

# Materials Review Protocol



County of Los Angeles  
Department of Public Health  
Division of HIV and STD Programs  
*Revised: December 2016*



### **Mission Statement**

To prevent and control the spread of HIV and STD infections utilizing robust epidemiologic and surveillance systems, coordinated care and treatment services, and public, private, and community partnerships and by developing and implementing evidence-based programs and policies that promote health equity and maximize health outcomes in Los Angeles County.

### **Vision Statement**

New HIV and STD infections have been eliminated and persons with STD and HIV infections have improved health outcomes through access to high quality prevention, care and treatment services.

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# I. INTRODUCTION

The Division of HIV and STD Programs (DHSP) 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. DHSP's 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 DHSP funded programs must comply with federal, state and local regulations regarding HIV educational materials. Additionally, all materials used by an agency for DHSP-funded activities must be submitted for approval to DHSP, whether or not they were developed using DHSP funds. Only materials approved by DHSP can be used in DHSP-funded programs.

## A. Purpose

This DHSP 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 DHSP Program Managers with monitoring DHSP funded agency contracts and to inform 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. DHSP 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.

## 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. 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.

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 an appropriate and needed HIV treatment or prevention service or message.

The most specific guidelines for materials are provided by the 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 DHSP to guide its materials review process.

This protocol describes procedures for the submission and review of materials. The appendices include a copy of a materials submission form for reference. All portions of this document are subject to change, with the most current version available on the DHSP webpage at: <http://publichealth.lacounty.gov/dhsp/docs/MaterialReviewProtocol2016l.pdf>

The Electronic Materials Review System allows agencies to electronically submit material to DHSP for review. Through this system, materials are quickly routed to reviewers. Communication between agencies and DHSP reviewers is conducted primarily through e-mail. As part of the review process, a CDC Community Review Panel is in place to review HIV prevention related material. The system allows quick transfer of materials from DHSP to the panel members. The panel, in turn, sends notification back to DHSP through e-mail. The system encourages rapid submission, review, and notification of material approval or denial.

A flowchart of the material review process is available on the next page.

# Material Review Flowchart



- Contracted Service Provider (Agency)
- Division of HIV and STD Programs (DHSP)
- Centers for Disease Control and Prevention (CDC) Community Review Panel

<sup>1</sup> Indicates e-mail notification

## II. SUBMITTING MATERIALS

All materials (program administrative and educational materials) must be submitted for review and approved by DHSP 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 indented use or as outlined in the SOW.** Materials required for a particular contract are indicated in the contract SOW and is pre-determined based on contract negotiations between the agency and DHSP.

Approved materials that have had the educational content revised, updated 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 they contain the most 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 DHSP Program Manager 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 a material that has not been approved for use with a specific contract.

#### **Previously Approved**

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

### B. Types of Materials

#### **Recommended Materials**

All material from the **California AIDS Clearing House (CAC)** catalog has been recommended for use by DHSP. Agencies must notify DHSP of the selection of material from the CAC catalog by submitting an Electronic Submission Form and list the material title in the form. Indicate on the form that the material is from the CAC. **Material from the CAC cannot be altered in any way.** A copy of the material *does not* need to be attached to the e-mail. Once received, the assigned DHSP reviewer will verify the material title with those in the CAC catalog. The reviewer will also verify that the material is appropriate for the intended program and target audience.

Note: The California AIDS Clearing House (CAC) no longer provides free materials for use by Los Angeles County providers or DHSP. If you have these materials or are able to obtain copies the following applies: Because CAC materials have been approved by a CAC review panel, DHSP does not review the material for content, allowing for an expedited review. Agencies should receive DHSP approval before using materials from the CAC.

### **Purchased or Developed Materials**

Material not in the CAC catalog and (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 DHSP 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. 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, Service Planning Area (SPA), city name (if appropriate) and Supervisorial District.
- 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 DHSP via e-mail with an Electronic 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 DHSP 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 the internet web locations and related links including sample disclaimer language.

## **C. Instructions for Submitting Materials via E-mail**

Agencies are required to submit all materials via e-mail. Materials submitted through any other method (standard mail, facsimile (fax), etc.) are not acceptable.

In order to submit materials, an Electronic Material Submission Form available on DHSP's Website at <http://publichealth.lacounty.gov/dhsp/Contractors/MaterialSubmissionForm11-12.pdf> 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/posttest, presentation, trainers manual, etc.). The title of the curriculum should be the title listed on the Material 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 Electronic Material Submission Form from DHSP's website at:**  
<http://publichealth.lacounty.gov/dhsp/Contractors/MaterialSubmissionForm11-12.pdf>
- 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
  - Contract Information

The submission form must have all fields completed prior to submitting. If submission form is not filled completely when hitting “Submit by Email”, a dialogue box warning will open stating “At least one required field was empty on export. Please fill in the required fields (highlighted) before continuing.”

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

**Note:** The Materials 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.

- 4) **Once the submission form is complete, click “Submit by Email”.**

### Users with Desktop E-mail Applications

If the user has a desktop e-mail application, clicking the “Submit by E-mail” button will open the e-mail application and the program will generate a new e-mail message and automatically address the e-mail to [mrinbox@ph.lacounty.gov](mailto:mrinbox@ph.lacounty.gov) in the “To” field, and attach the XML data file to the e-mail. The subject line will be automatically inserted as: Material Submission Form.

### Users with Internet E-mail

If the user does not have a desktop e-mail application, a dialogue box will appear asking the user to “Please indicate the option which best describes how you send mail. They will see two options: 1) Desktop e-mail Application and 2) Internet e-mail.

If the user chooses the “Internet e-mail “ option a dialogue box will prompt them to save a copy of the Submission Form as an XML data file. The user will need to connect to the internet with their internet browser. Once the user logs onto the internet e-mail they will compose an e-mail

and attach the XML file to the e-mail. They will need to address the e-mail to [mrinbox@ph.lacounty.gov](mailto:mrinbox@ph.lacounty.gov) in the “To:” field.

**A desktop e-mail application** is a program installed on the user’s computer such as (GroupWise, Outlook, Outlook Express, Thunderbird, Eudora, Mail, Entourage, etc.) while **internet e-mail** is a system that exists on the internet that is accessed via a web browser program on the user’s computer. Desktop e-mail applications can be directly connected to a computer server which receives and sends e-mails or it can communicate with an internet e-mail server to receive and send e-mail.

**5) Create the correct submission e-mail subject line in the following format:**

Agency Abbreviation – Material Title – Submission Type

For Example:

ABC - Using a Condom Correctly - Original Submission

Or

ABC - Adherence to HIV Medications - Previously Approved

**Note:**

- The 3 letter agency abbreviation must be at the beginning of the subject line. Any other words/abbreviations at the beginning of the subject line will result in the submission being rejected. The most current list of 3-letter agency abbreviations is found on DHSP’s website at: <http://publichealth.lacounty.gov/dhsp/InfoForContractors.htm>.
- The Title of Material must be in the center of the submission e-mail subject line. Titles should be unique and creative, indicating the title of the material and linking it to the name of the program or project it is being used for. Titles such as “GLI curriculum” or “Pre and Post-test” will not suffice.
- If the material has not been previously submitted the phrase "Original Submission" must be at the end of the subject line when a submission is sent. Any other words or phrases will not be accepted. If the material has already been approved for a particular contract and has been updated, changed, revised or requires re-submission, the phrase “Previously Approved” must be at the end of the subject line when submission is sent.

**6) Carbon copy (CC) the DHSP Program Manager.**

**7) Attach the material to the e-mail.**

**IMPORTANT**

If sending Spanish language material, English version must be included.

If sending a curriculum, all components of the curriculum must be submitted together in one e-mail as separate attachments. This includes: curriculum/trainer manual, PowerPoint slides, participant manual, handouts, pre-and post-tests, etc.

### **8) Send e-mail.**

Agencies having difficulty completing this process should be advised to contact their DHSP Program Manager or the Material Review Coordinator for technical assistance.

Once your e-mail has been received, you will get an e-mail message from [mrinbox@ph.lacounty.gov](mailto:mrinbox@ph.lacounty.gov) stating the following:

*“Your email was received. It will be reviewed to determine material content. Please note this is an automatic response to indicate the email was received. This is not an indication that material has been accepted for review.”*

Once your submission has been accepted or rejected for review, you will receive another e-mail.

## **III. REVIEW OF MATERIALS**

Materials submitted, received, and accepted by DHSP 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 Materials**

Administrative materials are forwarded to the DHSP Program Manager responsible for that agency. A “Review Assignment” notification is sent to the DHSP Program Manager and the agency contact (indicated on the submission form) from the Material Review Inbox ([mrinbox@ph.lacounty.gov](mailto:mrinbox@ph.lacounty.gov)) Administrative materials are reviewed and approved by the respective division managing and monitoring the contract for that program. Once administrative materials have been assigned to a DHSP Program Manager, all communications about the material should be sent to the Program Manager and not the MR Inbox.

Examples of administrative materials include:

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

- Consent forms

Administrative materials are reviewed by DHSP Program Managers. **For an administrative review checklist please see appendix C.** The entire process will take approximately ten (10) business days and includes the following steps:

1. Program Managers 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 Program Manager will, when needed and appropriate, provide the agency with requirements for revisions and any technical assistance necessary to complete the revisions. Program Managers review and work with the agencies for any corrections needed before approving and/or denying the materials. On average, it takes a week.
3. Program Managers give a deadline to providers to revise the materials (usually three to four days) depending on the amount of revisions.
4. When requirements are met, Program Managers send an approval letter under the Division Chief's signature.

**Note: Materials are denied if agency is not responsive to the Program Manager's requests for revisions.**

## B. Educational Materials

Educational materials are assigned to a DHSP reviewer specifically assigned to the agency. A "Review Assignment" notification is sent to the DHSP reviewer and the agency contact (indicated on the submission form) from the material review inbox ([mrinbox@ph.lacounty.gov](mailto:mrinbox@ph.lacounty.gov)). This notification confirms that the material has been officially handed to a reviewer and signifies the beginning of the review phase of the process.

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

Educational materials are reviewed by the DHSP reviewer. **For an educational materials review checklist please see appendix B.** Materials, which focus on prevention, are also forwarded to a Community Material Review Panel as required by the CDC.

All correspondence between the primary DHSP reviewer and the agency must be maintained electronically. If revisions are requested by the reviewer, the material is included in the e-mail as an attachment in order to clarify the material in question. The DHSP Program Manager must be carbon copied (cc :) in the email. Facsimiles (fax) and/or phone calls should be summarized in an email as a follow-up, for documentation purposes, and to ensure clear communication between the reviewer and the agency contact.

**The entire process for Educational material review takes between thirty (30) and sixty (60) days and includes the following steps:**

- 1) The primary reviewer conducts a general content review using the following criteria:
  - **Content:** Material content needs to be accurate, current, and as non-judgmental as possible. Educational issues should be clear and not clouded by graphic designs.
  - **Grammar:** Proper spelling, punctuation, etc. should be utilized unless certain 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. Curricula and protocols should follow the DHSP prescribed format. Please contact your Program Manager for an example.
  - **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 8<sup>th</sup> 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 primary reviewer will, when needed and appropriate, provide the agency with requirements for revisions and any technical assistance necessary to complete the revisions.

If the material requires extensive re-writing that 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 the MR Inbox 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 e-mail and postal mail. Once the material is denied an agency must re-submit the material as an Original Submission to the MR Inbox and begin the process again.

**Note: Materials are denied if agency is not responsive to the DHSP reviewer's requests and deadlines. Ten (10) business days is the maximum allowable time materials should remain in the system without revisions.**

- 5) Once a decision has been made as to whether a material has been approved or denied, notification is sent by the reviewer via e-mail to the Material Review Coordinator for processing. This notification of material approval or denial related to Clinical or Clinical Enhancement Services is considered final. Prevention material approved by the primary reviewer is forwarded to the CDC Community Materials Review Panel for further review, as required by the CDC.

### **Social Marketing Campaign Materials Review**

The review of social marketing materials includes the following steps:

- 1) Social marketing material will be initially reviewed by the social marketing review designee from QM/PSS.
- 2) After initial review by designee, the material is sent to the internal social marketing committee to review the content of social marketing materials. At a minimum, the group will include the DHSP Program Manager responsible for the agency and/or his/her supervisor, the Division Chief for the Program Manager, the DHSP Director of Communications, and the social marketing review designee from QMPSS. The group will also include specialty and non-English language reviewers as needed and appropriate.
- 3) The issues and concerns of the DHSP content review group will be provided to the DHSP Program Manager and the agency.
- 4) The DHSP social marketing designee will offer of technical assistance and provide a deadline for changes to the materials as needed.
- 5) Material is sent to the community review panel for final approval.

### **CDC Community Materials Review Panel**

In addition to a review by DHSP, educational materials that focus on HIV prevention are forwarded to a CDC Community Materials Review Panel (CMRP) for further review. The panel consists of approximately 12 community members who are representative of or have special knowledge of HIV, AIDS, and priority populations in Los Angeles County.

Panelists review HIV/AIDS educational materials assigned to them by DHSP and must consider the appropriateness of messages within the materials. This translates into reviewing material for community standards of appropriateness, not necessarily content.

Panelists will review educational materials based on the following criteria:

- **Accuracy** of HIV related information;
- **Suitability** for reaching the target population(s);
- **Readability** / literacy level; and
- **Conformity** to accepted community standards of decency.

In addition to the aforementioned guidelines, panelists answer a specific set of questions to determine if the material promotes behaviors or lifestyles that might put someone at risk for HIV. Each panel member submits their response to DHSP via e-mail. A final decision regarding a material is given when at least two (2) panelists approve or deny a material.

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

The reviewer 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 reviewer 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 DHSP.

Materials that contain content such as treatment, care, and nutrition information may, at the discretion of the reviewer or the Materials Review Coordinator, be forwarded to DHSP's Clinical Services Division for review.



## IV. FINAL APPROVAL AND DENIAL

DHSP is responsible for compiling the review comments from all sources (primary reviewers, specialty reviewers, and panelists). The final approval of materials is at the discretion of the Director of the Division of HIV and STD Programs.

### A. Method of Notification

The Executive Director/Senior Administrator, Program Director, and Program Coordinator of the agency submitting material receive notification of the approval or denial of materials via e-mail. Agencies will receive a scanned copy of the signed letter that is attached to the e-mail. In addition, DHSP Program Managers are copied on the notification.

In addition to receiving an electronic copy of the approval or denial letter via e-mail, the Executive Director/Senior Administrator at the agency will also receive a hard copy of the notification via standard mail. The letter will be sent to the agency address on file with DPHS's Contract Administration Division.

E-mail notification will be sent as follows:

#### 1. Approvals

Approval letters come from a mailbox called DHSP Material Approved Inbox ([materialapproved@ph.lacounty.gov](mailto:materialapproved@ph.lacounty.gov)).

The e-mail subject line for approved material follows the format below:

Three letter agency abbreviation – Title of Material - Material record number – MATERIAL APPROVED

For example: ABC – Healthy Relationships – 263 – MATERIAL APPROVED

#### 2. Denials

Denial letters come from a mailbox called DHSP Material Denied ([mrdenied@ph.lacounty.gov](mailto:mrdenied@ph.lacounty.gov)).

The email subject line for denied material follows the format below:

Three letter agency abbreviation – Title of Material – Material record number – MATERIAL DENIED

For example: ABC – Healthy Relationships – 263 – MATERIAL DENIED

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Department of Health and Human Services  
**Center for Disease Control and Prevention**

APPENDIX A

**CDC GUIDANCE**  
**Interim Revision of Requirements for**  
**Content of AIDS-Related Written Materials, Pictorials,**  
**Audiovisuals, Questionnaires, Survey Instruments, and Educational Sessions**  
**in Centers for Disease Control Assistance Programs**  
**June 15, 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), audiovisual 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.
- b. 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. 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 the 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 [supple. No. S-2]).

## **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.
- b. 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.
- c. 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 panel 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.
- d. CDC-funded organizations that undertake program plans in other than school-based populations which are national, regional (multistate), 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.

- e. 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.

## **Review of HIV Prevention Educational Materials: Q&A on Content Guidelines**

### **1. Does CDC have requirements regarding the use of Federal funds to produce or distribute HIV education materials?**

The June 1992 Content of AIDS-related Written Materials, Pictorials, Audiovisuals, Questionnaires, Survey Instruments, and Educational Sessions in CDC Assistance Programs (Federal Register Vol.57, No. 115/ June 15, 1992) established requirements for local and national organizations which use CDC funds to prepare or distribute HIV prevention materials. As a condition of funding, each recipient is required to establish or identify a Program Review Panel (PRP) to review and approve educational materials as defined in the CDC Requirements. The Basic Principles section emphasizes the range of prevention messages, which must be presented in these materials, including postponement of sexual activity for young people and mutual monogamy with an infected partner for sexually active adults.

### **2. Recognizing that persons of different ages and experience may have different needs for HIV prevention information, how does CDC assure that materials developed or distributed with grant funds are correct and appropriate for an intended audience?**

CDC recognizes that State health and education agencies have primary responsibility for facilitating collaboration and coordination of their respective HIV prevention efforts, minimizing duplication between nongovernmental organizations and health/education agencies, and providing technical expertise for HIV prevention materials developed within their States. CDC strongly encourages all grantees to work collaboratively from

the outset of material development to the planning for the implementation and dissemination of completed materials. Collaboration with appropriate representatives of the target communities is seen as increasing the effectiveness of HIV prevention materials.

To assure that the materials are technically correct, each PRP 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. PRPs which review materials for use with school-based populations should also include representatives of groups such as teachers, school administrators, parents, and students. 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.

**3. Is CDC approval required for materials developed or distributed with grant funds?**

No. Approval of duly constituted Program Review Panel (national, State or local), in compliance with the CDC Requirements, is the only requirement. Of course, CDC offers technical advice and assistance to its grantees on the accuracy and applications of these educational materials. CDC has actively avoided the Federal intrusion on local policymaking by delegating such responsibility to State and local panel whose members are “a reasonable cross-section of the general population.” Such local determination allows for development of materials and programs that are better suited for the prevention needs of a particular region, State or community.

**4. Do grant recipients provide materials to CDC that they develop from CDC funding?**

CDC’s comprehensive school health and HIV prevention grantees are not *required* to submit copies of materials they have developed using grant funds; however, many grantees do provide their newly developed materials to CDC program staff and CDC’s National Prevention Information Network (NPIN). In accordance with the “Interim Requirements,” when national, state and local agencies and organizations produce materials with CDC funds, their mandated Program Review Panels must review and approve the materials prior to publication and dissemination. Materials produced by State and local education agencies are also not reviewed by CDC prior to publication because the scope and content of educational programs are determined at the State and local level.

*CDC’s NPIN collects descriptions and categorizes HIV/AIDS-related materials by type and intended audience and this information is made available as a reference by interested individuals and organizations. NPIN currently has over sixteen thousand items in the HIV educational database and many of these items were developed by CDC’s grantees. NPINs does not differentiate those items that were produced using these grant funds from those that were privately financed.*

## **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

#### **Pre/Post Tests,**

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



### **Presentations**

- ❑ 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 copy write or have been purchased

### **Social Marketing**

- ❑ Completed social marketing fact sheet
- ❑ A protocol that has the following elements
  - ◇ Advisory Council 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

## APPENDIX C

### ADMINISTRATIVE REVIEW 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)
- Correct funding credit included for agency produced materials

#### Funding Credit

All materials produced through contracts or purchase orders with the County and administered by the Division of HIV and STD Programs require a credit line. Credit must be written on the materials or stated in the product (e.g., PSAs for radio or television).

If the contract is funded with County of Los Angeles funds; Net County Cost (NCC), Care Title I, or other non-CDC resources, please write or say (i.e. for a PSA or television or radio):

*“Funded by the County of Los Angeles, Department of Public Health, Division of HIV and STD Programs”*

If the contract is funded with Centers for Disease Control and Prevention (CDC) resources, please write or say (i.e. for a PSA for television or radio): *“Funded by the U.S. Centers for Disease Control and Prevention and the County of Los Angeles, Department of Public Health, Division of HIV and STD Programs.”*

If your contract funding comes from Title II funding, please write or say (e.g. for a PSA for television or radio): *“This project was supported by funds received from the County of Los Angeles, Department of Public Health, Division of HIV and STD Programs, the State of California, Department of Health Services, Office of AIDS, and the U.S. Department of Health and Human services, Health Resources Service Administration.”*

If your contract funding comes from the State of California Department of Health, Office of AIDS, please write or say (e.g. for a PSA for television or radio): *“This project is supported by funds received from the County of Los Angeles, Department of Public Health, Division of HIV and STD Programs and the State of California, Department of Health Services, Office of AIDS.”*

#### **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

## **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 DHSP 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.

- a. This site contains HIV prevention messages that may not be appropriate for all audiences.
- b. 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.
- c. 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.
- d. 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.

**Any web location that features links to websites not specifically funded by DHSP must have a pop-up window that appears when the viewer attempts to link with that web page. The pop-up window must have the following language:**

You are now exiting web pages funded or supported by the County of Los Angeles, Department of Public Health, Division of HIV and STD Programs to links to external web pages. The County of Los Angeles, Department of Public Health, Division of HIV and STD Programs and (contracting agency name) are not responsible for the availability or content of

these external sites, nor do we endorse, warrant or guarantee the services or information described or offered on the sites. Furthermore, the site you are about to visit may contain information that may not be appropriate for all audiences. The views and information provided on these external web pages do not necessarily state or reflect those of (contracting agencies name), the County of Los Angeles, Department of Public Health, California Department of Health Services or the United States Department of Health and Human Services.

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.

DHSP is required to certify that all contractors and subcontractors have submitted the Certification of Compliance Form, stating that they will comply with the terms and conditions of the CDC Requirement and have posted the appropriate disclaimer on their web pages.

# Acknowledgements

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