

# Media Guidance & Stipulations

The SD-TCP's Media Library can be found at <https://quittobaccosd.com/resources/media-library>.

## What are Media Interventions?

Media interventions study and use communications strategies to inform and influence individual and community decisions related to health. They are sometimes referred to as “counter-marketing” because they try to counteract the tobacco industry’s marketing practices.

Media intervention can be delivered through several strategies:

- Paid media strategies (paying to place ads on TV, radio, billboards, digital billboards, transit, online platforms, social media, or in print media)
- Earned media strategies (generating free coverage in the press and through public service announcements)
- Social media strategies (sharing messages and engaging audiences on social networking sites like Facebook, Instagram and X (formerly known as Twitter)).
- Program communications (delivering messages through program websites and stakeholder communications)

Tobacco control communications often focus on the following messages:

- Motivating tobacco users to quit.
- Protecting people from the harms of secondhand smoke exposure.
- Changing social norms to prevent tobacco use initiation.
- Highlighting efforts being made by awardees and their communities.

## Examples of media interventions allowed:

*Items must have tobacco prevention or cessation messaging.*

<b>South Dakota Premade Material (Awarded recipients must tell SD- TPC of any media placement.)</b>	<b>Awardee-Made using Recipient Funds</b> <i>(DOH must preapprove all materials before publication. Awardee may be denied if DOH has a similar item already available.)</i>	
Newspaper ads (QuitSD)	Newspaper ads	Stickers (with Coalition Logo, Quitline, Info)
Radio Spots (QuitSD)	Radio Spots	Table tents
Poster (catalog)	Coloring books/ Coloring contest	Calendars
Handout Materials (Catalog)	Handouts	Sandwich Board or Signage
Building/Property signage/ads	Digital board messaging	Posting Quitline info on Policy
Window clings	Ads on bills (water, trash, utilities)	Banners at sporting/ community events
	Newsletters	Usage of any SD-TCP branding or ads (QuitSD)
	Sports/Events Programs	School Planners
	Social Media Boosting	Social Media Geofencing

*\*Final media guidelines and requirements of awardees are subject to change before final contracts are issued\**

## **Media Requests & Stipulations:**

Media guidelines set by the SD-TCP are created to protect the program's brands and ensure standards remain intact. If using SD-TCP funds, details regarding media guidelines and submitting requests are as follows:

- Media requests must be discussed and approved with the SD-TCP prior to purchasing any advertising space. Failure to receive approval may lead to termination of funding agreement.
- Preapproval from the SD-TCP is needed for any development, creation, or altering of materials (such as handouts, signage, radio scripts, ads, etc.). Awarded recipients must justify why they cannot use premade materials provided by the SD-TCP with request. All media requests are reviewed on case-by-case basis unless deemed emergency. See "Timeline for Media Requests" below.
- Awarded recipients will be provided details regarding available ads and what size, color, and formats they are provided in for free in June 2026. If these items do not meet the awardees need and/or require altering of design, layout, logo tagging, printing or set-up to create approved materials is required by the SD-TCP or their contracted media agency, awarded recipients will be invoiced for these services per an agreed upon amount beforehand.
- On any developed or created materials, the awarded recipients will agree to include a statement stating, "Material was developed with funding provided by the South Dakota Department of Health Tobacco Control Program."
- Complete any media training requirements established by the SD-TCP to use SD-TCP branding and ads.
- Follow signage stipulations outlined by the SD-TCP and gain preapproval before final purchasing of any signage.
- Follow the Social Media Guidelines outlined by the SD-TCP. Please note that social media guidelines are constantly being updated due to the ongoing development and changes that occur with social media.
- The use of the South Dakota QuitLine, Honor Every Breath, Vaping Sucks, More Good years, Watch Your Mouth, Deciding for Two, The Last Smoke logos, and any SD DOH brands are protected and cannot be utilized without the SD-TCP's written permission.
- *Events in which DOH already has an identified presence*, may result in an awardee being asked to repurpose their media funds with assistance from the SD-TCP.
- Time for work around social media associated RFA activities is limited to 5 hours per quarter.

### **Timeline for Media Requests**

Any item that needs to be reviewed must be submitted through ASSET USE & CO-BRANDING REQUEST form on SD-TCP's Media Library on QuitTobaccoSD.com. A minimum of 10 business days must be allowed for proper channels to have time to process your request. For any *ads* that need to be modified in any way, please add an additional 5 business days to your timeline when the request is submitted. If you know more than two weeks in advance, we encourage you to submit earlier to accommodate for any questions and/or if staff are out of the office. If you are aware of your RFA Coordinator being out of office, please plan accordingly or request a second contact while they are out.

Please note that if edits would be requested before approval, it could take longer to go through the approval process.

In emergency cases or responses to current events, the SD-TCP can work with you on expediting this timeframe.

### **Signage Stipulations**

Signage comes in many different forms. If you are looking to create your own signage, here are some things to note:

- All wording on signage must be permanent, meaning it cannot be changed or removed.
- Signage like sandwich boards are approved on a case by case basis due to differences in size, costs, material.

*\*Final media guidelines and requirements of awardees are subject to change before final contracts are issued\**

- Ideally, all signage should be permanent. However, we understand this isn't always the best use of signage or building structures change and signage needs to be moved.
- Signage material such as magnets, neon, fabric, foam cord, self-adhering vinyl are not fundable. Acrylic is a case-by-case basis. Plastic, wood, cardboard, and poster boards all have pros and cons. If you need information to determine the best material that isn't metal, contact the SD-TCP.
- If an entity can provide justification as to why they would like their own design, the SD-TCP may approve for an awardee to create their own signage. We recommend spending around \$20-40/metal sign in this case. If a proposal is more than \$50/sign, provide justification.
- If a school or another entity is trying to create their own signage that includes "alcohol, tobacco, and other drugs", the applicant must indicate they have other funding to help purchase this design. The SD-TCP will only cover part of the funding due to the signage referring other substances.

## Social Media Guidelines

Please note that social media guidelines are constantly being updated due to the ongoing development and changes that occur with social media. These guidelines are in relevance to anytime you would be using SD-TCP funds.

- Social Media that is NOT allowed to be used by any means by organizations who receive funding from SD-TCP: Tik Tok
- SD-TCP Funds may be used for boosting posts, paying for ads, or geofencing on social media platforms. Limitations will apply and change as the needed to meet standards of compliance.
- Funds can only be used for tobacco related material that is educational or showcasing a RFA approved activity within your workplan.
- Any social media usage utilizing SD-TCP or other state logos MUST be pre-approved prior to the Quarter it is being posted. Once a post/ad is approved it is good for the current funding year.
- Anything created with language stating "funded by Department of Health, RFA funding, or Tobacco Control Program" must have pre-approval.
- If an organization has SD-TCP funds, Social Media postings that reflect SD-TCP RFA activities must be pre-approved.
- If creating own posts that has nothing with SD-TCP logos, funding wording, or can be linked to the funding provided, they do not need pre-approval.
- Organizations are welcome to share SD-DOH/SD-TCP social media page posts without altering them or prior approval.
- If an organization is going to post on its social media photos, videos, or ads that have people from an event or community, they are responsible for gathering a form of consent (ex: media release).
- If an organization uses its social media page for event sharing, it can request that DOH social media pages help promote it.
- It is highly encouraged that if a coalition or organization has a social media account, such as a Facebook page, they have this separate from their personal account.
- Organizations need to use extreme caution when responding to comments. Suppose the organization is unsure how to respond to a specific comment. In that case, they can contact their RFA Coordinator for guidance.
- SD-TCP funds will not pay for any funds associated with influencers on any social media platform.

*\*Final media guidelines and requirements of awardees are subject to change before final contracts are issued\**