

## 200-10 APPROVAL PROCESS FOR OUTREACH MATERIALS

### PURPOSE

To ensure all outreach materials disseminated by local health jurisdictions (LHJs) are in accordance with the California Department of Public Health (CDPH)/ California Home Visiting Program (CHVP) guidelines and requirements.

### POLICY

CDPH/CHVP LHJs must include the CDPH/CHVP SGF, MIECHV, or combined funding tagline when developing or reprinting existing outreach materials using CDPH/CHVP funds.

### PROCEDURE

- I. LHJs must submit all outreach materials using CDPH/CHVP SGF or MIECHV funding with the semi-annual CDPH/CHVP Status Reports. Materials provided by model developers are not required to be submitted with the semi-annual CDPH/CHVP Status Reports.
- II. The tagline should appear in at least 10-point font.
  - A. MIECHV funding tagline: *This project is/was supported by the Health Resources and Services Administration MIECHV grant. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.*
  - B. SGF funding tagline: *This publication was made possible by State of California General Funds. Contents are solely the responsibility of the authors and do not necessarily represent the official views the California Department of Public Health or State of California.*
  - C. Combined MIECHV and SGF funding tagline: *This project is/was supported by the Health Resources and Services Administration MIECHV grant. The content and conclusions are those of the author(s) and do not represent the official position or policy of, nor should any endorsements be inferred by, HRSA, HHS, the U.S. Government, the California Department of Public Health, or the State of California.*

- III. Outreach materials include, but are not limited to, television, radio, print advertisements, billboards, bus boards, brochures, fliers, newsletters, mailers, handouts, and other items intended for public distribution.
  - A. SWAG (Stuff We All Get) are not allowable as outreach materials and should not be purchased using CHVP funds. SWAG materials include promotional and marketing items such as key chains, coffee mugs, squeeze toys flashlights, ashtrays, pens, trinkets, and shirts.
  - B. Reach out to the assigned CDPH/CHVP Program Consultant (PC) if you have any questions about what is considered an outreach material.
- IV. Approval Process for the use of photographs for outreach materials
  - A. Photographs used on all outreach and media products developed by LHJs require permission for the use intended. This permission may come from the source of the document and/or require the subject's written consent. When an LHJ submits products for approval with the CDPH logo, the LHJ must state that a photo release was obtained and kept on file. Additionally, they must submit images named with corresponding release forms.

## REFERENCES

- CDPH/CHVP Scopes of Work
- HRSA SF-424 Application Guide Acknowledgement of Federal Funding Division H, Title V, Section 505: <https://www.hrsa.gov/sites/default/files/hrsa/grants/sf424-application-guide.pdf>
- CDPH Office of Communication: <https://www.cdph.ca.gov/Programs/OPA/Pages/Office-of-communications.aspx>
- Office of the Governor; Governor Brown Eliminates "SWAG" published February 18, 2011: <https://www.ca.gov/archive/gov39/2011/02/18/news16911/index.html>
- NFP Outreach Coordinator Guidance Manual