VDH Division of Disease Prevention Fact Sheet

Information & Design Review Panel

Frequently Asked Questions/FAQs

Document Purpose

The following list of questions and answers are collected from various conversations with community partners. They are shared in this document to help others that may have the same or similar questions regarding the Information and Design Review Panel (IDRP). If you have a question that is not presented in this FAQ document, please reach out to the DDP Public Relations Coordinator at christopher.barnett@vdh.virginia.gov.

FAQs

Q: Do I need to submit all text and graphics that I create for social media? Social media posts and responses can be time-sensitive.

A: Only paid ads for social media need to be submitted through the IDRP for review. Text and graphics that are being posted organically (without being paid) do not need to be submitted. Your contract administrator may request that you submit a social media plan template annually for your program(s) to ensure that your posts support funded program goals. However, this is something your assigned CA will request, not something you would submit through the IDRP.

Q: Do designs/materials that are created by staff need to be submitted to the IDRP if there are no costs associated with this effort except for staff time?

A: Usually, no, they would not need to submitted because the line item being reimbursed would be personnel. The exception to this rule would be that any and all educational materials need to be reviewed. If they create an educational brochure for instance, that would need to be submitted. ALL educational materials have to be reviewed per CDC requirements.

Q: What is the reason for these new requirements? This process seems it would be burdensome.

A: Contractors have always needed to submit materials for review under the CDC Materials Review Panel Guidelines. DDP has streamlined processes (this was done in the spring of 2024) so that all DDP units and funded agencies follow the updated guidelines. The intentions are for all materials created using division funds will not only be factually accurate, but also be relevant for intended audiences and 508 compliant.

Q: What if I am using a CDC or VDH brochure? Would that material need to be submitted?

A: If you are using a material from a trusted national or state source, such as CDC or VDH, you do not need to submit that material for review. You should check this material to ensure that it is not out of date and has accurate information (i.e. a PrEP brochure that only discusses the oral option would not be accurate and up to date). Additionally, if you want to co-brand this material with your logo or make other alterations to the material, you MUST have the permission of the agency that created the material to do so.

Q: Is there anything that will automatically make my materials get denied?

A: Yes. Materials will be automatically denied that are explicit in nature or promote sexual activity or drug use.

Q: With the new requirements, I will have items such as business cards for my entire staff. Am I required to submit every single business card for review?

A: No. For items such as this, submit a template design or a single business card as a template for review. Materials that are identical in concept and design do not need to be submitted separately.

Q: How can I ensure that my agency is follow 508 Standards for materials that I am not required to submit to the panel?

A: You can find federal resources, training topics, and tools to learn more about Section 508 online. Use these resources and tools to use for your designs and every day use. Visit section508.gov for more info.

Q: What if our grant is paying for toner/ink for materials we are creating?

A: Paper, toner, and ink are reimbursed as office supplies. Items that have a cost associated with office supplies would only need to be reviewed if they are educational.

Q: Is there a review requirement for materials developed with a grant that is directly CDC funded?

A: Yes. Those materials need to be reviewed by a CDC materials review panel. You may submit your materials for direct funded grants to the DDP IDRP to meet that requirement. For additional information on the full requirements through direct CDC funding, please review the CDC Guidelines and discuss questions with your CDC project officer.

Q: I have videos or multimedia content that is too large to be submitted via email. Can I submit that through a Dropbox link? What's the best way to handle files like this?

A: The best way to submit video content would to be upload all of your videos to a private YouTube playlist and submit that playlist link. If you do not have a YouTube account or have other multimedia content, please reach out to the DDP Public Relations Coordinator to coordinate the best way to submit your content (see the top of the document).

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