

# ***RESOURCE PRODUCTION AND DISTRIBUTION GUIDELINES (for Non-Government Agencies)***

*HIV/AIDS, Hepatitis C & Sexual Health Unit  
Communicable Diseases Branch - Queensland Health*

## **INTRODUCTION**

Communicable Diseases Branch (CDB), Queensland Health, works in partnership with community based and non-government organisations to implement strategic initiatives and programs addressing HIV/AIDS, hepatitis C and sexual transmissible infections. Part of the work carried out by these organisations involves the development, production and distribution of resources. Where these resources carry the Queensland Government logo, they need to be submitted to CDB for approval.

The *Resource Production and Distribution Guidelines* (the Guidelines) are designed to assist organisations when developing resources and completing the *Resource Production and Distribution Application* form. The guidelines are based on the *Queensland Health Publication Policy 2003* and outline the process for resource production and distribution for non-government organisations or individuals funded by Queensland Health to deliver programs and projects in relation to HIV/AIDS, hepatitis C and sexual health. The guidelines inform the development of any publication, (*including pamphlets, booklets, posters, electronic publications, and video, CD Rom or other audio-visual material*) which is either partly or wholly funded by Queensland Health or intended for public distribution beyond the organisation's membership.

## **PUBLICATION PLANNING**

Prior to developing a resource, organisations should develop their own communication and marketing plan (which includes a distribution plan). This will help inform the *Resource Production and Distribution Application* which is to be submitted when the resource is ready for final approval by Queensland Health before it goes to print if the resource is to carry the Queensland Government logo (see page 3).

Queensland Health has an obligation to make public health information available and accessible to all members of the community free of charge. Agencies should give consideration to equality of access e.g. both hard copy and electronic formats should be made available. Where appropriate, electronic copies of resources may be placed on the Queensland Health or funded agencies' internet websites to facilitate ease of access. Cost of production can be a limiting factor in certain areas of production. Agencies should note that cost recovery is permissible under certain circumstances e.g.: when providing resources to an interstate client. For more information, contact:

The Director HIV/AIDS, Hepatitis C and Sexual Health Unit  
Communicable Diseases Branch  
Queensland Health  
PO Box 2368  
Fortitude Valley BC  
Brisbane Qld 4006

## **Determining the need for a publication**

In determining the need for a publication, the following questions should be considered:

- ◆ Who is the target audience?
- ◆ What does the publication/communication aim to achieve?
- ◆ Is the proposed medium the most effective tool for delivering key messages, e.g. a brochure, booklet, poster, e-mail, website?
- ◆ Are there any requirements for special target groups i.e. ethnic groups, Aboriginal and Torres Strait Islander people, older people, visually impaired people, or those with low levels of literacy?
- ◆ How will it be distributed?
- ◆ Who will write the text? Is a freelance writer or editor required?
- ◆ Is there an appropriate budget for the development, production and distribution of the document?
- ◆ Who will be responsible for the ongoing review of the publication?

## **Audience**

All audiences for a publication should be considered as part of the communication plan. This will determine if a publication needs translating into other languages or needs to be available for audiences such as the hearing or sight impaired.

## **Distribution Plan**

A distribution plan should be developed which includes a list of all intended recipients of the resource. Communicable Diseases Branch should be included in all distribution lists and should receive at least one copy of any resource produced. The distribution plan should detail any restrictions on access to the resource (e.g. restriction related to access to sexually explicit or otherwise detailed material that may be inappropriate for young children).

## **Risk Management**

Agencies are required to provide early warning to Queensland Health of any resource that may be potentially controversial to enable Queensland Health to prepare relevant information to allay concerns and for internal briefing and risk management strategies should an incident occur.

## **Legislative requirements**

In line with legislative requirements agencies should ensure that resources developed do not breach any of the following:

- ◆ The Criminal Code 1989 [Section 150 Obscene Material]
- ◆ The Public Health Act 2005 [Section 77 Confidentiality of information]
- ◆ Classification of Publications Act 1991 [Section 13 Possession of a Prohibited Publication]
- ◆ Copyright Act 1968
- ◆ Copyright Amendment (Moral Rights) Act 2000

## **PUBLICATION CONTENT AND STYLE**

The Queensland Government logo should appear on publications managed by external agencies if the project has been totally or partially funded by Queensland Health. Publications may be produced without the government logo if it is believed that publication of the logo is counterproductive to the communication plan. Agencies will need to use their discretion in determining whether to use the Queensland Government logo.

**If the logo is not used then approval to produce the resource is not required.**

**Where the Queensland Government logo is to be used the final draft resource should be forwarded to Communicable Diseases Branch for consent to its use prior to production.**

All publications must be appropriate for the target audience and consideration must be given to appropriate layout, grammar and use of language including regard for plain English.

To assist in ease of identification a date of publication shown as month/year should appear on all publications usually located on the back cover.

All resources produced must meet professional standards. This means all material should be proof read, edited and focus tested prior to final design and publication. Where a resource refers to medical or technical information or opinions, you should have evidence that this information is supported or endorsed by a professional specialising and currently practising in the area. Similarly, where resources refer to ethnic or Indigenous issues, you must have evidence that these groups have been consulted and support the statements being made in your resource.

Photographs and likenesses of identifiable people should only be used when those people have consented to their use for that purpose. Technical photographs of part of the anatomy do not require consent provided that the person cannot be identified from the photographs. Care should be taken to consider cultural preferences in the use of photographs. For example, Aboriginal and Torres Strait Islander communities may be distressed if images of people are published after their death. Consent forms should be held with official file records and documents.

When developing publications those responsible should ensure that permission is obtained for the use of any previously published material and ensure that organisations (including Queensland Health) are not exposed to any contravention of the Copyright Act. All consents and copyright clearances should be finalised prior to publication.

Illustrations, artwork and photography must be free of racist, sexist and discriminatory language or symbols and should not contain political bias, political reference or comment.

Consideration should be given to providing one copy of the resource to relevant state and national clearing houses e.g.:

State Library of Queensland, John Oxley Library for HIV/AIDS resources.  
Contact Position: Manager, Original Materials  
Address: State Library of Queensland, PO Box 3488, South Brisbane Q 4101  
Ph: 3842 9063

The Consortium for Social and Policy Research on HIV, Hepatitis C and Related Diseases  
<http://theconsortium.nchsr.arts.unsw.edu.au/Clearinghouse/search.htm>  
Email: m.frances@unsw.edu.au

## **FURTHER INFORMATION**

For further information related to the Queensland Health Publication Policy please contact the Communications Officer, Office of the Chief Health Officer (07) 3234 1343

For further information related to these guidelines or HIV/AIDS, hepatitis C and sexual health content area issues please contact Communicable Diseases Branch (07) 3328 9724.

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