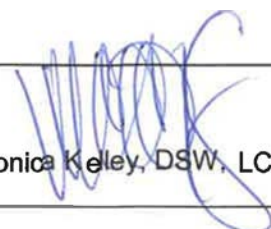




## Promotional, Educational and/or Informational Materials Policy

Effective Date 03/22/2010  
Revision Date 12/07/2020

  
Veronica Keley, DSW, LCSW, Director

**Policy** It is the policy of the San Bernardino County (County) Department of Behavioral Health (DBH) Public Relations and Outreach (PRO) team to establish guidelines to assist DBH and contract provider staff with the production of promotional, educational and/or informational material (collateral materials) prior to distribution. As a public entity, DBH is obligated to maintain the integrity of the Department and County.

**Purpose** To provide guidance to DBH and contract provider staff in the development and production of collateral materials prior to distribution, consistent with DBH and County requirements and regulations.

**Approval** All collateral materials must be approved by the respective DBH or Contract Program Manager of the program/unit submitting materials; and submission of materials must be sent to the DBH PRO inbox ([DBH\\_PIO@dbh.sbcounty.gov](mailto:DBH_PIO@dbh.sbcounty.gov)) for review and final approval prior to dissemination.

The submission process, review and approval process is outlined in DBH Review Panel for Promotional, Educational and/or Informational Materials Policy ([BOP3032](#)) and Procedure ([BOP3032-1](#)).

*Note:* When content is in question, materials will be redirected to the Program Manager of the unit submitting the materials for further review.

**Content** All collateral materials must be written and designed with the intended audience in mind, and must adhere to the following:

1. Most current [San Bernardino County Brand Style Book](#);
2. [DBH Collateral Materials Checklist](#);
3. [Providing Written Communications in Threshold/Primary Languages for Consumers/Family Members Policy \(CUL 1013\)](#), including translation into Spanish;
4. [Satisfying Clients' Language Needs Policy \(CUL1004\)](#)
5. [Non-Discrimination - 1557 of the Affordable Care Act Policy \(COM0953\)](#) requirements regarding written notice contents; and
6. Contain a San Bernardino County logo, DBH logo, and/or "San Bernardino County" title, as applicable.

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# Guidelines for Promotional, Educational and/or Informational Materials, Continued

**Content,**  
continued

**Note:** DBH contract provider collateral materials must adhere to the Contract Provider Collateral Material Checklist.

Collateral materials must be developed and produced appropriate for its intended audience as follows:

If ...	Then ...
The primary audience is the public, clients and/or stakeholders	Content must be: <ul style="list-style-type: none"> <li>• written at a 3<sup>rd</sup> to 5<sup>th</sup> grade reading level;</li> <li>• translated into Spanish (by the program, if possible); and</li> <li>• easy to understand, concise and absent of technical language (i.e., 5<sup>th</sup> grade reading level)</li> </ul>
The primary audience is DBH or contractor staff	<ul style="list-style-type: none"> <li>• Content does <u>not</u> require Spanish translation, and;</li> <li>• <i>May</i> include technical terminology.</li> </ul>

**Cultural Competency**

All collateral materials must be culturally and ethnically sensitive. Staff is encouraged to contact the Office of Cultural Competency and Ethnic Services (OCCES) if they have questions or need assistance developing and/or producing cultural sensitivity collateral material(s).

**Note:** Material/information developed in adherence with the American with Disabilities Act (ADA) Title II and Title III, must be included when developing information or promotional materials for events such as public hearings, trainings, and/or resource fairs.

**Sources and References**

Resources must cite credible sources to avoid plagiarism and/or misrepresentation. Credible sources include: Substance Abuse and Mental Health Services Administration, National Institute of Health, Centers for Disease Control, and Prevention, etc. Blogs and Wikipedia are not considered credible sources. Opinions and/or statements that may be contrary to the integrity of the Department and/or the County shall be omitted.

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# Promotional, Educational and/or Informational Materials Policy, Continued

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## Material Changes/ Updates

Any collateral materials that have previously been approved within one (1) year may continue to be disseminated. Collateral materials *older* than one (1) year must be re-submitted to the PRO inbox and re-approved prior to dissemination, annually or if an update or change is needed on the collateral materials (i.e.: date, program name, address).

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## Related Policies/ Procedures

DBH Standard Practice Manual:

- Public Information and Media Release Policy ([BOP3007](#))
  - DBH Review of Promotional, Educational and/or Informational Materials Policy ([BOP3032](#))
  - DBH Review of Promotional, Educational and/or Informational Materials Procedure ([BOP3032-1](#))
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## References

- [DBH and County logos](#)
  - [Collateral Material Checklist](#)
  - [County Brand Style Book](#)
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