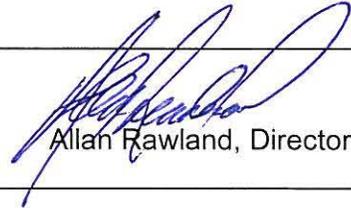


**County of San Bernardino  
Department of Behavioral Health**

**DBH Review Panel for Promotional, Educational and/or Informational Materials**

**Effective Date** 03/22/10  
**Approval Date** 03/22/10

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Allan Rawland, Director

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**Policy** It is the policy of the Department of Behavioral Health (DBH) to ensure staff obtains proper approval of promotional, educational and/or informational materials developed for clients, stakeholders and contract agencies prior to distributing said materials.

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**Purpose** A DBH Review Panel has been created for publicly released printed materials to maintain the integrity of the Department and its staff. Responsibilities include a review of, specifically, grammar, document readability and cultural competency content.

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**DBH Review Panel** The DBH Review Panel consists of the DBH Public Information Officer (PIO) and designated members of the Department.

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**Promotional, Educational or Informational Materials** Promotional, educational or informational materials include but are not limited to the following examples:

- Brochures
- Event flyers
- Buttons
- Magnets

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**Guidelines** DBH has developed [Guidelines for Promotional, Educational or Informational Materials](#) to assist staff in the creation of promotional, educational and/or instructional materials for its programs.

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**County of San Bernardino  
Department of Behavioral Health**

**DBH Review Panel for Promotional, Educational and/or Informational Materials, Continued**

**Responsibilities** When a DBH program develops promotional, educational and/or informational materials, the following table indicates responsibilities of those involved. All steps are to be completed within ten business (10) days from the date of submission:

<b>Responsible Party</b>	<b>Responsibilities</b>
Program Staff Member	<ul style="list-style-type: none"> <li>• Obtains the initialed approval of the applicable Program Manager</li> <li>• Submits the approved materials to the DBH PIO</li> </ul>
DBH PIO	Submits the materials to designated review panel member(s).
Review Panel	<ul style="list-style-type: none"> <li>• Meets on a weekly basis, if needed, to review and provide recommendations to program staff member</li> <li>• Designates a point of contact from the Review Panel for the program where the materials were developed</li> </ul>
Designated Review Panel Member	Completes changes and corresponds with the program regarding edits and recommendations.
Applicable Program Manager	Reviews edits, approves and forwards the materials back to the DBH PIO for final approval.
DBH PIO	<ul style="list-style-type: none"> <li>• Completes the edit checklist</li> <li>• Attaches the edit checklist to the approved materials</li> <li>• Saves the materials in the Approved Printed Materials folder</li> <li>• Returns the materials to the program staff member for dissemination.</li> </ul>

**Related Policy or Procedure** DBH Standard Practice Manual BOP3007: [Public Information and Media Release Policy](#)  
 DBH Standard Practice Manual BOP3031: [Guidelines for Promotional, Educational and/or Informational Materials](#)  
 DBH Standard Practice Manual IT5005: [Electronic Mail Policy](#)