

# Living Healthy Washington County

## Communications Approval Process

Communication products that are funded by the Statewide Health Improvement Partnership (SHIP) must be approved by the Minnesota Department of Health (MDH) prior to publication to ensure that branding requirements are met (see page 2) and messaging is clear. This is important because as funders, MDH has a responsibility to ensure that legislated funds are spent wisely and used within grant parameters.

**Communication materials that must be approved by MDH include those that are promoting efforts funded by SHIP and seen by the public, or a large segment of the focus population:**

- Print/electronic materials: Posters, fliers, direct mail, brochures, fact sheets, newsletters
- Advertisements
- Letters that are part of a larger outreach effort
- Scripts for radio spots/TV programming
- Media releases/media advisories/letters to the editor
- Permanent signs
- Success Stories

**Examples of materials that do not need to be approved include:**

- Emails or letters to individuals or a handful of individuals
- Agendas and meeting minutes
- Speeches and presentations

**Special note about social media:** While pre-approval is not necessary, please try to use language that has already been approved for fliers or other communication in your social media posts. To help elevate SHIP as a statewide brand, use the hashtag #MNSHIP in content. Tagging MDH ([@mnhealth](#)) and Washington County ([@WashingtonCountyMN](#)) will increase the likelihood that social media messages will be shared by MDH and Washington County accounts.

**Steps for communication material approval:**

1. Communications materials, including your timeline and a short description of how it will be used, should be emailed to Shannon Eisentrager at:  
[Shannon.Eisentrager@co.washington.mn.us](mailto:Shannon.Eisentrager@co.washington.mn.us).
2. It is recommended that you allow at least 5 working days for your request to be reviewed and approved by MDH. Response time has been very good thus far for approvals, however asking in advance will allow for schedule changes, volume, or other challenges.
3. Shannon will contact you directly when MDH responds with approval or changes.

**Questions?** Email [Shannon.Eisentrager@co.washington.mn.us](mailto:Shannon.Eisentrager@co.washington.mn.us).