

# Promotional Materials Content

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## Resources

In addition to the resources listed, a selection of promotional and educational materials and resources are located at the back of this tool kit. These samples include popular educational brochures on specific reproductive health topics, and some resource catalogs. JSI Research & Training Institute, the Regional Office, the family planning grantees and C<sup>2</sup> Strategies selected these materials.

## Promotional Materials Information

This section is about promotional and educational materials, what to look for when purchasing materials and how to design your own. All the educational materials you purchase from stock should have space for you to stamp or label with your clinic contact information. Educational materials can then provide promotional information as well.

### Client-friendly Promotional Materials

Attractive, educational brochures and materials support your public awareness and prevention efforts, and provide needed information to new and existing clients. Materials designed for your targeted audience, including translated materials, can also assist in your marketing efforts. Brochures, pamphlets, business cards that list services on the back, and specialty advertising items available from other family planning and promotional services can also be useful. (see examples in the appendix)

### Collateral materials

Collateral materials include a wide range of documents that companies use to promote themselves. They differ from advertising materials in that they are generally more of a soft-sell and often designed to provide on-going public relations for an agency. Collaterals may or may not be tied to specific advertising campaigns.

Brochures take many forms. They are often used for educational and informational purposes and can introduce an agency and its services. Usually organizations have many difference brochures for several purposes.

Fliers or posters can announce special events, and send messages.

Fact sheets often outline specific services and products, or they may be used as instruction sheets.

Other promotional materials can include t-shirts, pens, notepads, bookmarks, mousepads, and other "take-aways." They are useful as reminders to potential clients.

## Information and Education (I&E) Review Committee

Title X agencies are required to have in place an information and education committee, often referred to as the I&E Review Committee. The purpose of this committee is to review materials before distribution, to ensure that materials meet community standards. According to the Title X Family Planning Guidelines, the I&E Committee must be between 5 and 9 members, who broadly represent the community. The committee is required to meet at least annually and documentation must be kept for the materials the committee reviews.

Some suggestions regarding the I&E Review Committee are:

Assess how often you produce and/ or purchase materials for distribution – if not frequently, then an annual meeting will address the requirement for Title X.

If you are a grantee and distribute materials to your delegate/ subgrantees, then they can be your I&E committee – they serve as your target audience.

You only need one committee of 5-9 members – this could include some clients and some community representatives. If your committee size is larger or smaller, a waiver needs to be obtained from the regional office.

If you have a hard time recruiting members, consider incentives – gift certificates, evening meetings with food, etc. Play great music at these meetings. Use young people who are willing to participate as a group.

Consider recruiting students (high school and college) who are interested in art, graphic design, writing or journalism, healthcare – they might have an interest in reviewing materials.

Don't spend time on any dated materials. Videos can become dated quickly and reviewers will notice this rather than the content, and quickly lose interest. However, you can play a very old video for fun and contrast.

Make the meetings interesting by judging the materials, or ranking them – who would be most interested in this document, how might they respond to it, what is the message? Throw in interesting materials that might be of general use – something current. This might keep their interest.

If you are reviewing materials in a different language, consider using other organizations that serve the targeted population and have staff that speak the particular language.

Keep the meetings brief.

Have a succession plan – back up members in case some cannot attend the review meeting. Ask members to identify an alternate for them.

Have a short (1/2 page to 1 page) document with checklists for individuals to complete on materials reviewed.

Staple the item to be reviewed to the form for the reviewer and for documentation. Keep in a binder, so when you have a program review, you can demonstrate you are compliant in this Title X requirement.

Give plenty of notice for the review meetings and send materials in advance, follow up and send reminders.

# Promotional Materials Tools

## Checklist for Effective Brochures

- “Selling message” is on the cover (4 out of 5 people will not read beyond the cover page – just the name of your agency may not tell the reader much).
- Consistent look to all your marketing and informational materials.
- Photos, graphics, pictures are all captioned – most people will read captions.
- No clichés, acronyms, initials, jargon.
- Tells the person what they need to know (long version is okay once you get them to start reading).
- Most important facts are highlighted for those not going to read much.
- Make it read similar to a newspaper – most people are used to this format.
- There is a clear call to action – what do you want the person to do? One thing.
- Testimonials are included – this adds credibility.
- It is as personable as possible – write in conversational words.

## Design Principles

- Think about how you will distribute the information – handout at the clinic or display in the waiting room.
- What size do you want it to be? Something that clients can put in their pockets – consider a business card.
- Paper color and texture play an important role. Gloss paper with bold colors creates an upscale image. Plain copier paper creates a poor image. Somewhere in between is good.
- Are you going to print this or have a professional printer do this? Check with a printer while you are designing the information/ promotional piece. They can help with selecting color and paper and let you know if the size you are considering is standard or will require special cuts (more expensive).
- Check with your printer for the most economical paper size in the color, weight and texture of your choice. You might even consider papers that come pre-printed in a variety of colors and graphics.
- The content should be printed in black. Then use a second color to highlight your agency name, logo and borders.
- Cultural and ethnic considerations –know your audience. Test your materials with the target audience, and work with local organizations that also serve that audience for translation and interpretation services.
- As for pictures, graphics and line drawings, the most extensive collection of graphics can usually be obtained from industry specific organizations. For example, this logo is available for use. However, if you have a logo, use it.



## Checklist for Developing Your Own Materials

Source: Interpretive Signage: Principles and Practice  
<http://www.interpretivesigns.qut.edu.au/brochures.html>

- ❑ Who is my target audience?
- ❑ What is my marketing strategy?
- ❑ What are the objectives of my brochure?
- ❑ How will the brochure be distributed/displayed?
- ❑ How can I attract the attention of potential visitors?

### Characteristics of quality educational and promotional materials

- ❑ The brochure is distinctive
  - The cover page stands out (e.g., attractive and appealing design)
  - Headlines are fresh and reflect the content
  - Logos are used consistently
  - Themes are carried throughout all promotional materials
- ❑ The material targets its market audience
  - The content is relevant and appealing to the target audience
  - The headline attracts the attention of the desired audience
- ❑ The layout is simple
  - Layout for adolescents can be busy
  - The text is logically presented and easy to read
  - Separate services/ products/ features are noted by boxes, headings, lines and white spaces
- ❑ There is a dominant element
  - One message that you want the individuals to take, an action
  - Illustrations capture attention
  - Illustrations are useful and must relate to the content
  - Photographs are effective
- ❑ Use of color is important

## Template Resources

The options for brochure design include contracting with a graphic design artist, recruiting graphic design students, doing it yourself using templates and other resources, and purchasing existing materials and inserting your identifying information.

If you are not planning to design your own promotional materials, there are resources available to you. Among these include the Office of Population Affairs Clearinghouse, other family planning programs, EPA as part of the California family planning program, and others. Be sure that whatever you purchase you can insert or include your agency name and location. There should be space on the front or back for a label or stamp.

Design software applications often have templates for inserting your information. For example, QuarkXPress has a significant number of templates for brochure design. QuarkXPress is one of the more high-end design software that will require a learning curve for those that are not designers by profession. However, word processing applications, such as Word and WordPerfect, include some templates and capabilities to design brochures.

Local office supply stores provide a variety of card stock (heavy weight) papers for brochures. Depending on your own printing capabilities you might want to use a professional print service.

## Promotional Materials Resources\*

\* In addition to the resources listed here, examples of brochures are provided at the back of the tool kit.

### Multilingual Birth Control Information Kit



#### 5 birth control methods:

- condoms and foam
- birth control pill
- birth control shot
- IUD
- emergency contraception

<http://epa.cfhc.org/html/multilingualbcinfokit.htm>

#### in 12 languages:

- Arabic
- Armenian
- Cambodian
- Chinese
- Hindi
- Hmong
- Korean
- Laotian
- Punjabi
- Russian
- Tagalog
- Vietnamese

**Multilingual Birth Control Information Kit**

With funding from the Department of Health and Human Services, Office of Population Affairs, Title X, this innovative Multilingual Birth Control Information Kit was developed to assist family planning providers in their efforts to:

- Meet the requirements of Title VI of the Civil Rights Act of 1964.
- Provide services to persons with "Limited English Proficiency".
- Obtain informed consent from clients regarding their birth control method choice.

The materials were designed and tested with clients throughout California to evaluate their effectiveness, cultural sensitivity, and overall acceptability.

This kit is comprised of information sheets and consent forms for the most common birth control methods identified by the family planning community.

**Materials Included in this Kit:**

- 120 Printed reproducible originals
- 12 CDs containing electronic versions of these files for printing at your convenience
- 3 Audio CDs and 9 audiotapes of these materials (narrated in Laotian, Cambodian, and Hmong)

**Featured Birth Control Methods:**

- Condoms and Foam
- Birth Control Pill
- Birth Control Shot
- Intrauterine Device
- Emergency Contraception

**Culturally Adapted into:**

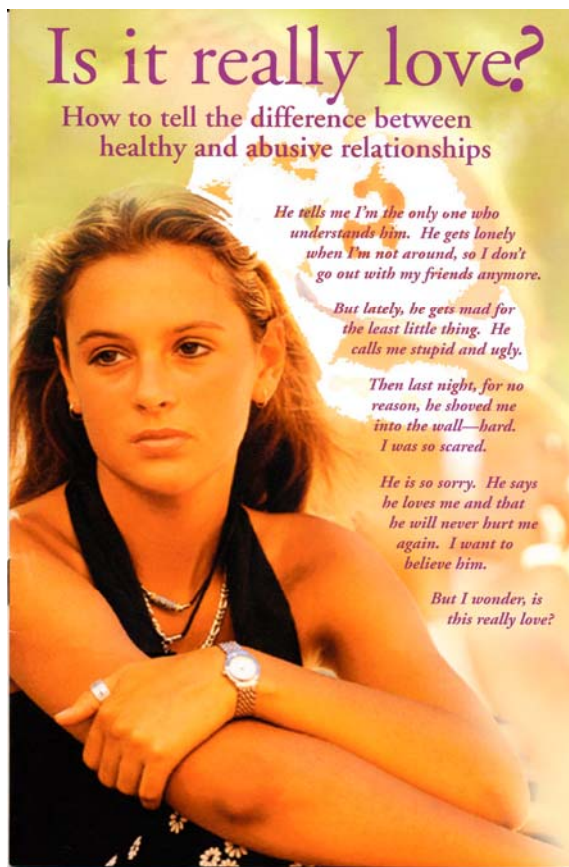
- Arabic
- Armenian
- Cambodian
- Chinese
- Hindi
- Hmong
- Korean
- Laotian
- Punjabi
- Russian
- Tagalog
- Vietnamese

This kit may be purchased for **\$289.00** (plus shipping and handling) from **EPA Division of CFHC, Distribution Center**.

Please call **800-428-5438 ext. 209** or email [buybooks@cfhc.org](mailto:buybooks@cfhc.org) for more information.

#### Please note:

Each of the Region VIII Family Planning Grantees has a copy of the Multilingual Birth Control Information Kit



This 20-page, full-color booklet looks at healthy relationships through the eyes of teenage women. The booklet can be used as take-home reading material, in groups, or in one-on-one counseling sessions. It includes full-color images of youth from different ethnic backgrounds in a variety of settings. Each section includes quizzes on social-emotional subjects including:

- Knowing yourself
- Beliefs & values
- Respect & disrespect
- Understanding real love
- Managing feelings
- Making decisions

From the California Family Health Council, EPA



**Office of Population Affairs, Department of Health and Human Services**

<http://opa.osophs.dhhs.gov/clearinghouse.html>

Publications

P.O. Box 30686

Bethesda, MD 20824-0686

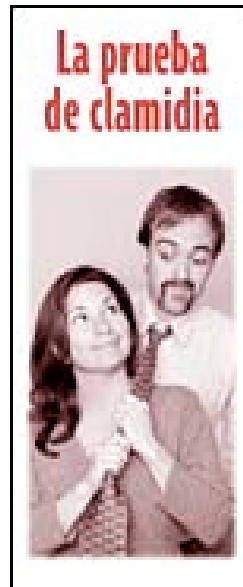
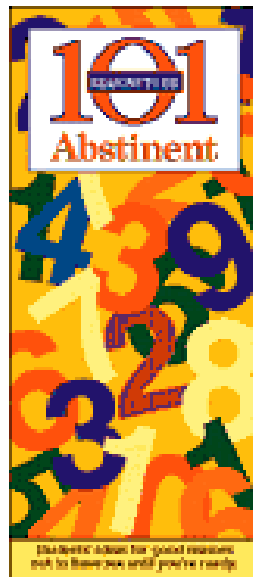
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fx: 866-592-FAXX (3299)



<http://www.etr.org>

Our mission at ETR Associates is to enhance the well-being of individuals, families and communities by providing leadership, educational resources, training and research in health promotion with an emphasis on sexuality and health education.



**Breast Cancer Information**

<http://www.komen.org/bci/>

**Steps to Breast Self-Examination**

The Susan G. Komen National Breast Cancer Foundation

Just as your period ends (or at the same time each month if you do not have periods), check for any change in the normal look or feel of your breasts. Report any changes to your doctor or nurse. Go for regular breast exams and talk about a mammogram.

**Step One: Lying Down**  
 Lie on a hard lamp, reclining or any change in your breast tissue.

- Lie down on your back with a pillow under your right shoulder.
- Use the pads of the three middle fingers on your left hand to examine your right breast.
- Move using light, medium and firm pressure in a circular motion.
- Follow an up-and-down pattern.
- Feel for changes in your breasts, lumps and feel your armpits and in your neck area.
- Repeat on your left breast.

These steps may be repeated while sitting or showering using soapy hands.

**Step Two: In Front of the Mirror**  
 Look for changes in the shape, size or appearance of your breasts. Look for dimpling, redness or peeling of the skin or nipple, nipple discharge or any change from normal. Inspect your breasts in four ways.

- Standing arms at sides
- Raising arms overhead
- Pressing hands on hips to tighten chest muscles
- Bending forward with hands on legs

For more information about breast health, or breast cancer, please call the Komen National Toll-Free Breast Care Helpline (1-800-485-6073) or visit our website. The Komen Foundation does not provide medical advice.

**HOOD I'M AWARE** [www.komen.org/bci](http://www.komen.org/bci)



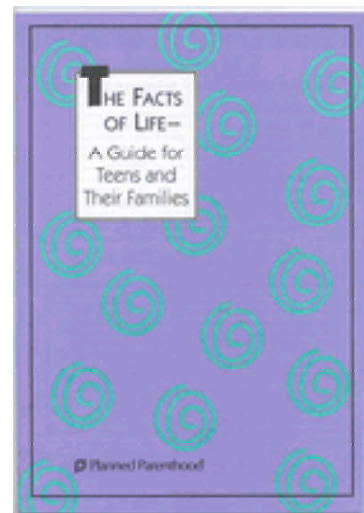
Smoking or the Pill

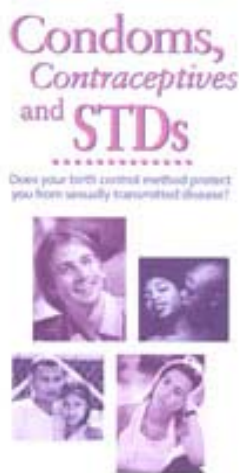


Vaginitis



Facts of Life





Some contraceptive methods help prevent STDs, while others only prevent pregnancy. This Brochure describes the major methods and their effectiveness against STDs and pregnancy. It includes the latest information on spermicides, Norplant®, Depo-Provera, emergency contraceptives and the IUD. Illustrations show how to use male and female condoms.

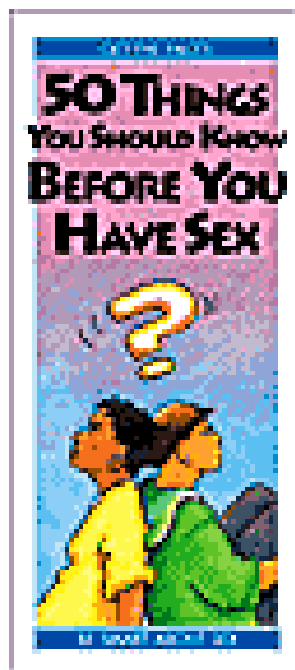
Excellent for college health clinics.

<http://www.ashastd.org>

ASHA's American Social Health Association  
Your Partner for Personal Health Since 1914

Journey Works Publishing

<http://www.journeyworks.com/>



Free Stuff: Check out 100 Greatest Health Tips of the Millennium. Free for your personal use.  
Now Available: Pamphlets in Vietnamese and Chinese.  
Bulk pricing available.

