**Michigan Department of Health and Human Services (MDHHS)**

**Substance Use, Gambling and Epidemiology Section (SUGE)**

**Instructions for Media Campaign Approval**

All media campaigns using any SUPTRS Block Grant, SOR, or discretionary grant funding must be approved by the MDHHS/ Substance Use, Gambling and Epidemiology Section (SUGE) prior to implementation. This applies to media campaigns implemented by PIHP, PIHP Provider Networks and other contracted organizations. Media campaigns solely using other funding sources do not need approval by the Department.

# CAMPAIGN APPROVAL PROCESS

MDHHS has an established internal process for campaign approval. Campaigns should not be submitted directly to MDHHS Communications nor should MDHHS Communications be included on the campaign submission email. **Please allow 30 days for campaign approval.**

The following steps must be taken for campaign approval:

1. PIHPs will complete the attached “External Campaign Request Form”. Note: Providers should not submit a media campaign approval request directly to MDHHS/SUGE.
	1. The “Funding Source(s)” should be the funding source from the State (e.g. SUPTRS Block Grant, SOR, etc.).
2. To initiate the campaign approval process, the form should be submitted by the PIHP to the appropriate MDHHS staff as noted at the top of the request form. The campaign materials must be submitted with the form (please see below for details on what materials are required).
	* If the media campaign is by a provider, include the provider name. If the media campaign is by the PIHP, provider name is not needed.
3. MDHHS staff will contact the individual who submitted the form and campaign materials via email with questions, comments and/or campaign approval.

# MATERIAL SUBMISSION

All materials must be submitted for approval prior to final production. **Submitted materials are subject to change based on feedback from MDHHS.**

**What materials should be submitted?**

* Materials that should be submitted with the external media campaign form include proposed graphics, images and scripts. Examples of required media campaign materials include, but is not limited to:
	+ **Billboard campaign:** draft graphics
	+ **Social media campaigns:** draft message and design (including images)
	+ **Campaign with an audio component (e.g. radio PSA, video etc.):** draft scripts, story boards, and/or action descriptions.

**Content Citations/Resources:**

* Citations are required for data/statistics or health statement(s) included in the campaign. An example of a ‘health statement’ is: “Use of e-cigarettes can expose you to the same cancer-causing chemicals found in cigarette smoke.”
* **Citations should be included under “Project Specific Information” (Question #6) on the request form or can be included with the submitted materials.**

# IMPORTANT REMINDERS

* It is the responsibility of the PIHP to review and approve all media campaign content for accuracy, relevance to substance use/misuse/substance use disorders/co-occurring conditions, and to ensure the campaign follows all MDHHS media campaign guidelines before submitting media campaigns to MDHHS (reference the “MDHHS Media Campaign Guidelines” document).
	+ To note: 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.
* Be conscious of grant time frames. The MDHHS approval process can take up to 30 days. Please allow for time in the media campaign timeline to account for any edits required by MDHHS.
	+ Reminder: Media campaigns can be submitted any time within the Fiscal Year even if the campaign is not planned to be implemented until later in the Fiscal Year. In fact, this is recommended to ensure the campaign is approved prior to the anticipated campaign start date.
* Please reference the information included on this form and the “MDHHS Campaign Guidelines” document when creating, reviewing, or submitting media campaigns. Following the Guidelines and providing all information relevant to the campaign will help MDHHS to complete the required approval process more efficiently.
* If there are questions regarding the media campaign approval process or allowable media campaign content please reach out to the appropriate contact as detailed at the top of the “Media Campaign Request Form” (see below).

**SUD Services Media Campaign Request Form**

Submit form and relevant campaign documents to the appropriate individuals with **“Media Campaign for Review” in the subject line.**

* **Prevention:** Jamie Meister at MeisterJ1@michigan.gov
* **Treatment/Recovery:** Ecole Barrow-Brooks BarrowBrooksE@michigan.gov
* **WSS:** Heather Rosales RosalesH@michigan.gov
* **SOR:** Danyle Stacks StacksD1@michigan.gov
* **Gambling:** Alia Lucas lucasa3@michigan.gov

Please allow **30 days** for the approval process.

Approval is only needed if funds are a part of the MDHHS SUD services allocation.

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| **External Campaign Requester Information** |
| **PIHP Name** |  |
| **PIHP Contact E-Mail** |  |
| **Provider Name (as appropriate)** |  |
| **Project/Campaign Name** |  |
| **State Funding Source(s) being used by the PIHP** |  |
| **Date Form Submitted to MDHHS by the PIHP** |  |
| **Campaign Start Date** |  |

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| Project Specific Information |
| 1. **Describe the goal(s) of this project/campaign.**
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| 1. **Who is the primary and/or secondary target audience? Who do you plan to reach?**
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| 1. **What is the target location (County, city, etc.)?**
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| 1. **What is the timing/date range of this project/campaign (e.g, Jan – March, year, etc.)?**
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| 1. **What are the media components (e.g., billboards, radio, Facebook, video etc.) to be used? Please submit materials with this form for approval.**
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| 1. **Content Citation/Resource. Please include information in the box to the right or include within the submitted campaign materials.**
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