing Diabetes, Obesity & Heart Disease Seminars (six during the past four years). We have sponsored or co-coordinated on major training events for SCC health ministry directors; promoted the NAD Let's Move Day for churches and schools.
- The department's health outreach and committee have also become avenues for the conference to partner with Adventist hospitals locally. The department is also active in promoting health events held by SCC churches.
- To assist pastors and health ministry directors in choosing qualified lifestyle and health presenters for the churches, the committee gave a vote of confidence to an online course being developed for pastors and health ministry directors. Developer/Facilitator for the course are Lee Berk, DrPH; and Bruce Nelson, GAMC director of chaplaincy. A grant proposal developed through the GAMC Chaplaincy office and sent to the Pacific Union has resulted in a small grant which, with other donations, will enable the course for SCC and all pastors and health ministry directors.

Interfaith Organizations

The communication director represents the conference at the Interreligious Council of Southern California, the Christian-Muslim Consultative Group and The Guibord Center. We have included an Interfaith page on the Religious Liberty Dept.'s website page.

ASI Pacific Union

The communication director serves as the conference's ASI Representative on the Pacific Union ASI Board.

- In addition, the communication director assisted at ASI Pacific Union's 2014 major free health screening event in San Francisco and Oakland and also at the larger health screening event in San Antonio Apr 8-10, 2015.
- God has led in the director's and health committee's involvement in these two screening events, enabling us to learn what's involved in doing a major free health screening event for the urban public. ASI National has since answered our prayers and voted for Southern California Conference to co-host a similar event in Los Angeles. It is scheduled for Mar. 23-25, 2016. Area Adventist hospitals will participate with us in this outreach. We praise God for this unique and far-reaching possibility for His glory!