

200-10 APPROVAL PROCESS FOR OUTREACH MATERIALS

Disclaimer: This Policy and Procedure is a DRAFT for feedback and is not active at this time.

PURPOSE

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

POLICY

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

PROCEDURE

- I. LHJs must submit all outreach materials using CHVP funds to their assigned program consultant (PC) for approval prior to releasing the outreach materials.
- II. LHJs must include the CDPH logo and the CDPH/CHVP SGF or MIECHV taglines to their outreach materials.
 - a. To obtain the CDPH logo and funding tagline, contact your assigned program consultant (PC).
 - i. The CDPH logo is reserved for official use only. It may not be used to promote non-departmental activities or to imply endorsement or affiliation.
 - ii. The CDPH logo may not be altered in any way, except for overall sizing. The logo must be used in whole with no additions, deletions, substitutions, or modifications.
 - iii. Any use of the CDPH logo on commercial merchandise is prohibited unless specifically approved.
 - b. LHJs must include the CDPH/CHVP SGF or MIECHV taglines below to their outreach materials.

- i. MIECHV funding tagline: *This project is/was supported by the Health Resources and Services under grant number and title for grant amount (specify grant number, title, total award amount and percentage financed with nongovernmental sources). 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.*
 - ii. 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.*
- I. 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.
- II. All outreach materials must be approved by your PC prior to release and follow S.W.A.G. guidelines. Submit approval for use of newly developed outreach materials to your PC.
 - A. Materials that require corrections may either receive CDPH/CHVP conditional approval with corrections or may require an additional review before receiving final approval.
 - B. LHJs are encouraged to submit projects as soon as possible to avoid potential delays.

REFERENCES

- ▶ 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 “S.W.A.G.” published February 18, 2011: <https://www.ca.gov/archive/gov39/2011/02/18/news16911/index.html>
- ▶ NFP Outreach Coordinator Guidance Manual