COMMUNITY MENTAL HEALTH PARTNERSHIP
of **Southeast Michigan**

Media Campaign Process & Guidelines
Substance Use Services Programs and Providers

Contents

Updated July 2025

Region 6 Media Campaign Process & Submission Guidelines

The purpose of this resource is to provide clarity to expectations on the Michigan Department of Health and Humans Services (MDHHS) Campaign Guidelines and related CMHPSM Guidelines.

What constitutes a "media campaign"?

Based on the MDHHS Campaign Guidelines document, **two** specific criteria must **both** be met for a media project to be considered a "media campaign" that requires review and approval:

1. **Media project is "mass" in scale –** *"A media campaign, very broadly, is a message or series of messages conveyed through **mass** media channels including print, broadcast, and electronic media."*

    Examples of "mass" media channels (or formats) include:
    a. **Paid** social or digital media ads
    b. Radio ads
    c. Outdoor advertising (billboards, bus ads)
    d. Mailer campaigns
    e. Print materials (brochures, rack cards) meant for widespread dissemination
    NOTE: *This is not an exhaustive list of media formats and is not meant to describe all media formats*

2. **Content of the campaign "*promotes or highlights a community wellness issue*"** – The "*promotion of agency events, agency-specific services and marketing of a provider organization, program, event, etc. is **not** a media campaign*"

<p style="text-align:center;color:red;font-weight:bold;">Please seek guidance from CMHPSM if you
are uncertain if your project is a media campaign.</p>

Review Process Overview

If a media project meets **both** criteria described above, then it is a "media campaign" that requires submission for review and approval. Media campaigns funded, **in whole or in part**, by any fund source allocated by CMHPSM are required to be submitted to CMHPSM for review.

Below is an overview of the steps of this process:

1) Provider develops media campaign materials
2) Provider completes the MDHHS External Campaign Request Form
3) **Provider submits completed form and media campaign materials to CMHPSM - See the *MDHHS External Campaign Request Form* for instructions**
4) CMHPSM reviews submission:
    a. For campaigns using MDHHS administered funds (e.g. SOR, Block Grant) that comply with the MDHHS Media Guidelines and CMPSM Guidelines, CMHPSM will submit materials directly to MDHHS for the next level of review/approval
    b. For campaigns using MDHHS administered funds (e.g. SOR, Block Grant) that are **not in compliance/need revisions**... CMHPSM will give provider feedback and request resubmission to CMHPSM
    c. For campaigns using **non**-MDHHS administered funds **(e.g. PA2):** Following review, CMHPSM will either give the provider final approval or request edits/revisions be made (with possible need for re-submission)

5) For campaigns using MDHHS administered funds, results of the campaign's final review will come directly from MDHHS to the provider contact listed on the "External Campaign Request Form"

<u>Use of CMHPSM Logo</u>

- Any media campaign, regardless of funding source, that includes the CMHPSM logo must be submitted to CMHPSM for review and approval.

<u>Funding Statement</u>

- Per the MDHHS Guidelines, the Department requires media materials include a funding statement, as appropriate. Certain fund sources (e.g. SOR) require additional or specialized funding statements. **Please contact your CMHPSM contact for guidance.**

CAMPAIGN GUIDELINES

MDHHS

Michigan Department of Health & Human Services

Updated March 25, 2024

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.
- Media campaigns using Department administered funding must focus on substance use disorders, substance use/misuse, or co-occurring disorders that must incorporate substance use/misuse. For example, Department funding cannot fund media campaigns solely focusing on mental health.
- 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/.