

SAN FRANCISCO HIV PREVENTION SECTION MATERIALS REVIEW PROTOCOL

Materials Review: In June 1992, the Centers for Disease Control and Prevention (CDC) released *Content of AIDS-Related Materials, Pictorials, Audiovisuals, Questionnaires, Survey Instruments, and Educational Sessions in Centers for Disease Control and Prevention (CDC) Assistance Programs*. This document states that all HIV prevention programs/agencies that utilize CDC funds to develop educational/promotional materials must submit these materials through their local Materials Review Process. According to CDC guidelines, the Materials Review Panel reviews educational and promotional material for following criteria:

- “None of the funds appropriated to carry out this title may be used to provide education or information designed to promote or encourage, directly, homosexual or heterosexual sexual activity or intravenous substance abuse.”
- “All programs of education and information receiving [CDC] funds...shall include information about the harmful effects of promiscuous sexual activity and intravenous substance abuse, and the benefits of abstaining from activities.”
- “Materials provide accurate information about various means to reduce an individual’s risk of exposure to, or the transmission of... [HIV]...provided that...informational materials are not obscene.”
- “Educational sessions should not include activities in which attendees participate in sexually suggestive physical contact or actual sexual practices.”

Materials To Be Reviewed: All CDC funded educational/promotional materials are subject to review by the HIV Prevention Section Materials Review Panel. The materials include:

- Written Materials (e.g., pamphlets, brochures, fliers, web-based written materials)
- Pictorials (e.g. posters and similar educational materials using photographs, slides, drawings, or paintings)
- Audiovisuals (e.g., motion pictures and video tapes)
- Questionnaires
- Survey Instruments
- Educational Sessions (curriculum)
- Website content

Some materials may be exempt from review. The Materials Review Coordinator shall make a decision regarding possible exemption after discussion with an agency representative.

During the development of program materials for specific campaigns, an agency representative may want discuss the campaign with their HIV Prevention Section Program Manager (if applicable) and the Materials Review Coordinator.

Materials Review Process: Six (6) complete copies of all proposed materials should be submitted to the Materials Review Coordinator (see contact information below). A cover letter must accompany each of the six copies. The cover letter must include the following information:

- Title(s) of educational/promotional materials being submitted
- Types of media being used (i.e. palm cards, posters, videos, etc.)
- Target populations for education/promotional materials
- How/where materials will be distributed
- Methods of development and pre-testing of material with target population (i.e. focus groups, interviews, etc.)
- Agency contact information

For materials developed in a language other than English, materials must be submitted both in English and in the original language that the material(s) was developed in.

Medical Review: When materials contain medical or scientific information, the Medical Director (or his designee) will review the materials for technical accuracy.

Materials Review Panel: A five (5) member panel, including an HIV Prevention Section staff member, has been selected according to CDC guidelines and trained to review educational/promotional materials developed by CDC funded programs or agencies. To assure the quality of reviews, HIV Prevention Section staff periodically assesses the composition of the panel.

Materials Review Panel Procedures:

- a. Copies of draft materials will be mailed to all panel members within two (2) working days of receipt of HIV Prevention Section staff.
- b. Panel members will have ten (10) working days to review the materials and return a signed statement approving/disapproving them or calling for a meeting of the panel to discuss the material.
- c. If the panel approves material (by simple majority), the Materials Review Coordinator will notify the agency within two (2) working days.
- d. If a panelist requests a meeting, efforts will be made to hold the meeting within five (5) working days.
- e. A decision to approve/disapprove the material(s) will be made through consensus by the Review Panel at the time of the meeting.
- f. If the Review Panel does not reach a decision, the HIV Prevention Section will make the decision within two (2) additional working days.

Reviews by the Review Panel, HIV Prevention Section and the Medical Director are concurrent.

Time Frame: The entire review process will be completed in fifteen (15) working days.

Approval: Written approval of the reviewed materials will be sent to the agency at the conclusion of the review process along with comments of the reviews, if applicable.

Disapproval/Revision: Written notice of disapproval/request for revision of the reviewed materials will be first discussed with representatives of the agency, and then sent to the agency at the conclusion of the process.

Appeals: If the program/agency disagrees with the decision of the Review Panel and/or a request for revision of the draft materials, the program/agency may request a meeting with the panel through the Materials Review Coordinator. Attempts will be made to schedule this meeting within five (5) working days of the decision.

Decisions: The decision of the Materials Review Panel shall be considered final, subject to ratification by the Director of the HIV Prevention Section.

Revisions: If the HIV Prevention Section proposes revisions or changes, materials will be returned to the program/agency with proposed revisions identified. When revisions are made, a new draft of the revised materials is to be resubmitted to the Materials Review Coordinator.

Approval of Revised Materials: Written approval of the revised materials will be sent to the program/agency upon completion of the HIV Prevention Section Review.

Agency staff with questions about the Materials Review process, may contact:

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