



## **Child Profile Health Promotion Material Insertion Guidelines**

Child Profile Health Promotion assembles and processes over 100 individual materials into 36 direct mail groups each week. The materials reach over 25,000 families of kids aged birth to six years. The process is complex. We put the mailings together several weeks in advance and make well-planned and coordinated changes.

We pre-insert materials into corresponding unique envelopes twice a month. We insert new materials four weeks after they arrive at the Child Profile mail house. We warehouse, inventory, order, and pre-insert those materials into envelopes. They get mailed two weeks later.

Sometimes we interrupt normal mail assembly in order to insert a time-sensitive material, like during a public health emergency. Child Profile Health Promotion handles requests to insert time-sensitive materials. We may charge partners to cover insertion costs, staff time, rush charges, and lost materials.