

TOUCH Publication Policies and Procedures

Implementing the TOUCH initiative requires the participation of many people, organizations, and community partners working to develop opportunities for individuals to become aware of health issues and how to enhance their personal health and well-being. Part of this work involves communicating information, news and activities externally to audiences such as residents, community based organizations, business leaders, employees, local elected officials, constituents, funders and the media. These communications are vital to enhancing the awareness of TOUCH efforts and expanding funding/partnership opportunities.

The purpose of this document is to ensure consistency among TOUCH communication materials, including the proper usage of TOUCH logos, language and legal guidelines in accordance with the Centers for Disease Control and Prevention grant and funding policies. In addition, these guidelines are intended to maintain the integrity of the TOUCH message, tone, and meaning.

Logo Usage

Usage of the TOUCH logo is encouraged to help promote the mission of the initiative. However, when using the TOUCH logo in banners, publications, websites, social media sites, etc. you must adhere to the program's logo guidelines.



This logo must be printed as it appears. Do not use this logo in gray scale.



This logo is designated for Black and White and one-color materials. No element of this logo can be used alone.

Logos are available electronically as JPG, PNG and EPS formats, in both four-color formats as well as one-color formats. JPG files are encouraged for all electronic and web-related communications. PNG format contains a transparent background and can

can also be used for web-related and electronic media. The EPS format is the highest quality one, and used for printed pieces such as brochures, flyers, postcards, etc. In addition, as a general rule, any file format containing "RGB" in the name is to be used for electronic media only (online, electronic documents, email) and any file format containing "CMYK" is intended for use in print media ONLY (professionally printed brochures, flyers, business cards, postcards, booklets, etc.). **All versions of the TOUCH logo can be [downloaded here](#).**

TOUCH logo must be used on the following:

- Promotional materials advertising TOUCH funded initiatives, activities and programs
- Marketing materials printed for TOUCH funded initiatives, activities and programs
- Banners promoting community and partner events that embody any one of or all objectives of the TOUCH objectives

TOUCH logo must NOT be used on the following:

- Materials that speak negatively about healthy or physically active behaviors
- Materials that discuss and/or promote tobacco or alcohol use topics.

Under no circumstances should the TOUCH logo be associated with unhealthy behaviors or products (e.g., alcohol consumption, tobacco use, or firearms) or related companies. In addition, the TOUCH logo cannot be used to endorse (or appear to endorse) any other organization or its products or services.

All pieces of the TOUCH logo must be used together as they appear in the file. Please do not remove any elements of the file and do not replace any of the typefaces. Do not distort the logo.

Acknowledgement and Disclaimer

The following disclaimer must be used on all TOUCH documents:

This publication was supported by the Cooperative Agreement Number: 5U58DP003661 from the Centers for Disease Control and Prevention. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the Centers for Disease Control and Prevention.

When publishing and distributing Press Releases, Media Releases or Media Advisories, the following description must be used to describe the TOUCH initiative:

About TOUCH

The Transforming Our Community's Health (TOUCH) initiative is a true collaborative effort among more than 30 community organizations and coalitions that support efforts

to reduce health disparities and improve the health and well-being of the residents, commuters, and workers of Broward County.

Power Point Template

When presentations include TOUCH-related information, please use the TOUCH Presentation template [available here](#) or upon request. Presentations that are not primarily focused on TOUCH objectives must include the first and last slide, as well as the slide pertaining to the partner's strategic direction. Slides are also available for you to put in your own information about your initiatives that simply include minimal TOUCH logo usage. Any presentations regarding the TOUCH Initiative must be provided to the TOUCH Team for review prior to presenting.

Media Advisory Templates/Press Releases

Partner agencies may distribute TOUCH related event/activity information and news to the media by using the Media Advisory Template [available here](#). Advisories must include the TOUCH logo in the top-left corner and contact info in top-right corner. For further, general TOUCH-related inquiries, please include: *For more information about TOUCH, please contact TOUCH Program Director Teina Phillips tphillips@brhpc.org or at (954) 561-9681.*

The TOUCH Communications Specialist, Beny Schonfeld (bschonfeld@brhpc.org) and Program Director Teina Phillips (tphillips@brhpc.org) must be copied on all media advisory notices.

Press Releases and Partner TOUCH news should be submitted via the [News Submission Form](#). For the Event Submission Form, go to the Events Calendar and click the green button on the top right that says "Post Your Event"

Web pages/Social Media Sites

The TOUCH logo must be present on the home page of each partner's website. In addition, each partner must include webpages that contain specific information on your TOUCH-related efforts. Web pages must include the TOUCH logo as well as a link back to the official TOUCH website, TOUCHBroward.org.

Please do not register any domain name or social media site for your TOUCH-specific initiatives. All TOUCH Social Media will be handled by the TOUCH team. Specifically, no Facebook pages, Twitter handles, or other social media outlets can be created. TOUCH-branded outlets, such as facebook.com/TOUCHBroward and twitter.com/TOUCHBroward, will be the only place to first release information via social media. We strongly encourage and expect that Partner Organizations will retweet or share the information first posted on TOUCH Social Media.

If part of your deliverables is creating your own Social Media outlets, please contact the TOUCH team directly so we may address this on a case-by-case basis.

Surveys

TOUCH partners are encouraged to reach out to the community via surveys and questionnaires for research and development. All surveys and questionnaires must be submitted to the TOUCH staff for review and approval. The CDC, Nova Southeastern University, and TOUCH staff must approve the survey before distribution to the public. Please allow 10-15 business days for review and approval.

Lobbying Restrictions

Under the provisions of 31 U.S.C. Section 1352, recipients (and their subcontractors) are prohibited from using appropriated Federal funds for lobbying Congress or any Federal agency in connection with the award of a particular contract, grant, cooperative agreement or loan. No part of the appropriated funds shall be used for publicity or propaganda purposes, for the preparation, distribution, or use of any kit, pamphlet, booklet, publication, radio, television, or video presentations designed to support or defeat legislation pending **before the Congress or any State or local legislature**, except in any presentation to the Congress or any State or local legislature itself.

Any activity designed to influence action in regard to a particular piece of pending legislation would be considered "lobbying". That is lobbying for or against pending legislation as well as indirect or "grass roots" lobbying efforts by award recipients that are directed at inducing members of the public to contact their elected representatives at the federal or State levels to urge support of, or opposition to, pending legislative proposals is prohibited. **As a matter of policy, CDC extends the prohibitions to lobbying with respect to local legislation and local legislative bodies.**

The provisions are NOT intended to prohibit all interactions with the legislative branch, or to prohibit educational efforts pertaining to public health. Clearly there are circumstances when it is advisable and permissible to provide information to the legislative branch in order to foster implementation of prevention strategies to promote public health. However, it would not be permissible to influence, directly or indirectly, a specific piece of legislation.

Contact

Contact information for the TOUCH team is available at touchbroward.org/contact. For all Communications-related inquiries, please contact Beny Schonfeld, TOUCH Communications Specialist, at bschonfeld@brhpc.org or at (954) 561-9681.