

PUBLICATIONS AND CREATIVE SERVICES OFFICE

SERVICES



Publications



Campaigns/Branding



Editing/Plan language (other writing)



Translation only



Web



Print only



Mail only

GUIDELINES FOR CREATION AND APPROVAL OREGON HEALTH AUTHORITY REPORTS

Guideline number: MSC 130-001-03

Revised 12.12.2016



1. PREPARE YOUR REQUEST

Need help?

The OHA Communications Office of the Office of Publications and Creative Services can help you prepare your request. Here are some factors to consider.

Define your team

- Identify a main contact in your program or a project leader.
- Who from your program needs to be or should be involved early on? (Committee members, managers, other stakeholders?)
- Define your content approvers.
- Who will be accountable for providing content?
- Who will be responsible for final content approval?

Define your objective and audience

- What is your objective for this report?
- Clarify your most important or key audience.
- What other audiences are important?
- How will the audience(s) use the report?

Create a content outline

Sample basic outline:

- Administrator's or director's message
- Acknowledgments (author, contributors, link to report, citation)
- Executive summary (high-level view of major points)
- Use data to support the theme, key messages, goal.
- Gather financial data if applicable.

Identify key messages and themes

Identify or create three to five themes or key messages to focus on, such as:

Program goals
Strategic metrics
Program measurements
Federal guidelines

Develop a budget

Cost will depend on format and who writes and designs it: internal staff, contractor, volunteers, pro-bono service.

Choose a format

Format will affect cost and production time. Factors to consider:

- Print (cost, portability, quality, color)
- Digital - Epub, PDF, HTML5 or App (see an example at URL)
- Postcards or business cards to promote digital pub?
- Distribution method
- Video
- A combination of the above

Production schedule

Determine your due date and work back from it. Due date factors can include legislative, federal or agency mandates.

The Publications and Creative Services designer will be the project manager and will work with you on a timeline. Here are some potential milestones:

- Content outline developed
- Key messages or theme finalized
- First rough draft of content from stakeholders
- Distribution methods developed
- Data received
- Data narrative and visuals are drafted (info graphics and so on)
- Data narrative and visuals are approved
- Photographs selected and placed for approval
- First rough draft of content ready for board/staff review?
- Content approval
- Design draft — feedback and approval
- Final design approved
- Printing or digital deployment production
- Distribute



2. SUBMIT REPORT TO PUBLICATIONS AND CREATIVE SERVICES

You email your project to "DHS-OHA Publication Request."

[Click here for instructions to submit your order.](#)

Now what?

- You should receive an assignment email within 48 hours.
- After your project is assigned, you should hear from your assigned designer and editor within 24 hours. Your program's public information officer (PIO) is notified too.
- The assignment email will have a project number.
- (e.g., PN011254). Use that number to track your project.
- Your assigned designer now becomes project manager.



3. KICKOFF MEETING

The designer arranges a kickoff meeting to discuss the communication plan and executive summary. It should include the report author, PIO, designer, writer/editor and other stakeholders.

Finalize the request:

- Make sure you've covered the key points in Step 1 above, including:
 - Participants
 - Objectives

- Audience
- Outline
- Key messages or themes
- Budget
- Format
- Schedule

Develop a communication plan (PIO and is Optional)

If necessary, the PIO will write a communication plan. Author or PIO will write the exec summary. The PIO will edit it before it goes to Publications and Creative Services for incorporation in the report.



4. CONTENT REVIEW AND DESIGN

- Hold creative sessions (whole team)
- Create, design, develop content and design
 - * Develop editorial content with writer/editor and send through approval channel.
 - * Develop design with designer and send through approval channel.
- Refine and eliminate solutions
- Finalize.



5. FINAL APPROVAL

PIO guides report through remaining approval process

- Division Lead
- External Relations Director
- OHA Director