

200-10 APPROVAL PROCESS FOR OUTREACH MATERIALS**PURPOSE**

To provide the local California Home Visiting Program (CHVP) sites guidance on the use of the California Department of Public Health (CDPH) logo and the State CHVP tagline on outreach materials.

POLICY

The CDPH logo and tagline are required on all outreach materials produced using Maternal, Infant and Early Childhood Home Visiting (MIECHV) funds. Outreach materials include, but are not limited to, TV, radio and print advertisements, billboards, bus boards, brochures, fliers, newsletters, mailers, handouts and other items intended for public distribution and are not defined as “stuff we all get” (SWAG). Please see CHVP Policy 400-30 for information about Participant Support Materials and SWAG.

PROCEDURE

- I. The local CHVP sites must include the CDPH logo and the following tagline when developing or reprinting existing outreach materials using MIECHV funds. To obtain the CDPH logo, contact the Program Consultant assigned to your site. Tagline Language: *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. Outreach Materials:
 - A. Submit approval for use of newly developed outreach materials to your Program Consultant. Prior to release, all outreach materials must be approved by your Program Consultant, who will route it through the CHVP Communications Team. Materials that require corrections may either receive CHVP’s conditional approval with corrections or may require an additional review before receiving approval.
 - B. For approval of reprinting and using outreach materials that were produced prior to MIECHV funding, send the printed piece to your Program Consultant for review if the reprint is to be paid with MIECHV funds. Sites are required to add the CDPH logo to reprint projects.

GUIDELINES

The CDPH logo is available in a variety of formats. Use the following guidelines when incorporating the logo into outreach materials:

- I. Use clear space around the logo, keeping it clear from other text and graphics.
- II. To avoid logo distortion and to keep the logo proportional when resizing, be sure to hold down the shift key which locks the aspect ratio. When the shift key is not used, the logo becomes distorted.

III. It is recommended that the tagline appear below the CDPH logo or at the bottom of the product. The font and size may be Arial and 7 point, respectively. An example is provided below:

EXAMPLE



This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) 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.

REFERENCES

HRSA SF-424 Application Guide, Updated August 10, 2015