




Review of Promotional, Educational and/or Informational Materials Policy

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Policy It is the policy of the San Bernardino County (County) Department of Behavioral Health (DBH) to ensure staff and contract agencies obtain proper approval of promotional, educational and/or informational material (collateral materials) developed for the public, clients and/or stakeholders *prior* to the distribution.

Purpose To ensure standards are in place for reviewing and approving collateral materials produced by DBH and contract providers according to DBH and County requirements.

Definition(s) *Collateral Materials* include internal and external promotional, educational or informational materials including, but not limited to:

- Flyers
- Brochures
- Presentations(i.e.: PowerPoints)
- Videos
- Web-Blasts
- Promotional/Outreach Materials

Review Team DBH Public Relations and Outreach (PRO) has established a team to review collateral materials and is entrusted with maintaining the integrity of the Department and County. The Review Team’s responsibilities include reviewing materials to ensure appropriate:

- Grammar;
- Readability and understand-ability;
- Cultural competency, and
- County branding.

The PRO review process consists of the DBH Program Manager or designee responsible for submitting materials for consideration/review; receipt and preliminary review by designated PRO staff member; higher-level review/consideration by the PRO Public Relations Manager, which may include consultation/input from Department subject matter experts and San Bernardino County Human Services communications team.

Continued on next page

Review of Promotional, Educational and/or Informational Materials Policy, Continued

Guidelines [DBH Guidelines for Promotional, Educational and/or Informational Materials \(BOP3031\)](#) are to be utilized when staff are developing promotional, educational and/or instructional materials for distribution.

Related Policy or Procedure DBH Standard Practice Manual:

- [Public Information and Media Release Policy \(BOP3007\)](#)
- [Guidelines for Promotional, Educational, and/or Informational Materials Policy \(BOP3031\)](#)
- [DBH Review Panel for Promotional, Educations, and/or Informational Materials Procedure \(BOP3032-1\)](#)
- [Non-Discrimination – Section 1557 of the Affordable Care Act Policy \(COM0953\)](#)
- [Providing Written Communications in Threshold/Primary Languages for Consumers/Family \(CUL1013\)](#)
- [Electronic Mail Use Policy \(IT5005\)](#)

Reference(s)

- [DBH Contract Provider Checklist](#)
- [DBH Collateral Material Checklist](#)
- [County Brand Standards Guide](#)
