

Healthy Community Alliance of Delaware and Blackford Counties
Communications guidelines for promoting Partner and community resources

PURPOSE:

The Healthy Community Alliance (HCA) aims to provide resources to Partners that support mutually reinforcing activities related to our 3 Goal Areas: Improved Nutrition, Increased Physical Activity, and Tobacco Cessation. These resources include information about Partner and community program offerings, communications about tactics and best practices for health and wellness, and other items of potential interest to HCA Partner members. These guidelines are intended to not burden Partner members with high volumes of email traffic.

GUIDELINES:

The HCA website, newsletter, and other communications will contain announcements and information about community and partner resources deemed to be of value to our Partner members and which align with one or more of the 3 Goal Areas.

Emails

Newsletters will be published at a frequency no greater than 1x per month.

Mass emails to Partner members will be on an as-needed basis, and limited to 1x per week at most. Mass emails will only be sent by the HCA Administrator.

The HCA will not share its master Partner email list with Partners or with outside parties. Individual email addresses will be shared if mutually agreed upon by the parties involved or at the discretion of the HCA Administrator to facilitate project communications.

Website

The HCA website provides local health data, resources, best practices, news articles and information about community events. Local information is maintained by the HCA Administrator. Publicly available health data, demographic information, national best practices, and national grant opportunities are maintained by Healthy Communities Institute.

Notes from HCA Partner, Steering Committee and Workgroup Meetings will be posted on the HCA website for continuous availability to Partners, and to minimize number of email communications.

Advertising

The HCA website, newsletter and other communications are not intended to be a source of advertising for or to the Partner members or other organizations.

Partner Promotions

Partner members may offer special promotions to other Partner members through HCA communications in order to provide an incentive for Partner audiences to participate in an activity or opportunity related to one or more of the 3 Goal Areas. Such opportunities will be evaluated on a case by case basis by the HCA Administrator. Factors that will be considered include the nature of the promotion, the potential for it to change health behaviors in the community, and the degree of alignment with HCA Goal Areas.

The HCA will generally not communicate information or promotions about availability or discounts on specific retail consumable products that may be used in conjunction with Goal Area activities. Examples include vitamins, sport gear, groceries, clothing, etc. Limited or time sensitive offers will also be excluded.

Use of the HCA **Partner** Logo

Partners are encouraged to display the HCA Partner Logo on their website and other communications to indicate they are an active HCA Partner and are supportive of bettering the culture of health in our community. The HCA Partner Logo is not intended to be an endorsement of a product or service.

Use of the HCA **Organizational** Logo

The HCA Organizational Logo is only to be used for official Healthy Community Alliance communications and materials. Any other usage of the HCA Organizational Logo must be approved in advance by the HCA Administrator.