

STANDARDS OF PREPARATION AND APPROVAL OF INFORMATIONAL AND EDUCATIONAL MATERIALS (IEM)

IEM materials that are created and printed at the expense of the Charitable organization 'All-Ukrainian network of people living with HIV/AIDS' must be reviewed and approved by the Organization. Organization's recommendations are **mandatory**, therefore, they must be included into your informational materials before sent for printing.

IEM are reviewed by the Organization's task group as composed of the Project Supervisor and responsible expert of communications department. If the materials are of specific topic, respective specialists (health care providers, welfare experts and etc.) are engaged for its review. Final approval for printing of IEM is given by respective specialist of communications department.

Basic functions of Task group:

- Providing consultations on design and contents of materials suggested for printing.
- Supervising implementation of policy on use of donors' logotypes and textual disclaimers,
- Reviewing informational and educational materials (IEM) to verify compliance with IEM standards.

IEM quality standards

Standards of contents

Accessibility for understanding by representatives of target groups the IEM is counting on.

- Simplicity of understanding (without piling up complex structures)
- Literacy
- Credibility (with the use of and reference to sources of information - for example statistical data + references to source)
- Use of correct names and descriptions as well as decoding acronyms when used in the text for the first time.
- Interest (actual topics, last news, distribution of facts and opinions).

Standards of external view of IEM.

- Compliance with purpose and form of edition.
- Original design.
- High quality of print work
- Compliance with copyright in text and completion.
- ISBN and BKK (for books, catalogues, guides)

General standards of IEM

- Ethics and respect for reader
- Confidentiality and anonymity (life stories, interviews, photos) compliance.
- Discreetness - on the borderline between belief and constraint.
- Avoidance of moralizing and intimidation.
- Harmony and positive attitude.

ALGORITHM OF EXAMINATION OF INFORMATIONAL AND EDUCATIONAL MATERIALS (IEM) BY TASK GROUP

STEP 1: Create pdf file of your IEM

All models are transferred for review by Task group in .pdf format . Make sure that before IEM is sent the text has been proofread.

STEP 2. Send IEM for review by Task group.

- 1) Send model of IEM to the address pr@network.org.ua with copy to project champion. Please specify name of IEM and sending organization in subject of letter. For example, magazine Positive heart, number 1, the Charitable organization 'All-Ukrainian network of people living with HIV/AIDS', Kyiv.
- 2) In the body of letter specify Full name of contact person responsible for working over this material (head of this project or editor) and phones to promptly contact them.
- 3) If model of IEM is sent form typography, please, give me your contact details (name, direct email, phone) to designer to be specified in the letter.

STEP 3. Review and terms

- 1) Model of IEM is examined during 5 business days (non-calendar days) from receiving, Recommendations regarding necessary changes are provided by email. **Recommendations of Task group are mandatory for performance!**
- 2) Following receipt of letter from Task group within 5 Business days changes must be introduced into the model and sent to IEM for final approval by Task group After this the Working group has 3 Working days to approve this IEM for printing or ask you to finalize IEM if previous recommendations of Task group were considered not in full volume.
- 3) Please send IEM for reviewing in advance not one day before they must be sent to typography. In such a case, Task group will still have 5 days for examination of model and delay of IEM will happen through your fault.

STEP 4

After publishing IEM

We also want to remind all recipients of funds within projects and programs of the Organization that you must add models of IEM issued by you and 2 copies of each IEM printed by you during reporting period to program report.

POLICY OF USING LOGOTYPES AND DISCLAIMERS

Logotype of organization - symbols which are approved part of organization and element of its identity, It is not allowed to change anything in symbols (change size and colour array).

Disclaimer - standard text stating project contractor and source of his financing. It is placed to avoid misunderstanding with things and persons whose opinion is reflected by this informational material. Disclaimer regulates issues of liability for provided information.

IEM must contain logotypes of organization - publisher and sponsors and/or donors,

References to project and organizations implementing project, in particular, logotype ICF 'Alliance of Public Health', logotype of Charitable organization 'All-Ukrainian network of people living with HIV/AIDS', Project logotype (upon its approval) and logotype of organization implementing the Project must be inserted in IEM, lists of participants, press-releases, agenda of events as well as any other measures and any other documents issued within framework of project Sustainability of Services for Key Clusters of Population in the Eastern Europe and Central Asia regions Logotypes are always placed in the specified sequence. In case of publishing printed matters logotypes must be placed in the specified sequence in the upper left corner of any document or on Title page of printed matters. Logotypes are placed similarly and must be commensurate.

For editions financed by Organization within framework of project implementation only symbols specified above must be used in which case the following must be stated:

'This (publication, video or other product/to be specified) has become possible owing to partnership between International charitable fund 'Alliance of Public Health', Charitable organization 'All-Ukrainian

network of people living with HIV/AIDS' and (indicate name of your organization) within framework of project 'Sustainability of services for key groups of population in the region of Eastern Europe and Central Asia.'

Additionally, publishers must place statements that ICF 'Alliance of Public Health' and Charitable organization 'All-Ukrainian network of people living with HIV/AIDS' are not liable for contents or style of this publication. In particular:

TEXT OF STATEMENT (to be used according to language of edition):

UKR.

Stated views and opinions are views and opinions of organizations issuing this product and cannot be viewed as views or opinions of ICF 'Alliance of Public Health' and Charitable organization 'All-Ukrainian network of people living with HIV/AIDS'

ENG.

The views described herein are the views of this institution, and do not represent the views or opinions of the International Charitable Foundation «Alliance for Public Health» and Charitable Organization «All-Ukrainian Network of People Living with HIV/AIDS»»

When name of Charitable organization 'All-Ukrainian network of people living with HIV/AIDS/ is mentioned in connection with project **'Sustainability of services for key groups of population in Eastern Europe and Central Asia** the following sentence must be inserted:

_____ (name of your organization) performs project _____
(name of your project) with financial support of Charitable organization 'All-Ukrainian network of people living with HIV/AIDS' within framework of project 'Sustainability of services for key groups of population in Eastern Europe and Central Asia', implemented by ICF 'Alliance of Public Health' in partnership with Charitable organization 'All-Ukrainian network of people living with HIV/AIDS'

In addition, copyright must be inserted in all materials: **'In case of use of informational materials reference to author and Charitable organization 'All-Ukrainian network of people living with HIV/AIDS' is obligatory',**

Reference for materials prepared with use of information provided by Charitable organization **'All-Ukrainian network of people living with HIV/AIDS':**

'In making leaflet the materials of Charitable organization 'All-Ukrainian network of people living with HIV/AIDS were used' author...

Responsible department	Email
communications department	pr@network.org.ua