



Guidelines for the Development and Coordination of Media, Marketing and Publications

Cancer, Cardiovascular Disease and Pulmonary Disease Competitive Grants Program



Colorado Department
of Public Health
and Environment

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All Cancer, Cardiovascular Disease and Pulmonary Disease (CCPD) Competitive Grants Program grantees are required (per contract) to coordinate media plans, purchases and public education programs with the CCPD program.

This document explains the guidelines for the development and coordination of media, marketing and publications related to your CCPD -funded program. The procedures set forth will help us work together to ensure that communications with stakeholders and the public are of the highest standard.

Guidelines for the Development and Coordination of Media, Marketing and Publications

General Guidelines

As set forth in your contract with the Colorado Department of Public Health and Environment, the CCPD program acts as the central clearinghouse for all media, marketing and publications related to the CCPD program. For now, all advertising, marketing, promotional and educational materials being developed and/or purchased with CCPD grant dollars must be submitted to the CCPD program for approval prior to printing. Pre-existing, copyrighted health education materials do not need to be submitted for approval.

The CCPD program anticipates selecting a contractor to provide services such as evaluation of the overall program and development of a statewide media and marketing plan through a separate Request for Proposals (RFP) process. CCPD grantees will be required to coordinate projects with statewide initiatives for evaluation, and media and marketing when those programs are established. Funded applicants also will be required to participate in training activities as they are developed by the program.

This policy sets standards for creating a positive, consistent image for the CCPD program and the Colorado Department of Public Health and Environment. If you have any questions after reading this guide, please contact the CCPD Technical Assistance Manager.

Media approval and coordination contact

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Guidelines for the Development and Coordination of Media, Marketing and Publications

Sponsorship Language

Each CCPD-funded program provides an opportunity to positively promote the grantee organization, the CCPD program and the state health department. Any printed piece (including Web sites) intended for distribution to a mass audience must be coordinated through the CCPD program and should include the standard sponsorship language. Exceptions to this requirement may be granted in certain circumstances with CCPD approval. The sponsorship language should read as follows:

“This (insert ‘program’ or ‘publication,’ whichever is most appropriate) is sponsored by the Cancer, Cardiovascular Disease and Pulmonary Disease Grants Program at the Colorado Department of Public Health and Environment.”

or

“Este programa es patrocinado por el programa de Cáncer, Enfermedad Cardiovascular y Pulmonaria del Departamento de Salud Pública y Medioambiente del Estado de Colorado.”

Identifying the CCPD Program

Press releases and other publications related to your CCPD-funded program should include information about the funding source. A sample press release is included in Appendix II. Please use the language below when referring to the CCPD program in written publications.

“With funding support from the state’s tobacco excise tax revenue, a competitive grants program for three major chronic disease areas was established by HB 05-1262. The Cancer, Cardiovascular Disease and Pulmonary Disease Grants Program at the Colorado Department of Public Health and Environment (CDPHE) administers the program, which seeks to build a cohesive, coordinated, and comprehensive approach to reducing cancer, cardiovascular disease, and pulmonary disease in Colorado.

As outlined in H.B. 05-1262, which was adopted during the 2005 session of the Colorado Legislature and signed into law by Gov. Bill Owens, the grants are to fund programs that provide screening services; train health care providers; implement public education efforts; address health disparities; and convert proven research into effective public health practices.

A 16-member committee appointed by the Colorado Department of Public Health and Environment and the Colorado Legislature review applications and make recommendations for funding to the Colorado Board of Health. The Colorado Board of Health has the final authority to approve the review committee’s recommendations.”

Guidelines for the Development and Coordination of Media, Marketing and Publications

Submission Requirements

A final draft of the publication should be submitted electronically, as a Word or PDF document, whenever possible. Hardcopies also will be accepted. The CCPD program requires 10 business days to review submitted materials and reply with any necessary changes. For this reason, we urge grantees to contact us as a first point of reference for any media or marketing activities related to your CCPD grant project.

The following is a list of media, marketing and publications that require advance approval from the CCPD program. This includes paid as well as earned media.

PRINT MEDIA

- Display advertising (banners, billboards flags, signage)
- Newspaper ads
- Articles/editorials submitted to newspapers
- Press releases
- Posters/flyers
- Brochures
- Health education materials
- Newsletters
- Post cards/direct mail

BROADCAST MEDIA

- Spot television (including cable)
- Radio (scripts)

INTERACTIVE MEDIA

- Web sites
- Traditional online advertising
- Pay-per-click advertising

PROMOTIONAL ITEMS

- Key Chains
- Magnets, etc.

Major Media Purchases

Major media campaigns, especially those that combine print and broadcast media, should be presented to the CCPD program along with a marketing plan and advertising schedule. We urge grantees to contact the CCPD program early on in the creative development of any media or marketing activities related to your CCPD grant project.

Guidelines for the Development and Coordination of Media, Marketing and Publications

Interviews

Television, radio and newspaper reporters frequently ask for interviews on short notice. Prior approval is not required for such interviews. However, we request that you notify the CCPD program if you have participated in an interview related to your CCPD-funded project. If a reporter asks you to comment on your project's funding source beyond the standard sponsorship language provided in your contract, please refer that reporter to the Office of Communications at the Colorado Department of Public Health and Environment.

Style Standards

In matters of editorial style, the prevailing standard of health department publications and news releases is the Associated Press Stylebook and Libel Manual. In contrast, many college publications are crafted according to the Chicago Manual of Style. Colleges and other grantee organizations should use their existing internal style standards (if available). In the instance that the grantee agency does not have internal style standards, communications staff with the health department will edit submitted publications according to the Associated Press Stylebook and Libel Manual. Please see Appendix I for a list of common proofreaders marks.

Department Logo and Seal

Grantee agencies are encouraged to incorporate the Colorado Department of Public Health and Environment logo and seal on printed and electronic publications (including Web sites) when appropriate. The logo must not be redrawn, re-proportioned or modified in any way. The logo is not appropriate as a publication's dominant design element. Please contact Montelle Taméz for details.

Subcontractors

Many organizations hire outside agencies to direct major media and marketing efforts. Under such circumstances, the grantee agency still is required to submit all materials to the CCPD program for final approval.

APPENDIX I

PROOFREADERS MARKS

EXPLANATION	MARK (in the left margin)	USE (in the copy)	RESULT
insert	SO ^	and ^ it is	and so it is
delete	e	and so o it is	and so is
let it stand	stet	and so it is	and so it is
period	⊙	and so ^	and so.
insert space	#	and so ^ it is	and so it is
close up	⊂	a [^] nd so	and so
move right	⊃	and so it is it is so	and so it is it is so
move left	⊂	and so it is it is so	and so it is it is so
center	ctr.]	and so it is so it is so	and so it is so it is so
align		and so it is it is so	and so it is it is so
transpose	tr.	and so it is	and so it is
transpose	v.	and (it is so)	and so it is
paragraph	¶	so it is. We are ^	so it is. We are
run in	no ¶	so it is.) We are	so it is. We are
spell out	(sp.)	fall (cal.)	fall calendar
underscore	—	and so <u>it is.</u>	and so <u>it is.</u>
comma	^	and so ^ it is	and so, it is
colon	:/	and so ^	and so:
semicolon	;/	and so ^	and so;

APPENDIX I

EXPLANATION	MARK (in the left margin)	USE (in the copy)	RESULT
apostrophe	✓	and so its [^]	and so it's
quotes	“ ”	and so it [^]	“and so” it
hyphen	=/	mid [^] Hudson	mid-Hudson
parentheses	()	and so it is [^]	and (so it is)
exclamation point	!	and so it is [^]	and so it is!
question mark	?	it is [^]	it is?
lower case	lc	mid-Hudson	mid-Hudson
capitalize	≡ caps	mid-hudson _≡	mid-Hudson
bold face	wavy BF	<u>mid-Hudson</u>	mid-Hudson
light face	LF	<u>mid-Hudson</u>	mid-Hudson
italics	<u>Ital,</u>	mid-Hudson	mid-Hudson
Roman	Rom	<u>mid-Hudson</u>	mid-Hudson
use single spacing	ss	{ and so it is. We are	and so it is. We are
use double spacing	ds	{ and so it is. We are	and so it is. We are

APPENDIX II

NEWS RELEASE TEMPLATE

The purpose of a news release is to provide media with news about your organization. You might use a news release to announce the release of a new report, publicize an upcoming event, or provide new information about a program, issue, or other topic of importance to your organization. News releases should be used only when you have real news. Use this template as a guide for developing your own news releases. Use the format provided. If any of the sections do not fit your topic, just delete them and add your own sections as needed.

Format

1 in. margins, 1.5 space, 1-2 typed pages

Font: Times New Roman

Headline: 14 pt, bold, title case

Location: 12 pt, all caps

Body: 12 pt, 1.5 space

Contact:

[Name]

[Phone]

[Email]

FOR IMMEDIATE RELEASE

[insert date] Use the date of release to media

[insert Headline: bold 14pt. Times New Roman, title case]

Your headline should capture the essence of your news to give media a “handle” for what information will be in the news release. Example:

CHRONIC DISEASE GRANTS PROGRAM PANEL APPOINTED

[insert YOUR LOCATION: 12 pt. Times New Roman, all caps, 1.5 space]--[insert lead sentence: 12 pt. Times New Roman, 1.5 space] Your lead sentence is critical. You need to succinctly summarize the key elements (who, what, when, where, why) of your news. Example:

DENVER –A 16-member committee, composed of state legislators as well as representatives of the health care and public health fields in Colorado, has been appointed to set standards for and to review applications for \$24 million in grants to be awarded for the prevention and treatment of cancer, cardiovascular disease and chronic pulmonary disease in the state.

[insert supporting information: 12 pt. Times New Roman, 1.5 space] The following paragraphs should provide important supporting information. Example:

-more-

indicates more pages follow

Chronic Disease Grants Panel – Page 2

[insert Abbreviated Title: bold 12pt. Times New Roman, title case], Page-2

The grants, to be funded from revenue from the state’s new tobacco tax, will be awarded by the Cancer, Cardiovascular and Chronic Pulmonary Disease Program at the Colorado Department of Public Health and Environment. Appointed by the Colorado Board of Health to the committee were:

[insert supporting quote: 12 pt. Times New Roman, 1.5 space] Use a quote in your second or third paragraph to support your news and to convey some key messages. The person quoted should be a leader or expert on the topic. Example:

In its first meeting, the committee set guidelines for the kinds of programs that will be eligible to receive the grants. Based on those guidelines, grants were solicited and a total of 116 have been received. Those applications now are being reviewed, according to program director Latimer, and the new board will make the final decision on the actual awards.

“Colorado’s overall rates of heart disease, cancer, stroke and diabetes are well below the national average,” Benevento said. “Nevertheless, the administration of Governor Bill Owens, members of the public health community and lawmakers on both sides of the aisle recognize that there is room for improvement in reducing the incidence of chronic disease in our state. The grants program will play a vital role in achieving that public health mission.”

[insert more information: 12 pt. Times New Roman, 1.5 space] The following paragraphs should provide supporting information. Sometimes a second quote can be used to convey additional key messages or to incorporate a second person’s perspective. Example:

As outlined in H.B. 05-1262, which was adopted during the 2005 session of the Colorado Legislature and signed into law by Gov. Bill Owens, the grants are to fund programs that provide screening services; train health care providers; implement public education efforts; address health disparities; and convert proven research into effective public health practices.

Latimer said that the grants program is a timely response to demographic influences on public health. “In coming years, the number of Coloradoans over the age of 55 will increase dramatically,” Latimer said. “As our population increases and grows older, we can expect to see increases in cancer, heart disease, lung disease and the economic costs associated with treatment and rehabilitation. Never has the need for prevention and early detection been greater. The grants program provides the opportunity to put research into practice.”

-30-

indicates end of release