

CHILD Profile Partnership Expectations

CHILD Profile Health Promotion provides high quality health education materials based on best practice guidance to all parents of children aged 0–6 years in Washington State. The purpose of the materials is to provide preventive health information that helps parents make informed health and safety decisions for their child.

Partners interested in utilizing the CHILD Profile Health Promotion system to disseminate their health information to parents must adhere to the same stringent criteria used to develop CHILD Profile materials. All partner materials will be reviewed by both CHILD Profile staff and content experts based on:

- Content
- Literacy/reading level
- Graphics/illustrations
- Format
- Purpose
- Development methodology

*** Only materials intended for statewide distribution will be considered for inclusion in the CHILD Profile mailings.**

CHILD Profile expects all partners to:

- Ensure all information in the material is based on the most current research and best practices.
- Ensure the text of the material is at a sixth grade reading level.
- Conduct formative research, such as pre-testing and focus groups, to gauge effectiveness of the material with the target populations.
- Provide a Spanish-language version of the material or demonstrate the ability to translate the material. All resources in the material, such as Web sites, phone numbers, etc., must be accessible to Spanish-speakers.
- Provide resources in the material, such as Web sites, phone numbers, etc., that are accessible to all geographical areas in the state.
- Provide 70,000 to 100,000 English and 3000 to 7000 Spanish copies of the material for 1 year's dissemination. Exact quantities will be confirmed depending on the specific mailing desired.

- Have the ability to provide the material in an alternate format, such as large print or audio, if requested by a parent.
- Pay a dissemination fee to support the cost of mailing the material. The dissemination fee supports the infrastructure of the Health Promotion system that allows CHILD Profile to reach parents directly and cost effectively. Specifically, the fee supports a small portion of the combined costs of postage, warehousing, assembly, and envelopes.

The dissemination fee to include a material in a CHILD Profile mailing is \$.03 per child, per age group, per year. For example, the dissemination fee would be \$2700 to insert a brochure into 1 age-specific mailing that would reach 90,000 parents over the course of a year. Any additional costs that may be incurred as a result of the partnership, such as manual insertion fee, increased postage costs, or other special mailing costs, will be covered by the partner in addition to the dissemination fee.