

### #3: Provider Produced Outreach Materials and Forms

Do outreach materials, forms and/or other program materials produced by a provider need to be approved by ODH prior to use?



Release Date: July 24, 2013

#### Response:

Yes. Outreach materials, including forms, and other program materials must be reviewed by the Department before they are disseminated and/or utilized.

The Help Me Grow logo is not to be used with any programmatic, promotional, informational, or other resources developed without the expressed written consent of the Ohio Department of Health.

When authorization for use is granted, the HMG logo should not be altered in any way, to include but not limited to: removing any lettering, or changing the format of the logo so that it is no longer representative of its intended design.

There are no established exceptions to this policy. Any request to deviate from this policy must be forwarded in writing to the program manager, and provide the following information:

- a. Rationale on why the HMG logo is not sufficient or appropriate;
- b. A copy of the proposed logo you wish to use; and
- c. A detailed description of the advantage(s) of an additional logo.

Written requests including how the logo is intended to be used and drafts of materials the logo is to be incorporated in shall be addressed to:

Home Visiting Program Manager  
246 N. High St. 5th Floor  
Columbus, Ohio 43215

All outreach materials must reflect the diversity of the target population; and accurately identify program goals and eligibility requirements.

#### Questions to Consider for Planning and Programming:

- When developing outreach and/or promotional materials, take into consideration the following questions:
  - What is the item being developed and what is the evidence that the use of this item is an effective way to disseminate information?
  - What is the public health message being disseminated by the development or purchase of the item?
  - What is the direct connection between purchasing the promotional item and accomplishment of the program mission?
  - What is the target audience for the items and in what venues will it be distributed?

**Authorization:**

- Help Me Grow Home Visiting Provider Contract Attachment 1.06 (i)
  - Comply with ODH Directive 16A “Logo Use”. The Help Me Grow logo as approved and provided by **ODH** is approved and shall be used on all materials produced by **PROVIDER** without alteration. Any provider seeking an exception to this policy must forward a request in writing to the **ODH** Director of Public Affairs. No work produced under this contract shall include copyrighted matter without the prior written consent of the owner, except as may otherwise be allowed under federal law. **ODH** must approve, in advance, the content of any work produced under this agreement that includes the use of **ODH** or Help Me Grow logos.
- ODH Directive 16-A
- Memo 13-09: New Help Me Grow Logo