

**NOVA SCOTIA DEPARTMENT OF HEALTH  
PUBLIC HEALTH AND HEALTH PROMOTION**

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**SUBJECT:                    Procedures for Development, Procurement and Management of Consumer Resources; Audio-Visual and Educational/Promotional Aids and for Professional Resources for Public Health Services**

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*Date Approved:*            December 5, 2002  
*Approved by:*             Public Health Working Group

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**1. TITLE**

This document may be referred to as the "***Procedures***".

**2. BUDGET**

The annual "***resource credit allocate d***" and the "***non-portable resource budget***" assigned to Public Health Services by the Department, for consumer health education resources will be based on a per capita allocation of what was actually spent in the 2001-2002 Resource Credit Allocation for Health Education and Tobacco Resources formally set up by the Department for Public Health Services or as otherwise agreed to by the Department.

The Department will be responsible for covering the "developmental cost" of new or revised resources while Public Health Services will be responsible for covering the cost of the printing or the purchase of resources using their "***resource credit allocation***" or their "***non-portable resource budget***".

As "new programs "and/or "new resources" are identified or when there is a significant increase in the cost of an existing approved resource, the Core Service Committee will make a recommendation to the Department's Health Educator on where the additional funds will come from (ie. existing "***resource credit allocations***"; existing "***non-portable resource budgets***"; "additional funding" from Department of Health etc.).

**3. CONSUMER HEALTH EDUCATION RESOURCES**

**3.1 Approved List of Consumer Resources**

- i) By November 30<sup>th</sup> of each year, the Core Service Committees, will approve the list of consumer resources to be placed on the "***Approved List of Consumer Resources***" for the following fiscal year.
  
- ii) Throughout the fiscal year as new consumer resources are developed by or identified and approved by the Core Service Committees they will automatically be added to the "***Approved List of Consumer Resources***".

- iii) Throughout the fiscal year as consumer resources are identified by the Core Service Committees as no longer appropriate, they will automatically be removed from the "*Approved List of Consumer Resources*".

### 3.2 Ordering

- i) January 1 of each year, the Department will provide Public Health Services with a listing of the "*Approved List of Consumer Resources*" for the following fiscal year.
- ii) By April 1 of each fiscal year, Public Health Services will submit to the Department their annual order requirements for all consumer resources produced/reprinted by the Department.
- iii) From April 1 to October 31 of each fiscal year, the Department will place and pay for the annual order requirements of consumer resources produced/reprinted by the Department and that are required by Public Health Services and/or the Department.
- iv) The Department will be responsible for filling consumer resource orders in a timely fashion to meet any agreed upon program deadlines or to meet reasonable deadlines requested by Public Health Services.
- v) Throughout the fiscal year as new resources are produced/reprinted by the Department, Public Health Services will submit to the Department, their order requirements.
- vi) Starting April 1 of each year, the Department will advise Communications Nova Scotia, or its' designate, of the annual order requirements for all Department consumer resources produced/reprinted via Communications Nova Scotia. This annual order will include quantities required by Public Health Services as well as those required by the Department.
- vii) Throughout the fiscal year, as new consumer resources are produced/reprinted, the Department will advise Communication Nova Scotia, or its' designate, of the annual order requirements for both the Department and Public Health Services.
- viii) Throughout the fiscal year, and within 10 working days of the receipt of materials, Public Health Services will advise the Department of the receipt of their order of Department resources and will advise the Department of any errors in the quantities that they receive. Any shortfall or other errors in materials acknowledged after the 10 working days may not be replaced and the district's "*resource credit allocation*" may be charged the full amount of the order.
- ix) Return of any consumer resources produced/reprinted by the Department via Communications Nova Scotia or its' designate will be subject to any conditions established by Communications Nova Scotia and no resources will be returned without written approval from the Department or its' designate. The Department will respond in writing to any written requests for such returns within 10 working days.

- x) From April 1 to October 31 of each fiscal year, Public Health Services will each place and pay for from their "*non-portable resource budget*", their annual order requirements of consumer resources that are available from "outside" agencies/groups and which are listed on the "*Approved List of Consumer Resources*"; as well as for any professional resources listed on the "*Approved List of Professional Resources*" and for all audio-visual and other educational aids that are required to support the delivery of their Public Health Services' standards and policy advice.

### 3.3 Distribution

- i) Public Health Services will determine the most effective strategy to distribute consumer resources on the "*Approved List of Consumer Resources*" to identified target groups within their district(s).
- ii) The Department with assistance from the Core Service Committees will determine the most effective strategy to distribute consumer resources produced or reprinted by the Department to identified provincial target groups (e.g., Legislative Library, libraries in other provincial government departments).

## 4. GOVERNMENT PUBLICATIONS ELECTRONIC MAIL-ORDER SERVICE

- i) The Department's consumer resources listed on the *Government Publications* mail-order service web page are intended for purchase by out of province individuals/groups or for purchase by non-targeted individuals/groups in the province.
- ii) The Department's consumer resources to be sold or made available free of charge on the *Government Publications* mail-order service web page will be purchased/acquired by the *Government Publications* electronic mail-order service from the Department as part of the Department's annual ordering process.

### 4.1 Ordering

- i) January 1 of each year, the Department will provide the *Government Publications* electronic mail-order service with a copy of the "*Approved List of Consumer Resources*".
- ii) By April 1 of each fiscal year, the *Government Publications* electronic mail-order service will submit to the Department their annual order requirements for all consumer resources produced/reprinted by the Department.
- iii) Throughout the fiscal year as new resources are produced/reprinted by the Department, the *Government Publications* electronic mail-order service will be asked by the Department for their annual order requirements.

## 4.2 Selling Price

- i) The cost of resources distributed via the *Government Publications* electronic mail-order service will be set by the Department in consultation with the management of the *Government Publications* electronic mail-order service. The cost will be based on the "actual cost" plus any *Government Publications* electronic mail-order service administrative fees. Shipping costs will be extra.
- ii) The Department will invoice the *Government Publications* electronic mail-order service for all of its' resources sold via the *Government Publications* electronic mail-order service. Funds recovered from purchases via the *Government Publications* electronic mail-order service will be credited to the Department's Public Health/Health Promotion Health Education Resource budget.

## 4.3 Role of Department's Health Educator

The Department's Health Educator will:

- a) consult with the appropriate Core Service Committee(s) and the *Government Publications* electronic mail-order service to determine which resources produced/reprinted by the Department will be listed on the *Government Publications* mail-order service web page and what, if any, the selling prices will be.
- b) notify Public Health Services in a timely fashion whenever a new resource is added or deleted from the *Government Publications* mail-order service web page listing.

## 5. BULK PURCHASING

Non-targeted individual and/or groups may be able to purchase (at cost) bulk quantities of consumer resources produced/reprinted by the Department. Such requests will be the exception and must be submitted in writing at the time of the Department's annual order processing for that particular resource. Groups will be invoiced (actual costs plus shipping) by the Department's Finance Section. Funds recovered will be credited to the Public Health/Health Promotion Health Education Resource budget.

## 6. RESOURCES ON THE INTERNET

- i) The Department's Health Educator, with assistance from the Core Service Committees, will work with the Department's IT section and Communications Nova Scotia to set-up and maintain a web page accessible to the general public and Public Health Services.
- ii) The Department's Public Health Services web page will contain:

- a) PDF copies of selected Department consumer books/booklets, brochures, flyers, and posters.
  - b) secure access to PDF copies of Department forms for use by Public Health Services staff; "*Approved List of Consumer Resources*"; "*Approved List of Professional Resources*"; and other material as identified appropriate.
  - c) links to addresses, phone numbers, fax numbers and web addresses for all Public Health Services offices in the province.
  - d) the Department's Health Promotion Campaign Calendar
  - e) a process for identifying "new resource postings"
  - f) inquiries
  - g) links to appropriate web sites including Public Health Services
- iii) As resources are revised or new resources are developed, the Department's Health Educator will obtain PDF copies and provide them to the Department's IT section for posting on the internet.
  - iv) By November 30<sup>th</sup> of each year, the Core Service Committees will review, and make recommendations for the enhancement of the Department's Public Health Services web page.

## **7. NEW RESOURCES & REVISIONS TO EXISTING RESOURCES**

By April 1 of each year, the Core Service Committees, as part of an annual planning process, will identify programs and resources to be reviewed in the upcoming fiscal year. Through this process, priority for revisions or development/acquisition of new resources will be identified.

### **7.1 Core Service Committees**

For each of their new or revised consumer resources, each Core Service Committee will:

- a) through the development of their annual workplan that identifies and sets priorities for programs to be reviewed, identify consumer resource needs in relation to new resource requirements or resources requiring revisions.
- b) identify/confirm:
  - the target group;
  - the purpose of the new or to be revised resource;
  - the intended outcome(s) for the resource;
  - the priority content to be included; and
  - any content experts.

- c) approve a process (including the establishment of any ad hoc working groups; hiring of consultants etc.) and a budget expenditure for the production/acquisition of any new or revised resources.
- d) recommend and assist with focus testing.

## **7.2 Core Service Coordinators**

In addition to the items identified in 7.1, for each new or revised resource, the Core Service Coordinators will:

- a) assist the Department's Health Educator with the development of the budget and time lines;
- b) assist the Department's Health Educator with the identification of a process for the development or revisions;
- c) provide any background information required for the development or revision of resources. Background information may include identifying known national or provincial policy and guideline changes, literature/content that has been accessed; providing literature searches; assisting with the search for existing consumer resources in other agencies, other provinces, other national groups or organizations or that may be posted on the internet.
- d) approve the final script and design for new or revised resources

## **7.3 The Department's Health Educator**

For each new or revised resource, the Department's Health Educator will:

- a) as part of the development of their annual workplan to identify and set priorities for programs to be reviewed, assist the Core Service Committees with the identification of consumer resource needs in relation to new resource requirements or resources requiring revisions.
- b) assist the Core Service Committee with:
  - the development of the budget and time lines;
  - the development of a process for development or revisions;
  - the identification of, or getting input from, content experts and
  - the development of any background information i.e., providing literature searches; searching for existing consumer resources in other agencies, other provinces, other national groups or organizations or that may be posted on the internet.

- c) liaise with the shared service areas in relation to the process; development and timelines.
- d) chair, or act as a resource to any workgroups established by the Core Service Committees for the development of new/revised resources. This may include calling meetings, getting content, scripting and design input from the Public Health Service areas as the resource is developed as well as getting the final approval for copy and design from Public Health Services for the revised or new publication.
- e) liaise with Communications Nova Scotia in relation to:
  - S having new/revised resource scripted;
  - S getting new/revised resource designed
  - S ensuring that new/revised resource gets printed in a timely and cost-effective manner and
  - S obtaining resources in a format for use on the internet
- f) liaise with the Department's IT section to ensure all new Department consumer resources get posted on the Internet in a timely fashion;
- g) ensure that Public Health Services has up-to-date information on how to obtain any new approved resources that are available from outside sources.
- h) coordinate or assist with the coordination of any focus testing. This will include focus group design and collating focus group responses and making recommendations.

#### **7.4 Members of any Ad Hoc Resource Working Groups**

For each new or revised resource, all members of any ad hoc Resource Working Groups, established by the Core Service Committees, will:

- a) assist with the development of the content for any new or revised resources
- b) actively participate in any conference calls or meeting as established by the working group
- c) coordinate input from their Shared Service Area into the approval of the content and design of any new or revised resource;
- d) respond to requests for input on new or revised resources according to any time lines that may be established by the working group
- e) assist with or conduct/coordinate focus testing as required.

## 8. PERMISSION TO REPRINT

- i) The Department may give other government departments and community groups permission to reprint or reprint with modifications any of the Department's consumer resources provided the Department is given appropriate credit as the original source for the resource.
- ii) All requests for authorization to reprint any/or modify a Department resource will be submitted in writing to the Department's Health Educator. The Department's Health Educator will review the request with others in the Department and if appropriate will issue written approval to the group. The Department's Health Educator will also provide the group with the appropriate credit line for the reprint and will make arrangement for the shipment of duplicate film etc., if required.
- iii) The cost of providing film, copying, printing, postage and any other direct costs incurred by the Department in making its' consumer resources available to external groups will be borne entirely by the group making the request. When appropriate, Communications Nova Scotia will invoice the requesting group directly.

## 9. CO-PUBLISHING

- i) Where the Department and another external group (including Public Health Services) agree to co-publish a consumer resource, the Department will approve the content and any revisions, the use and placement of the Department's logo, final art work, printing as well as agreeing on how the resource will be distributed, any selling price that may be set and the process for making revisions. All such agreement will be in writing and will be signed by both the external group and the Department.
- ii) Once agreed to in writing by the Department, the Department's logo will be visible on all co-published resources in accordance with the Nova Scotia Governments' Visual Identify Program (VIP).
- iii) Unless otherwise agreed to in advance, in writing, all co-published consumer resources remain joint copyright of the Department and the external group.
- iv) With the approval of the Core Service Committee and the co-publisher, co-published resources will be added to the "*Approved List of Consumer Resources*" and a PDF copy will be placed on the Department's Public Health Publications web page.

## 10. PRINCIPLES FOR EFFECTIVE CONSUMER RESOURCES

Consumer resources produced/reprinted or distributed by the Department and Public Health Services will comply with the principles for effective consumer resources established by the Core Service Committees.

The principles for effective consumer resources will include but are not limited to the following:



- a) must support Public Health Services standards, targets and policies
- b) must support the goals and objectives of any identified Public Health Services program
- c) must have a clearly defined target audience
- d) must be relevant to the target audience as indicated in the literature and/or as found from evaluation or focus testing with the target group
- e) must involve the target audience in the development and evaluation
- f) must have a clearly articulated purpose and intended outcome(s)
- g) must be accurate, up-to-date and based on current research
- h) must use plain language that can be understood by the target audience
- i) must use non-sexist, gender neutral language
- j) must be sensitive to ethnic diversity and to persons with disabilities
- k) must conform to the Nova Scotia Governments' Visual Identity Program (VIP)
- l) must be formally reviewed by the Core Service Committee and any recognized "content experts" and evaluated at least every three years
- m) consideration should be given to whether the resource is available for purchase in Canada. Resources that reflect Canadian content should be given priority.

## 11. ENDORSEMENTS ON CONSUMER RESOURCES

A consumer health education resource produced by a company/group which has as its' main focus the promotion of a specific commercial product, service or enterprise will only be considered for the Department's "*Approved List of Consumer Resources*" if:

- a) the educational resource complies with the "*Principles for effective consumer resources*" established by the Core Service Committees and
- b) the anticipated public perception and acceptance of the Department and Public Health Services using the resource is Not negative and
- c) the company/group producing the resource, and its affiliates, conduct their business according to the ethical, scientific and legal and professional standards that govern the Department of Health and Public Health Services and

- d) none of the company/group's or their affiliates' products, services or enterprises have, or have had, a negative impact on the health of the population and
- e) the Department is certain that the resource is not being selected for political gains or due to a selection bias on the part of Department or Public Health Services staff and
- f) the Department is certain that the company/group producing the resource will not use the opportunity to indicate to others that either the Department or Public Health Services in any way endorses their products, services or enterprises and
- g) any of the identifiers of the commercial product, service or enterprise on the educational resource is limited to the use of the company/group logo and the logo itself is deemed by the Core Service Committee not to unduly promote a specific commercial product, service or enterprise by way of either the text and/or graphic; and/or by the size and/or placement of the text and/or graphs of the logo itself.

## **12. PROFESSIONAL RESOURCES**

### **12.1 Approved List of Professional Resources**

- i) Based on an annual program review process, by November 30<sup>th</sup> of each year, the Core Service Committees will approve the list of professional resources to be placed on the *"Approved List of Professional Resources"* for the following fiscal year.
- ii) Throughout the fiscal year, as new professional resources are identified by and approved by the Public Health/Health Promotion Core Service Committees they will automatically be added to the *"Approved List of Professional Resources"*.
- iii) Throughout the fiscal year, as professional resources are identified by the Core Service Committees as no longer appropriate, will automatically be removed from the *"Approved List of Professional Resources"*.
- iv) The Department's Health Educator will advise Public Health Services when changes are made to the *"Approved List of Professional Resources"*.

### **12.2 Ordering**

- i) January 1 of each year, the Department will provide Public Health Services with a listing of the *"Approved List of Professional Resources"* for the following fiscal year.
- ii) From April 1 to October 31 of each fiscal year, the Department and Public Health Services will each place and pay for their own annual order requirements of any professional resources listed on the *"Approved List of Professional Resources"*.

### 12.3 Distribution

Public Health Services will determine the most effective strategy for providing staff ongoing access to resources on the Department's "*Approved List of Professional Resources*".

### 12.4 Principles for Quality Professional Resources for Staff Development

Professional Resources approved by the Department and Public Health Services will comply with the principles established for quality professional resources approved by the Core Service Committees. The principles will include but are not limited to:

- a) assist staff in reaching Public Health Services standards and targets
- b) builds on baseline of professional resources currently available in each area
- c) reflect current up-to-date knowledge which is consistent with Public Health messages and policies
- d) reviewed by more than one Public Health Services staff member
- e) supports at least one of the three Public Health Services core services
- f) consideration should be given to available in both English and French
- g) consideration should be given to whether the resource is available for purchase in Canada. Resources that reflect Canadian content should be given priority.

## 13. TIME LINES

November 30 <sup>th</sup>	Core Service Committees approve the next year's " <i>Approved List of Consumer Resources</i> " and the " <i>Approved List of Professional Resources</i> " and recommend enhancements to the Department's Public Health Publications web page.
January 1	Department provides Public Health Services and the <i>Government Publications</i> electronic mail-order service with the " <i>Approved List of Consumer Resources</i> " and the " <i>Approved List of Professional Resources</i> ".
April 1	Department gives the Shared Service Areas their " <i>non-portable resource budget</i> " and assigns them their " <i>resource credit allocation</i> ".
April 1	Core Service Committees have an approved workplan that identifies new resources and/or revisions to existing resources for the upcoming year.

April 1	Public Health Services and the <b><i>Government Publications</i></b> electronic mail-order service submit their annual order requirements for consumer resources produced/reprinted by the Department.
April 1-October 31	Department advises Communications Nova Scotia of the annual requirements for consumer resources produced/reprinted by the Department.
April 1- October 31	Public Health Services advises the Department of receipt of their annual order of consumer resources produced/reprinted by the Department.
April 1- October 31	Public Health Services place and pay for their annual order for consumer resources produced by "outside" agencies/groups; audio-visual and educational/promotional aids and for resources listed on the " <b><i>Approved list of Professional Resources</i></b> ".
April - March 31	New resources or revisions to existing resources are undertaken by the Core Service Committees and the Department's Health Educator.
April - March 31	As new resources or revised resources are produced/reprinted, Public Health Services and the <b><i>Government Publications</i></b> electronic mail-order service forward to the Department their anticipated annual order requirements.
April-March 31	As new resources or revised resources are produced/reprinted, the Department advises Communications Nova Scotia of annual requirements.
April 1-March 31	Public Health Services advises the Department of receipt of any new or revised resources.
April 1 - March 31	As new or revised resources are developed/identified they are added to the " <b><i>Approved List of Professional Resources</i></b> ". As resources are identified as no longer appropriate they are removed from the " <b><i>Approved List of Professional Resources</i></b> " and the Department's Health Educator advises Public Health Services and the <b><i>Government Publications</i></b> electronic mail-order service.