Guidelines for Promotional, Educational and/or Informational Materials

Overview
These Department of Behavioral Health (DBH) guidelines are to assist programs and staff with the development of promotional, educational and/or informational materials intended for clients, stakeholders, contract agencies and/or the general public. As a public entity, DBH is obligated to maintain the integrity of the Department and County in a non-offensive manner.

Approval
All materials must be approved by the applicable Program Manager and must be submitted to the DBH Review Panel. Program Manager approval will be accepted via email or upon receipt of an initialed hard copy submission.

Note: When content is in question, materials will be redirected to the applicable Program Manager.

Logos
All materials must contain the words, “County of San Bernardino” and contain the County logo. The DBH logo does not substitute for the County logo.

Creativity
Materials should be developed creatively.

Content
All materials must contain the following:
- Written in conversational style, as if the language used is spoken
- Written at 6th - 8th grade reading level
- Include the date developed or revision date(s)

Cultural Competency
All materials must be culturally and ethnically sensitive.

Staff is encouraged to contact the Office of Cultural Competency and Ethnic Services if they have questions or need suggestions regarding cultural sensitivity.

Americans with Disabilities Act (ADA) information must be included when developing promotional materials for events (e.g.; public hearings, trainings, or resource fairs).

Continued on next page
Guidelines for Promotional, Educational and/or Informational Materials, Continued

<table>
<thead>
<tr>
<th>Sources and References</th>
<th>It is important to use credible information resources and to cite information sources to avoid plagiarism.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brochure Template</td>
<td>DBH programs may choose to utilize the brochure template attached as a guide to create brochures:</td>
</tr>
<tr>
<td>Material Appearance</td>
<td>For large public events, print in black ink rather than in colored ink on white or colored paper for cost effectiveness. Ensure readability is not impaired to obtain an aesthetically pleasing product. It is recommended to break up text by using a format with clear descriptive headings, white space, bullets, numbers, boxes and shading.</td>
</tr>
<tr>
<td>Material Changes and Updates</td>
<td>All approved materials must be updated in the PIO records when document changes are made to maintain consistency throughout the Department.</td>
</tr>
<tr>
<td>Related Policy or Procedure</td>
<td>DBH Standard Practice Manual BOP3007: Public Information and Media Release Policy</td>
</tr>
<tr>
<td></td>
<td>DBH Standard Practice Manual BOP3032: DBH Review Panel for Promotional, Educational and/or Informational Materials</td>
</tr>
<tr>
<td></td>
<td>DBH Standard Practice Manual IT5005: Electronic Mail Policy</td>
</tr>
</tbody>
</table>
1. Program information
2. Pictures/graphics. motivational message etc.
3. Resources
4. Cite sources.

Cite sources and Resource information.

**EXAMPLE**

National Alliance on Mental Illness
NAMI
1-800-950-6264

(Information contained in this brochure is from NAMI publications.)

Section 2 A:
County of San Bernardino
Department of Behavioral Health
DATE (Month and Year)
1. Program description and/or subject matter information.

2. Ideas to improve readability:
   - Allow for white space.
   - Use pictures and/or graphics.
   - Use bulleted or numbered lists.
   - Use boarders.
   - Use text boxes.

Note: Always remember to cite your sources.