

Dear Mr. Tindall,

Thank you for contacting DOH to share your concerns regarding the potential misuse of our agency logo. We received your report and the supporting details you provided.

Please accept my sincere apologies for the significant delay in responding to your concerns. This is not the level of service we aim to provide, and I appreciate your patience while we ensured your report received a thorough review. DOH takes matters of visual identity and agency representation seriously.

We appreciate you bringing this matter to our attention and have been working with ELLA since spring 2025 to get this matter corrected. Please see below for responses to your specific questions:

Did the DOH sponsor, contribute to, or otherwise support the production of these videos?

In 2024, ELLA was awarded a DOH HEAL Capacity grant to complete work within their community to raise awareness of the state's Healthy Environment for All (HEAL) Act and collect feedback on environmental justice concerns directly impacting the community. Their application was reviewed and selected by an advisory committee of community members from across the state. While a portion of the grant funded community storytelling through media, DOH did not provide editorial oversight, nor did we sponsor or contribute to the specific content or production of the videos.

Did the DOH approve the use of its official logo in this context?

No. We did not receive or approve a request to use the agency logo prior to the content being posted on social media. Upon notification of its use, we immediately contacted ELLA to have the logo removed. As the funding for the grant originated from Climate Commitment Act dollars, we had previously directed grantees to following the publicly available [CCA branding guidelines](#) for any necessary logo placement on their grant-funded materials.

Does the DOH endorse the message and claims made in these videos?

No. DOH does not endorse the specific messages or claims presented in these videos. Our role is to provide a platform to uplift community voices. The content is intended to highlight the diverse, lived experiences of community members. Because these perspectives are deeply personal and subjective, they naturally vary and do not represent the official position of the DOH.

Did DOH funds go to the production of We Are Ella's recent film The Price of Plenty: Voices of the Yakima Valley?

The community storytelling was part of the grant award. While we were aware that grant-funded materials would be used in the creation of a short documentary, the film itself was not a deliverable of the grant award. Furthermore, the documentary was completed after the grant funding cycle had concluded.

We have worked diligently with ELLA, and they have been responsive in removing our logo from their digital content. While we confirmed the logo was removed from the impacted videos last summer, we recognize that once content is shared across social media platforms, traces of the original posts may remain despite our best efforts. We have not been informed of any use of the DOH logo in new materials.

We appreciate your vigilance in helping us protect the professional standards of the agency. If you have any additional information to share, please feel free to reply to this email. If you have questions pertaining to this or other DOH HEAL grant awards, you can reach the Environmental Justice Grants team at ejgrants@doh.wa.gov.

Best regards,

Erika Baker, MPH

Pronouns: she/her

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