CAMPAIGN GUIDELINES

MDHHS

Michigan Department of Health & Human Services

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MEDIA CAMPAIGN OVERVIEW

- A media campaign, very broadly, is a message or series of messages conveyed through mass media channels including print, broadcast, and electronic media.
- A media campaign promotes or highlights a community wellness issue through a variety of media including broadcast, digital and social channels.
- Messages regarding the availability of services in the PIHP region, the promotion of agency events, agency-specific services and marketing of a provider organization, program, event, etc. is not a media campaign and does not require approval from the department.
- Media campaigns must be compatible with MDHHS values, be coordinated with MDHHS campaigns whenever feasible and costs must be proportionate to likely outcomes.
- Media campaigns shall not be financed using Department administered funding without prior written approval by the Department.
- A general funding statement should be used with material, as appropriate. For example: "Support for this initiative was provided by MDHHS through a federal grant from the Substance Abuse and Mental Health Services Administration" or "Support for this initiative was provided by [PIHP] and MDHHS through a federal grant from SAMHSA."

GENERAL GUIDELINES

- All URLS should be properly formatted without "www." and first letter of each word capitalized (ex. Michigan.gov/Opioids).
- If showing people in any ads, there should be a diverse group of people that represents people in Michigan from different races, ages, genders, etc.
- Avoid showing substances or actions you are trying to have people avoid.
- Showing the action can be a trigger and actually cause people to do the thing you're showing.
- Do not use stigmatizing, judgmental, or accusatory language.
- Any logo, image, video footage, etc. should be high resolution.
- Use simple terms/plain language in ads so it's easy for everyone to understand, no matter their level of education.
- Use Sans Serif fonts so it's easier to read (Arial, Montserrat, Helvetica, Calibri). Don't include the MDHHS logo on any of the creative/ads.

IMAGES

- No images of substances are to be shown (e.g. cigarette, e-cigarette, alcohol, pills, etc.).
- Digital icons are allowed.
- Images of clouds of smoke, empty glasses or pill bottles without showing the substance or action are allowed.

SOCIAL MEDIA

- Follow all the General Guidelines above.
- Include a call to action or link for people to learn more information.
- Make sure the image is the correct size based on the social media platform you are using:
    - Facebook: 940 x 788 px
    - Instagram: 1080 x 1080 px
    - Twitter: 1600 x 900 px

BILLBOARDS

- Follow all General Guidelines.
- Have a small number of words (easier for people to read quickly).
- Include a URL or phone number that is easy to remember.

RADIO & TELEVISION

- Follow all General Guidelines.
- Use a URL or phone number that is easy to remember.
- Show title card at the end for TV with only the call to action and logos.

ADA Compliance

- Making documents easier to read for those with disabilities is a key goal of the federal Americans with Disabilities Act (ADA).
- While there are many complexities involved in ADA compliance, here are a few things to keep in mind when drafting your campaign materials:
  - When inserting a hyperlink to a page or document, don't write "click here" and link the text. Instead, within the hyperlink, describe what information it is providing, so a person using a screen reader can comprehend more easily.
  - When possible, insert alt-text into photos and charts inserted into documents. This is essentially hidden text, accessible to screen readers, that informs a person of the content of the photo or chart that they can't see. Be as descriptive as possible of the content when entering alt-text.
  - Be sure the text has adequate contrast to its background. This will help visually impaired people read the text. The minimum contrast recommended is a 4.1-1 contrast ratio. You can check your page with this online contrast checker. http://webaim.org/resources/contrastchecker/.