

**Policy: Materials Developed/Purchased by Internal Staff and Entities
Receiving Every Woman Matters Program Funds**

Revision Date: July 11, 2006

Developing/Purchasing Materials Policy

All materials or educational pieces created and/or purchased by internal staff and entities receiving EWM program funds must first be reviewed and approved by EWM Public Education Staff to ensure that the materials align with program guidelines and grant goals and objectives.

Materials that are created/purchased must include the following:

- 1) EWM Logo, name, address, phone, 800#
- 2) EWM Contact Name if someone specifically needs to answer questions
- 3) Grant specific numbers should be included
(Example: *“Funds for this project were provided through the Centers for Disease Control and Prevention Breast and Cervical Cancer Early Detection Program Cooperative Agreement and the Well Integrated Screening and Evaluation for Women Across the Nation Cooperative Agreement with the Nebraska Department of Health and Human Services. #U57/CCU706734-06 and #U57/CCU7191-66”*)
- 4) No more than 2 fonts should be used per each item
- 5) 4-6th grade language level (this can be figured if you’re using Microsoft Word software)

Tips to improve education materials:

- 1) Don’t use ALL CAPS because it’s interpreted as “shouting” and is harder to read.
- 2) Use visuals vs. text.
- 3) People are most interested in information that improves their well being or will help solve their problems, especially their immediate problems. People are much less interested in “subject” information such as facts about breast, skin, or lung cancer. Keep in mind that the reader needs to see how they can benefit.
- 4) More learning takes place when the reader must fill in a blank line, circle a choice, or do or say something in response to the written material.
- 5) Limit the educational objectives to one or two. The objectives should be specific, measurable, objective, and realistic.
- 6) Focus content on behaviors rather than facts or principles.
- 7) Present the context first so readers have a framework on which to hang the new information that follows.
- 8) Start simple and build upon messages by providing information in smaller “chunks” with interaction after each chunk. People are unlikely to remember procedures and lists that exceed seven items. Four or five items is reasonable.
- 9) Select visuals and layouts that match the culture and gender of the target population.
- 10) Write messages in active voice and conversational style.
- 11) Use common words (avoid 3-4 syllable type words such as “appreciate”-instead use “thank”).
- 12) Give examples in which the reader is likely to relate to.
- 13) Select an appropriate type style and thoughtful text arrangement. (Nothing is more frustrating to read than a flyer with 3+ fonts and boxes and pictures scattered throughout.)

Forward all documents that are created or purchased to a Public Education Team Member (Tracey Bonneau, Cathy Dillon, Andrea Wenke) via e-mail or regular mail for review. **Allow at least 2 weeks for materials to be reviewed.**

Note: Any materials created or purchased need to promote the Every Woman Matters Program. All materials need to be **reviewed** and **approved** by Every Woman Matters **prior** to printing. Any item not reviewed and approved will not be reimbursed if purchased or produced with program funds.

REVIEW FORM for Materials Developed/Purchased by Internal Staff and Entities Receiving Every Woman Matters Program Funds

Policy:

All materials or educational pieces created and/or purchased by internal staff and entities receiving program funds, must be first reviewed by EWM Public Education Staff and align with program guidelines and grant goals and objectives.

Name of Person Submitting Request: _____

Date Item Submitted for Review: ___/___/___ Date Item Needed to be Returned: ___/___/___

Name of Item to be Reviewed: _____
(Document must be submitted to one of Public Education Staff via Regular Mail or E-mail)

Description of Item to be Reviewed: *(Please state how the item will be used and what your primary purpose for creating the document is.)*

Items that must be included:

- EWM Logo, name, address, 800#
- EWM Contact Name if someone specifically needs to answer questions
- Grant specific numbers should be included (example: “Funds for this project were provided through the Centers for Disease Control and Prevention Breast and Cervical Cancer Early Detection Program Cooperative Agreement and the Well Integrated Screening and Evaluation for Women Across the Nation Cooperative Agreement with the Nebraska Department of Health and Human Services. #U57/CCU706734-06 and #U57/CCU7191-66”)
- Messages align with program guidelines/grant goals and objectives
- No more than 2 fonts should be used per each item
- 4-6th grade language level (this can be figured if you’re using Microsoft Word software)
- COMMENTS:

Document has been received and reviewed by:

Tracey Bonneau	received on	___/___/___	reviewed on	___/___/___
Cathy Dillon	received on	___/___/___	reviewed on	___/___/___
Andrea Wenke	received on	___/___/___	reviewed on	___/___/___

Please allow at least 2 weeks for materials to be reviewed.