



Child Profile Health Promotion Partnership Expectations

Child Profile Health Promotion provides evidence-based health education materials to all families of kids aged birth to six years in Washington State. The materials give preventive health information to help families make informed health and safety decisions for their child.

Partners interested in using the Child Profile Health Promotion System to distribute their health information to families must go by the same strict criteria used to develop Child Profile materials. Child Profile staff and content experts review materials based on:

- Content.
- Literacy/reading level.
- Graphics/illustrations.
- Format.
- Purpose.
- Material development.

Partners must:

- Provide information based on the most current research and best practices.
- Make sure the material is at a sixth grade reading level.
- Do formative research, such as pre-testing and focus groups, to gauge how effective the material is with the target populations.
- Translate the materials into Spanish or be able to translate it. All resources in the material (websites, phone numbers, etc.) must be accessible to Spanish-speakers.
- Provide resources in the material (websites, phone numbers, etc.) that all geographical areas in the state can access.
- Print English and Spanish versions of the material based on quantities confirmed by Child Profile.
- Provide the material in an alternate format, such as large print or audio.
- Pay a dissemination fee to support the cost of mailing the material. The fee to insert a material in one mailing is \$.03 per child, per age group; \$.01 per child, per age group to insert a material in two or more mailings.

The fee supports the Child Profile Health Promotion System and part of the combined costs of postage, warehousing, assembly, and envelopes. Other costs, such as insertion fees and increased postage, will be covered by the partner in addition to the dissemination fee.