

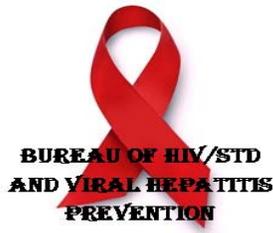
# Materials Review Protocol



City of Houston

Department of Health and Human Services

Bureau of HIV/STD and Viral Hepatitis



## **Mission Statement**

To work in partnership with the community to assess, plan, and implement effective public health strategies to reduce the spread of HIV, Viral Hepatitis and other sexually transmitted diseases in the City of Houston.

## **Vision Statement**

The elimination of HIV, Viral Hepatitis and sexually transmitted diseases through the adoption of health promoting behaviors among the residents of Houston.

## **Prevention Goals**

Maximize opportunities to screen for multiple communicable diseases wherever possible.

Monitor HIV, Hepatitis and STD morbidity data to identify population and geographic needs and interventions.

Investigate newly reported cases of HIV, and sexually transmitted disease.

Inform, educate, and empower communities about HIV, Viral Hepatitis and STD health issues.

Mobilize partnerships with key community stakeholders to identify and prevent the spread of HIV, Viral Hepatitis and sexually transmitted disease.

Develop HIV, Viral Hepatitis and STD prevention policies and plans that support individual and citywide health efforts.

Enforce city, state, and federal laws and regulations regarding HIV and STDs that protect health and ensure safety.

Link individuals to needed HIV, Viral Hepatitis and STD prevention, intervention, and treatment services.

Assure competent public and personal care workforce.

Evaluate effectiveness, accessibility, and quality of personal and population based health services.

Research new insights and innovative solutions to health problems

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# I. INTRODUCTION

The Bureau of HIV/STD and Viral Hepatitis Prevention is committed, through its partnerships with community-based organizations, federal, state and local agencies to the provision of high-quality services to people living with or at risk for HIV/AIDS. The materials review process is designed to ensure that materials developed in support of services are reflective of state-of-the-art HIV/AIDS practices, consistent with contracted services, factually accurate, culturally and linguistically competent, adherent to community norms and values, and in compliance with contract requirements. All Bureau funded programs must comply with federal, state and local regulations regarding HIV educational materials. Additionally, all materials used by an agency for funded activities must be submitted for approval to the Bureau prior to use, whether or not they were developed using Bureau funds.

## A. Purpose

This materials review protocol serves as a tool to inform agencies on how to properly submit material for review, and familiarize them with how materials are reviewed. It also assists HDHHS with monitoring funded agency contracts by informing them of what is expected of the agencies, in terms of materials development and submission. This protocol describes a single standard and process for all materials regardless of funding source. The Bureau maintains a dynamic compilation of funding source requirements, and is responsible for ensuring that the particular requirements of each funding source is appropriately considered and applied properly.

## B. Overview

This protocol discusses two categories of materials:

- (1) Administrative Material and
- (2) Educational Material

**Administrative Materials** are materials used to manage, document and promote services provided. Examples of administrative materials can be found on page 8 of this document. As a general rule, administrative materials have no educational content.

**Educational materials**, in contrast, are designed to affect knowledge, attitudes, beliefs and/or practices regarding HIV/AIDS and associated behavior change and risk reduction, access to services and treatment education. Social marketing materials are a specific subset of education materials, and have some specific and distinct development and review requirements. Examples of educational materials can be found on page 8 of this document.

Educational materials must be:

- Geared to the literacy level of the target group;
- Scientifically accurate;
- Relevant to the communities for which they are intended;
- Suitable to the individuals targeted; and
- Appropriate for the venue intended for use.

Most important, materials must be effective in delivering appropriate and needed HIV treatment or prevention education or message.

The most specific guidelines for materials are provided by the U.S. Centers for Disease Control and Prevention (CDC) in their Interim Revision of Requirements for Content of AIDS-Related Written Materials, Pictorials, Audiovisuals, Questionnaires, Survey Instruments and Educational Sessions in CDC Assistance Programs (1992), and is included as Appendix A of this document. These guidelines set a standard for evaluation of educational materials and are used by the Materials Review Panel (MRP) to guide its materials review process.

This protocol describes procedures for the submission and review of materials. The appendices include materials for reference. All portions of this document are subject to change, with the most current version available on the Bureau webpage at: <http://www.houstontx.gov/health/HIV-STD/contractors.html>.

## II. SUBMITTING MATERIALS

All materials (program administrative and educational) must be submitted for review and approved by the Bureau prior to use. Educational materials must be submitted for each new or renewed contract. Educational materials approved under a prior contract can be used for a new contract if they are appropriate and are submitted as outlined below.

**Educational materials must be submitted 60 days prior to intended use or as outlined in the Scope of Work (SOW). Administrative Materials must be submitted 30 days prior to intended use or as outlined in the SOW.** Materials required for a particular contract are indicated in the contract and is pre-determined based on contract negotiations between the agency and the Bureau.

Approved materials that have had the educational content revised, updated and/or changed in any way must be re-submitted for approval. Material that contains certain types of information including but not limited to: statistics, resources, benefits or treatment information should be submitted every contract term to ensure that the material contains the most accurate and updated information. Educational curricula must be re-submitted each year/term of the contract. If you have questions as to how often a specific type of material has to be re-submitted, please contact your Bureau Program Liaison for guidance. Changes such as the updating of addresses, phone numbers or website links do not require re-submission.

### A. Submission Type

#### **Original Submission**

An Original Submission is defined as material that has not been approved for use with a specific contract.

### **Previously Approved**

A Previously Approved submission is defined as material that has been previously approved for a specific contract that is being re-submitted because the information has been revised, updated, changed or requires a yearly review.

### **B. Types of Materials**

#### **Purchased or Developed Materials**

Material (a) purchased from a private vendor or (b) developed by an agency must be submitted for review prior to use. A copy of the material must be attached to the email submission. Agencies should receive Bureau approval prior to purchasing or printing materials.

#### **IMPORTANT!**

If photographs of people are utilized, a release form must be completed and signed by the person in the photo and kept on file for review for one (1) year. If stock photos or images are used, evidence of the purchase or loan of the images must be on file for review.

#### **Non- English Language Material**

Materials in a language other than English must be submitted with an English language copy. Failure to do so will result in the submission being rejected.

#### **Social Marketing Materials**

Social marketing material should follow the same guidelines as submitting administrative and educational material. In addition to this, a narrative description of the process used to develop the social marketing materials is required. The following should be included in the narrative:

- a. The intended effect of the social marketing campaign, including the specific call to action.
- b. The population(s) targeted by the campaign identified by priority populations and then by critical target populations within each and/or other characteristics consistent with the contracted program's scope of work.
- c. The population(s) likely to consume the materials, irrespective of program target.
- d. Copy of field tests or focus groups report conducted to develop and/or review the materials. The report should describe recruitment methods and demographic information of participants. A summary of feedback should be included, as well as a narrative description of the response of the contractor to the results. Contractors should keep on file, but not include in the submission unless requested, drafts of materials viewed by participants of any field test or focus group. The field test or focus group should include consideration of the extent to which participants discerned the message intended, considered it effective, relevant, memorable, credible and generally acceptable to the target population and communities intended.

- e. A detailed implementation and distribution plan. The plan should be specific in terms of the kind and number of media planned.
- f. Specific information on the placement, duration and target population for out-of-doors media is required. The location should include the identifying street location, region of the city, city name (if appropriate).
- g. For broadcast media, including public service announcements, specific information on the stations, programs, days and time should be provided. In addition, the demographic characteristics of the likely audience should be described.
- h. For print ads, provide the publications targeted, and the demographic characteristics of the likely readership.
- i. An evaluation plan that describes how the social marketing campaign will be evaluated for effectiveness.

### **Websites**

The agency should submit a copy of the artwork for proposed web locations and links together with URL addresses of prototypes or finished sites to the Bureau with a Materials Review Submission Form.

The submission of web-links or URL's must include a narrative indicating the following:

- The population targeted by the website
- The purpose/function of the web-link
- Include the direct link to the actual page(s) for review
- Indicate what larger website this link is part of (if necessary)
- Method of promoting the web-link
- Evaluation plan on how this will be monitored for web "unique visitors," as well as effectiveness and client satisfaction.

All websites used in conjunction with Bureau funded programs must contain a disclaimer displayed prominently on the web locations that are most likely to be encountered by viewers of the HIV/AIDS content. See Appendix D for guidance on internet web locations and related links including sample disclaimer language.

### **C. Instructions for Submitting Materials**

In order to submit material, a Materials Review Submission Form, available on the Bureau's Website at: <http://www.houstontx.gov/health/HIV-STD/contractors.html>, must be submitted along with the materials for approval. Agencies must use this form to describe the materials submitted and their intended use. Each piece of material (title) requires a separate submission form. Curricula should be sent as one submission and include all relevant components as attachments (pre/post tests, presentation, trainers manual, etc.). The title of the curriculum should be the title listed on the Materials Review Submission Form.

### **Submission Type**

**Original Submission** is defined as a material that has not been approved for use with a particular contract.

**Previously Approved** submission is defined as a material that has been previously approved for a particular contract that is being re-submitted because the material has been revised, updated, changed or requires a yearly review.

### **Submitting Materials**

The following are the proper steps that an agency must follow to correctly submit material for review:

1. Download the most current version of the Material Submission Form from the Bureau website at: <http://www.houstontx.gov/health/HIV-STD/contractors.html>
2. Open the form in Adobe Reader. (A free copy of Adobe Reader can be downloaded at: <http://www.adobe.com>)
3. Complete all the fields on the form which include:
  - Agency Information
  - Contact Persons
  - Materials Information
  - Population
  - Description of Material

Submissions will only be accepted if the submission form is filled out completely with the correct information.

**Note:** The Material Submission Form cannot be saved (unless the user has Adobe Acrobat Professional installed). Therefore, the data is lost when sending this PDF form as an attachment with a submission. If the sender wishes to have a record of the completed form they should, push the "print form" button prior to sending.

## **III. REVIEW OF MATERIALS**

Materials submitted, received, and accepted by the Bureau are reviewed to determine whether it is administrative or educational. Although this is indicated on the submission form under "Type of Material," the material is checked to verify that the material submitted matches the type of material indicated on the submission form.

### **A. Administrative and Educational Materials**

Administrative and educational materials are received by the Materials Review Panel facilitator, then reviewed and approved by the panel. If a panel member represents the

contracting agency submitting materials, the panel member will not be allowed to review the material. Once administrative materials have been submitted, all communications about the material should be sent to the materials review panel facilitator.

Examples of administration materials include:

- Confidentiality agreement forms
- Data collection forms
- Commitment forms
- Policies and procedures for services provided
- Protocols, i.e. CRCS, Outreach, etc.
- Promotional flyers and posters (that do not contain statistics or educational content)
- Sign-in sheets
- Consent forms

Examples of educational material include:

- Curricula
- Pamphlets, brochures, fact sheets
- Promotional flyers with educational content
- Training outlines
- Presentations
- Pre and post tests
- Program evaluation tools
- Risk assessments
- Billboards
- Radio ads
- Print ads
- Web pages

For an administrative review checklist please refer to Appendix C in this document. For an educational materials review checklist please see Appendix B. The review process includes the following steps:

1. The panel will review the materials for cultural and linguistic appropriateness (depending on the target population). Materials are also reviewed for spelling and grammatical errors and overall look/design of the flyer/form. Since these materials will be viewed and/or used by clients, they should be clear, free of errors, easy to see and understand. It is the responsibility of the agency to correct errors.
2. The Materials Review Panel facilitator will, when needed and appropriate, provide the agency with requirements for revisions and any technical assistance necessary to complete the revisions. The facilitator reviews and works with the agencies for any corrections needed before approving and/or denying the materials. On average, the process takes a week.
3. The panel gives a deadline to providers to revise the materials (usually three to four days) depending on the amount of revisions.
4. When requirements are met, the facilitator will send an approval letter under the Bureau Training Administrator's signature.

**Note: Materials are denied if agency is not responsive to the panel requests for revisions.**

All correspondence between the panel facilitator and the agency must be maintained electronically. If revisions are requested by the facilitator, the material will be included in the e-mail as an attachment in order to clarify the material in question. Facsimiles (fax) and/or telephone calls should be summarized in an email as a follow-up, for documentation purposes, and to ensure clear communication between the facilitator and the agency contact. The entire process for educational material review takes between thirty (30) and 90 days and includes the following steps:

1. The review panel conducts a general content review using the following criteria:
  - Content: Material content needs to be accurate, current, and as nonjudgmental as possible. Educational issues should be clear and not clouded by graphic designs.
  - Grammar: Proper spelling, punctuation, etc. should be used unless certain colloquial speech/vernacular language/jargon (specific to the target group) is included.
  - Format: The format or graphic design should be easy to read, current, and appropriate for the content. Diagrams need to be printed clearly, easy to understand and have an attractive layout.
  - Length: Information should be concise to keep an individual's attention. Brochures or pamphlets that are too long and have too much information tend to lose their audience's attention.
  - Language: Materials should be written at the appropriate literacy level for the target group and be void of offensive, racist, sexist, homophobic, coercive, and judgmental language. Keep in mind that the average American reads at an 8th grade literacy level, and 75% of adult Americans with chronic health conditions scored in the lowest two literacy levels assessed. (National Adult Literacy Survey, Educational Testing Service, 1993).
  - Ethnic/Cultural Sensitivity: Materials must be free of offensive language and stereotypes but consistent with behavior risk group communicative form, and should be sensitive to the values, language and culture of the target group.
2. The facilitator will, when needed and appropriate, provide the agency with requirements for revisions and appropriate technical assistance necessary to complete the revisions.

If the material requires extensive re-writing which will take more than seven (7) business days, the reviewer will inform the agency that the material will be denied. Once the

material has been rewritten it must be resubmitted as an “Original Submission” to [hivstdvh@cityofhouston.net](mailto:hivstdvh@cityofhouston.net) and begin the process again.

3. If changes are requested, the agency will have a deadline to make the recommended changes and return the revised material directly to the reviewer via e-mail.
4. If this first deadline is not met, an e-mail will be sent to the agency providing a second deadline (usually 2 business days) stating that the material will be denied if a response is not received. If no response is received by the second deadline the material will be denied and a letter will be generated and sent to the agency by US mail. Once the material is denied an agency must re-submit the material as an “Original Submission” and begin the process again.
5. Once a decision has been made as to whether a material has been approved or denied, notification is sent by the facilitator via e-mail to the Bureau Training Administrator for processing.

### **Specialty or Non-English Language Review**

The facilitator has the option of referring any materials for a specialty or non-English language review. A specialty review is appropriate for any material that is highly specific to a population, experimental in its approach, or very technical or scientific in nature.

Materials in languages other than English are reviewed by individuals proficient in that language. The facilitator will, as needed and appropriate, provide the contractor with any requirements for changes, offer technical assistance and request the re-submission of the materials reflecting the requested changes.

Translation between Non-English and English languages must be accurate for content and idea. Word-for-word translation is not recommended. Stylistic differences are acceptable. All of the factors listed above also apply to the non-English language edition of the submitted material. The non-English language edition of submitted material will be reviewed by qualified specialty reviewers within the Houston Department of Health and Human Services.

## IV. FINAL APPROVAL OR DENIAL

The Bureau is responsible for compiling the review comments from all sources (reviewers, specialty reviewers, and panelists). The final approval of materials is at the discretion of the Bureau Chief of HIV/STD and Viral Hepatitis Prevention.

### **A. Method of Notification**

The Executive Director/Senior Administrator, Program Director, and Program Coordinator of the agency submitting material will receive notification of the approval or denial of materials via US mail.

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**CONTENT OF AIDS-RELATED WRITTEN MATERIALS,  
PICTORIALS, AUDIOVISUALS, QUESTIONNAIRES, SURVEY  
INSTRUMENTS, AND EDUCATIONAL SESSIONS IN CENTERS FOR  
DISEASE CONTROL AND PREVENTION (CDC) ASSISTANCE PROGRAMS**

**Interim Revisions June 1992**

1. Basic Principles

Controlling the spread of HIV infection and AIDS requires the promotion of individual behaviors that eliminate or reduce the risk of acquiring and spreading the virus. Messages must be provided to the public that emphasize the ways by which individuals can fully protect themselves from acquiring the virus. These methods include abstinence from the illegal use of IV drugs and from sexual intercourse except in a mutually monogamous relationship with an uninfected partner. For those individuals who do not or cannot cease risky behavior, methods of reducing their risk of acquiring or spreading the virus must also be communicated. Such messages can be controversial. These principles are intended to provide guidance for the development and use of educational materials, and to require the establishment of Program Review Panels to consider the appropriateness of messages designed to communicate with various groups.

- a. Written materials (e.g., pamphlets, brochures, fliers), audio visual materials (e.g., motion pictures and video tapes), and pictorials (e.g., posters and similar educational materials using photographs, slides, drawings, or paintings) should use terms, descriptors, or displays necessary for the intended audience to understand dangerous behaviors and explain less risky practices concerning HIV transmission.
2. Written materials, audiovisual materials, and pictorials should be reviewed by Program Review Panels consistent with the provisions of Section 2500 (b), (c), and (d) of the Public Health Service Act, 42 U.S.C. Section 300ee(b), (c), and (d), as follows:

*"SEC. 2500. USE OF FUNDS.*

*(b) CONTENTS OF PROGRAMS. - All programs of education and information receiving funds under this title shall include information about the harmful effects of promiscuous sexual activity and intravenous substance abuse, and the benefits of abstaining from such activities.*

*(c) LIMITATION. - None of the funds appropriated to carry out this title may be used to provide education or information designed to promote or encourage, directly, homosexual or heterosexual sexual activity or intravenous substance abuse.*

*(d) CONSTRUCTION. - Subsection (c) may not be construed to restrict the ability of an education program that includes the information required in subsection (b) to provide accurate information about various means to reduce an individual's risk of exposure to, or to transmission of, the etiologic agent for acquired immune deficiency syndrome, provided that any informational materials used are not obscene."*

*c. Educational sessions should not include activities in which attendees participate in sexually suggestive physical contact or actual sexual practices.*

*d. Messages provided to young people in schools and in other settings should be guided by the principles contained in "Guidelines for Effective School Health Education to Prevent the Spread of AIDS" (MMWR 1988;37 [suppl. no. S-2]).*

- Program Review Panel

- a. Each recipient will be required to establish or identify a Program Review Panel to review and approve all written materials, pictorials, audiovisuals, questionnaires or survey instruments, and proposed educational group session activities to be used under the project plan. This requirement applies regardless of whether the applicant plans to conduct the total program activities or plans to have part of them conducted through other organization(s) and whether program activities involve creating unique materials or using/distributing modified or intact materials already developed by others. Whenever feasible, CDC funded community-based organizations are encouraged to use a Program Review Panel established by a health department or another CDC-funded organization rather than establish their own panel. The Surgeon General's Report on Acquired Immune Deficiency Syndrome (October 1986) and CDC-developed materials do not need to be reviewed by the panel unless such review is deemed appropriate by the recipient. Members of a Program Review Panel should:

- (1) Understand how HIV is and is not transmitted; and

- (2) Understand the epidemiology and extent of the HIV/AIDS problem in the local population and the specific audiences for which materials are intended.

2. The Program Review Panel will be guided by the CDC Basic Principles (in the previous section) in conducting such reviews. The panel is authorized to review materials only and is not empowered either to evaluate the proposal as a whole or to replace any other internal review panel or procedure of the recipient organization or local governmental jurisdiction.

3. Applicants for CDC assistance will be required to include in their applications the following:

- (1) Identification of a panel of no less than five persons which represent a reasonable cross-section of the general population. Since Program Review Panels review materials for many intended audiences, no single intended audience shall predominate the composition of the Program Review panel, except as provided in subsection (d) below. In addition:

- (a) Panels which review materials intended for a specific audience should draw upon the expertise of individuals who can represent cultural sensitivities and language of the intended audience either through representation on the panels or as consultants to the panels.

- (b) The composition of Program Review Panels, except for panels reviewing materials for school-based populations, must include an employee of a State or local health department with appropriate expertise in the area under consideration who is designated by the health department to represent the department on the panel. If such an employee is not available, an individual with appropriate expertise, designated by the health department to represent the agency in this matter, must serve as a member of the panel.

- (c) Panels which review materials for use with school-based populations should include representatives of groups such as teachers, school administrators, parents, and students.

- (d) Panels reviewing materials intended for racial and ethnic minority populations must comply with the terms of (a), (b), and (c), above. However, membership of the Program Review Panel may be drawn predominately from such racial and ethnic populations.

- (2) A letter or memorandum from the proposed project director, countersigned by a responsible business official, which includes:

- (a) Concurrence with this guidance and assurance that its provisions will be observed;

- (b) The identity of proposed members of the Program Review Panel, including their names, occupations, and any organizational affiliations that were considered in their selection for the panel.

4. CDC-funded organizations that undertake program plans in other than school-based populations which are national, regional (multi state), or statewide in scope, or that plan to distribute materials as described above to other organizations on a national, regional, or statewide basis, must establish a single Program Review Panel to fulfill this requirement. Such national/regional/State panels must include as a member an employee of a State or local health department, or an appropriate designated representative of such department, consistent with the provisions of Section 2.c.(1). Materials reviewed by such a single (national, regional, or state) Program Review Panel do not need to be reviewed locally unless such review is deemed appropriate by the local organization planning to use or distribute the materials. Such national/regional/State organization must adopt a national/regional/statewide standard when applying Basic Principles 1.a. and 1.b.
5. When a cooperative agreement/grant is awarded, the recipient will:
  - (1) Convene the Program Review Panel and present for its assessment copies of written materials, pictorials, and audiovisuals proposed to be used;
  - (2) Provide for assessment by the Program Review Panel text, scripts, or detailed descriptions for written materials, pictorials, or audiovisuals which are under development;
  - (3) Prior to expenditure of funds related to the ultimate program use of these materials, assure that its project files contain a statement (s) signed by the Program Review Panel specifying the vote for approval or disapproval for each proposed item submitted to the panel; and
  - (4) Provide to CDC in regular progress reports signed statement(s) of the chairperson of the Program Review Panel specifying the vote for approval or disapproval for each proposed item that is subject to this guidance.

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APPENDIX B

EDUCATIONAL MATERIAL CHECKLIST FOR AGENCIES

**Pamphlets, Brochures, etc.:**

- Funding credits
- Accuracy of Information (statistics, data)
- Is Appropriate for Target population
- Check publication date
- Literacy level
- Meets Scope of Work requirements
- Includes statement regarding Non-oxynol-9 (Prevention materials)

**Curricula:**

- Title Page
- Table of contents
  - Numbered pages
- Timeframe
- Introduction
  - Agency Description and Background
  - Target population
  - Theoretical Basis
  - Goals of Training
  - Objectives of Training
- Lesson Plans
  - Goals of lessons
  - Learner Objectives
  - Learning Activities
  - Materials List
  - Procedural Script
- Appendices
  - Handouts
  - Pre/Post Tests
  - Pre/Post Tests Answer Key
  - PowerPoint presentations with speaker notes
  - Training Evaluations
  - Citation of sources of materials and information
  - Funding credits

**Pre/Post Tests**

- Compatibility with curriculum objectives and goals if appropriate
- Assessing relevant HIV/STD risks
- Easy to use and follow
- Literacy Level
- Pre/Post test contain the same questions

### **Presentations / Slides**

- Limited number of bullets and text
- Slides not too busy
- Speaker notes included

### **Images, Graphics and Photos of People**

- Images are free of copy write or have been purchased
- Images of people have signed release if not purchased from stock photography
- Graphics are free of copyright or have been purchased

### **Social Marketing**

- Completed social marketing fact sheet
- A protocol that has the following elements
  - Advisory Counsel names
  - Campaign mock-up materials
  - Needs assessment report
  - Focus group report
  - Field testing report
  - Implementation report
  - Evaluation plan report
- Message is clear and not clouded by artistic content
- Message is large enough to read by audience
- Messages appropriate for target audience
- Accuracy of Information
- Images meet target audiences standards of acceptability and decency
- Phone numbers and web locations are working and accurate
- Signed letter from agency's Executive Director or program staff that have authority to sign for cost reports and contracts
- Funding credits

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APPENDIX C

ADMINISTRATIVE MATERIAL CHECKLIST FOR AGENCIES

**All Material:**

- Material required by contract and/or Scope of Work.
- "MATERIALS SUBMISSION" form is completed correctly.
  - Target Population and Planned Use sections of the form are specific and match the contract and Scope of Work.
  - Type of material clearly indicated and required by Scope of Work (e.g., protocol, form, survey, flyer, outreach card, billboard, poster)
- Agency name, address, and telephone number are on materials that are intended for distribution (e.g., outreach cards, flyers)

**Protocols (Outreach, ILI, GLI, Linked Referral, Risk Assessments etc.)**

- Incorporates standards for community outreach
- Makes sense in terms of recruiting target populations for HERR programs
- Outreach protocols should include Dos and Don'ts of outreach
- Outlines clearly the process of conducting the associated trainings
- All materials are typed and in final form

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APPENDIX D

INTERNET WEB LOCATIONS AND RELATED LINKS

The content of web locations (including related links) is subject to the same review and approval requirements as other forms of educational materials. Web locations will be reviewed according to the same criteria as social marketing materials, since they have broad public access. Web locations are required to be Bureau approved prior to the web locations going public.

## Web Locations Disclaimers

One of the following disclaimers must be displayed prominently on the web locations that are most likely to be encountered by viewers of the HIV/AIDS content.

1. This site contains HIV prevention messages that may not be appropriate for all audiences.
2. This site contains HIV prevention messages that may not be appropriate for all audiences. If you are not seeking such information or may be offended by such materials, please exit this web page.
3. This site contains HIV prevention messages that may not be appropriate for all audiences. Since HIV infection is spread primarily through sexual practices or by sharing needles, prevention messages and programs may address these topics. If you are not seeking such information or may be offended by such materials, please exit this web page.
4. Since HIV is spread primarily through sexual practices or by sharing needles, prevention messages on this site may address these topics. HIV prevention materials funded by CDC must be approved by local review panels. However, the materials may be considered controversial by some viewers.

An alternative to displaying one of the above notices in its entirety on the main web location would be to display a link that reads "HIV/AIDS Content Notice," which would take the user to a separate web location displaying the HIV/AIDS content notice in its entirety.

Links which connect the viewer to web pages that depict sexual activity or drug use for purposes other than the prevention of HIV or sexually transmitted disease are expressly forbidden.