

Printed Materials

Background

The FFY 13/14 Scope of Work (SOW) requires that any documents created by contractors and subcontractors be approved prior to distribution. Specifically the SOW states:

- Adapt approved outreach materials to the geographical region served and provide copies to the Network (CDSS) for final approval prior to distribution.

To streamline the process, CDSS will review all prime contractor materials before distribution, and each prime contractor will review and approve their own subcontractor materials before distribution.

Reviewing Subcontractor Printed Materials

- Determine whether material is needed.
 - Have you contacted your CDSS Program Analyst to ensure that there isn't already existing information available to meet your needs?
 - Why is this material needed?
 - What information do you want to convey to your audience?
 - What is the best way to convey this information?
- Acknowledge receipt of the document.
- Thank the provider for their work and submission for approval.
- Give the provider a timeline for response (e.g. 24 hours) and an idea of what they can expect.
 - Return the document with notes for all needed changes. When reviewing materials, you may want to word something differently. However, keep in mind that the organization producing the piece knows its intended audience better than you do. Unless the sentences stand out in a negative way, try not to edit. This is ultimately their document.
 - The document creator will make any necessary changes and return the document for final approval.
 - You must approve all newly created documents before they can be distributed. Copy your CDSS Program Analyst on all approvals.
- If the final approved document is an excellent example, others may wish to imitate it. Ask permission to share the document with other CalFresh Outreach organizations.

Criteria for Material Review

Content

- Is there a call to action? (e.g. call this number, or visit this web site, or e-mail to reserve your place at a meeting, or return a response card, etc.)
- Are all the statements and claims accurate? (Use Toolkit and current state brochures for approved verbiage.)
- Is it grammatically correct? (Appropriate punctuation, standard formats for phone numbers, web addresses, e-mail, etc.)
- Is the verbiage clear? Succinct? Necessary? Easy to understand? Are appropriate attributions and logos used?
- Use of the CalFresh logo should conform to the Style Guide.
<http://www.cdss.ca.gov/foodstamps/res/pdf/CalfreshStyleGuide.pdf>
- The CalFresh logo is available in several formats, but it must remain proportional if resizing. <http://www.cdss.ca.gov/foodstamps/PG2460.htm>
NOTE: The document does not have to use the CDSS logo and no longer needs the *Network* logo unless it is also promoting a *Network* sponsored event.
- Include the approved acknowledgement somewhere on the document.

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Style

- Who is your target audience? Whom are you trying to reach?
- Does it “speak” to the intended audience?
- Does it quickly grab the attention of the intended audience?
- Does it address a “felt need”?

Format

- Is there a coordinated theme?
- Are colors coordinated?
- Is the font simple and easy-to-read, even for older adults?
- Minimum type size 12 – 14, depending on font type
 - Use serif typefaces, which are easier for the eye to read. Examples of serif typefaces include Georgia, Times New Roman and Minion Pro.

- Use dark type against a light background or black type against a white background, as the contrast is easier for the eye to read.
- Avoid using yellow, blue, and green colors within close proximity of one another.
- Is there a good balance between “white space” and content (i.e. avoids clutter)?
 - Can anything be cut? Edit it down to the minimum necessary to communicate.
 - Is the layout logical? (If the piece is a tri-fold brochure, print it out, fold it and see if the layout is correct.)
 - Is it complete and consistent throughout?

Readability

- Write for a low-literate audience (See Developing CalFresh Materials for Low Literacy Audiences).
- Keep text short, simple, and to the point.
- Stay focused on what is important to convey in the piece and remember to include your call-to-action.

Translation

- What languages will be needed?
- Who will translate?
- Do you need to consider transcreating? (Transcreating goes beyond directly translating and considers tone, images, and cultural sensitivities.)

Testing

- Test the materials on the target audience, if possible – both in the draft and design stages.
 - Give them a copy of the material to read and ask if it is easy to understand; or read your material to two or three people. Encourage your audience to feel comfortable making suggestions.
- Test to see if you get the expected results.
 - Does staff really use it?
 - Does it work or produce the results expected?
- If the answers to the previous question are “Yes” then print as many as are needed.

Web Materials

Scope of Work Requirement

The FFY 13/14 Scope of Work (SOW) requires that links to the CalFresh website and CalFresh promotional materials be included on all Prime and most subcontractor (if applicable) websites. Specifically the SOW states:

- Advertise CalFresh through existing outreach venues and post CalFresh information on your agency website with links to www.calfresh.ca.gov. Include on your website links to approved materials making them available for download.
- Secure CalFresh Outreach materials and distribute in digital format (when available) by creating a website with links.

Content

- The website should have a launch or home page with a description of the materials available on the website.
- Have a direct link to each state-approved CalFresh brochure found at <http://www.calfresh.ca.gov/PG2460.htm>
- CDSS will notify contractors when additional state-approved materials become available or when changes are made.
- Website content should be developed using text from official federal, state and county resources, including but not limited to state CalFresh publications available at <http://www.calfresh.ca.gov/PG2460.htm>. Verbiage should be taken verbatim from government sources whenever possible and include a direct link to www.calfresh.ca.gov as well as <http://www.benefitscal.org/> for those who wish to apply for benefits directly.
- Include the CalFresh logo, but do not alter it except as specified in the [Style Guide](#) or [CalFresh Logo](#) informational bulletins.
- The following funding acknowledgement should be listed on the home page:
This web page was funded by USDA SNAP, known in California as CalFresh, an equal opportunity provider and employer, and the California Department of Social Services.

Style and Format

- Ensure that the CalFresh web pages look like a part of your web design, not just an “add-on”.
- Make CalFresh links and information easy to find by including CalFresh links in multiple locations on your website.
- Enhance readability with appropriate font sizes.

- Ensure that links are active and direct people to the correct URL or document.

Approval Process

- Prime contractor: the CDSS Program Analyst must approve before uploading to website
- Subcontractors: Prime agencies are responsible for approving website content for their subcontracting agencies using the process in this document and cc'ing the CDSS Program Analyst when approving.

Additional Resources

State-Approved CalFresh Logos and Materials

<http://www.calfresh.ca.gov/PG2460.htm>

USDA SNAP / Tools & Tips / Creating Local Outreach Materials

http://www.fns.usda.gov/snap/outreach/pdfs/toolkit/2011/Community/Tips-Tools/outreach_materials.pdf

Making Your Printed Health Materials Senior Friendly: Tips from the National Institute on Aging

http://www.nia.nih.gov/sites/default/files/making_your_printed_health_materials_senior_friendly.pdf

SNAP Photo Gallery

http://snap.nal.usda.gov/foodstamp/photo_gallery.php

Network for a Healthy California Communications Resource Library

<http://www.cachampionsforchange.cdph.ca.gov/Library/index.php>

Developing CalFresh Materials for Low Literacy Audiences

Attached