



Department of Public Health (DPH)

Program Materials Review Panel Policy

Purpose:

The purpose of the Program Materials Review Panel Policy is to provide health departments with a process for the development, review and approval of any written materials used in the delivery of HIV prevention activities. The Program Materials Review Panel, guided by the Centers for Disease Control (CDC) Basic Principles (set forth in 57 Federal Register 26742), will be convened by the DPH to review and approve all applicable materials prior to their distribution and use and to ensure content is consistent with the provisions of Section 2500 (b-d) of the Public Health Service Act, 42 U.S.C. Section 300ee (b-d). Note: Only materials that are providing HIV-related information for educational and informational purposes are required to be reviewed by Program Review Panels. Materials that do not require review are those that serve no educational purpose, e.g., organizational notifications, surveillance data, and change to dates/times of marketing materials.

Goals:

- To ensure all HIV Prevention materials developed and distributed by DPH HIV Prevention contractors are reviewed and approved by the Program Materials Review Panel.
- To ensure all HIV educational messages submitted for review align with CDC requirements.
- To ensure that materials promoting funded programs, services and events are clear and include all the information needed to access them.
- To employ a mechanism for the Program Materials Review Panel to process all materials submitted by funded DPH HIV prevention contractors in a timely manner.

Objectives

- To ensure that the DPH maintains a Program Materials Review Panel comprised of no less than five (5) persons representing a reasonable cross-section of the general population; not drawn predominantly from the intended audience. The panel must also include someone proficient in reading and writing Spanish and consult with other subject matter experts when necessary.
- To ensure all HIV prevention education materials created by funded contractors are reviewed and approved. This includes; written materials (e.g. pamphlets, brochures, fliers), audio visual materials, (e.g. motion pictures-DVDs and audio/video clips), and pictorials (e.g. posters, ads and similar educational materials using photographs, slides, drawings or paintings), social marketing and advertising materials (bus ads, billboards, etc.), and social media communications (e.g., Facebook, twitter, tik tok, etc.). Note: Only materials developed for DPH funded HIV Programs using DPH HIV Preventions funds including staff time must be submitted for review.
- To ensure materials include factual information and clear messages appropriate for the intended audience and that the layout is easy to read with the use of appropriate visuals.

- To ensure that educational materials contain terms, descriptors, or displays necessary for the intended audience to understand facts regarding HIV acquisition and transmission.

Procedures:

- HIV prevention contractors shall submit all HIV prevention materials to be reviewed in electronic format directly to Gina D'Angelo at gina.dangelo@ct.gov, and copy their program's assigned DPH Contract Manager.
- In addition to the materials to be reviewed, contractors shall submit information in the email regarding how the materials will be disseminated and to what audience.
- Upon receipt of materials, DPH will send an acknowledgement to the contractor and forward submitted materials to the Materials Review Panel members.
- DPH Materials Review Panel members will be given one (1) week to submit feedback to DPH.
- DPH will compile reviewer input and provide feedback to HIV prevention contractors within one (1) week of receiving information from the Program Review Panel members.
- Contractors will make corrections and resubmit materials to DPH to receive final approval and MRC Code.
- Once approved, contractors will send final copy with MRC code in the bottom right corner of the copy to DPH to be filed.
- The entire Program Materials Review process will take approximately two (2) weeks or less to complete. Programs submitting flyers for special events must submit materials in advance to allow for the two-week process to take place. Note: Contractors may need to allow additional time for corrections and submission of final copy with MRC code.
- Use of the DPH logo on materials is not required. Use of the DPH logo on any marketing materials requires an additional DPH internal review and approval from the DPH Communications Department separate from this CDC required Materials Review Panel process. Contractors requesting to use the DPH logo can anticipate additional wait time for review and cannot use materials until notified of approval.
- Materials that are approved can be used immediately, especially time sensitive items such as social media posts. However, if changes are recommended, the contractor will be asked to adjust the materials accordingly and resubmit a final copy to DPH before continued use.
- DPH will provide a Material Reviewed Code (MRC) number (e.g., **DPH1234**) for all approved materials. When displaying, all approved materials must have the assigned MRC in one of the corners of the material prior to distribution.
- When submitting DVD's or audio/video clips, the DPH staff will convene to review and approve materials. Contractors should allow for a minimum of two weeks for the review of DVDs or audio/video/ clips to allow for feedback and approval.
- Contractors are encouraged to use materials developed by CDC or Positive Prevention CT which do not need to be submitted for review.

Effective 11/2013

Revised January 11, 2019

Revised April 1, 2021