

# 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 *Living Healthy Washington County logo usage PDF*) 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. Communication materials, including your timeline, a short description of the project, details on how the materials will be used, and your Washington County project contact, should be emailed to [PHECommunications@co.washington.mn.us](mailto:PHECommunications@co.washington.mn.us).
2. Please allow at least five working days for your request to be reviewed and approved by PHE Communications and our contact at the Minnesota Department of Health (MDH). Minor edits may be requested following review.
3. A member of the PHE Communications team will contact you directly with approval and any requested edits.

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