State of California—Health and Human Services Agency
California Department of Public Health

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Director

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April 23, 2010

TO: *NETWORK FOR A HEALTHY CALIFORNIA* (*NETWORK*)
PROJECT COORDINATORS

SUBJECT: PROGRAM LETTER (PL) 10-03
DOCUMENT REVIEW AND APPROVAL GUIDELINES

As you may know, the California Department of Public Health (CDPH) released its *Document Review and Approval Guidelines* which went into effect on August 1, 2009. These guidelines outline CDPH policies regarding the approval and dissemination of documents for external release. The goal is to ensure that information released externally by CDPH and its contractors has received the appropriate level of review and approval. As a result, review and approval of your documents may take up to 30 working days depending on the type, content, and/or sensitively of the material.

All documents prepared with *Network* funding for external release (in print or other media, or via the Internet) must be submitted to your Program Manager (PM) for review and approval prior to release. Documents produced by *Network* contractors and intended for publication or distribution by an entity outside of the *Network* or CDPH must receive the necessary departmental approvals prior to publishing or distribution and should also be submitted to your assigned PM. As a result of the issuance of the CDPH guidelines and the lengthier review and approval process, contractors should build in additional time for time sensitive documents accordingly. Please note that any costs associated with publishing or distribution of materials that have not been approved will not be reimbursed to contractors. Contractors must receive final approval/authorization from *Network* staff before they can expend funds associated with these activities.

Health education/communication materials include:

- One time, periodic, or occasional
- Provides factual information to the public or target audience to prevent disease or improve health status

- Conveys a specific public health message to a select target audience about a specific public health problem or program

Examples include but are not limited to:

- Brochures
- Fact sheets
- Flyers
- Media campaigns and advertisements
- Newsletters
- Fotonovelas
- Press releases or other press materials
- Public Service Announcements

Acknowledgement/Funding Statement

Please note that all materials, whether newly developed or reprinted, must include the appropriate acknowledgement/funding statement. The link below contains the *Network,* CDPH *and* United States Department of Agriculture (USDA) acknowledgement statements in English and Spanish. This information is located on pages 25 to 28 of the *Network* Branding Guidelines Manual and can be viewed here: www.networkforahealthycalifornia.net/Library/docs/BrandingGuidelinesManual.pdf. For materials not listed, please contact your assigned PM for guidance on which statement is appropriate.

Logos

The *Network's* Champions for Change logo must be displayed prominently on all materials produced with *Network* funds. This includes flyers, web pages, PowerPoint presentations, printed publications, or any other *Network* documents. *Network* logos are available in English, Spanish, black and white, color, and in different electronic file formats online in the *Communications Resource Library* located here: www.networkforahealthycalifornia.net/Library/logohome.php.

If you have questions, please contact your assigned PM.

Sincerely,

Kathleen H. Acree, MD, JD, MPH, Chief
Cancer Control Branch