



**North Carolina Department of Health and Human Services
Division of Public Health**

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December 11, 2012

TO: Local Health Directors
Directors of Nursing
Family Planning Clinic Coordinators
Health Education Supervisors

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Family Planning and Reproductive Health Unit/Women's Health Branch

SUBJECT: Title X Family Planning Media Review Requirements

As a result of a finding and subsequent corrective action plan in last summer's federal site visit of our Title X program, the Family Planning and Reproductive Health Unit is sending this memo in order to provide additional guidance and clarity on the Family Planning Media Review process and documentation of this activity. This requirement is not new (Section 6.8 of the Program Guidelines, 2001), but it has been confused in the past with the Community Participation Committee (which is a separate committee). The main difference between the two committees is that the Media Review must be comprised of individuals who represent the population you serve (i.e., your clients). We have compiled a FAQ style response to address what is required for this committee and how to fulfill these requirements below in this memo.

The Family Planning Media Review documentation form (DHHS 3941) should be used when your committee reviews brochures, flyers, public service announcements, patient education videos or DVDs. You may download this form from the Women's Health Branch web page located at: <http://whb.ncpublichealth.com/provPart/forms.htm> or request copies from the Division of Public Health warehouse. Remember, it is required that you send in minutes from your Media Review meeting and this documentation form will assist in this process.



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What is the Family Planning Media Review committee?

This committee is an advisory committee of no less than 5 or more than 9 members who are broadly representative of the community you serve (your clinic population). You will be out of compliance if you have less than 5 or more than 9, so it is imperative you use only this number of participants. It is important not to use members of the health department staff or those who work in the community in an advocacy role as they will not be representative of your clinic population. Such individuals will likely have higher education and income levels than most family planning clients. These individuals are appropriate for your Community Participation Committee however as they are aware of family planning needs in your community.

What does this committee do?

This committee must review and approve all informational and educational materials developed or made available by the county prior to their use to assure that the materials are suitable for the population and community for which they are intended. This includes any materials purchased from businesses such as ETR, Channing-Bete or JourneyWorks as well as material obtained from the Women's Health Branch Warehouse.

How often is this committee required to meet?

This committee needs to be convened whenever you have new material to review. If no new materials were added or revised in your agency then a designated health department staff member must submit, at least annually and no later than August 15th, family planning media review documentation stating that no material was reviewed using form DHHS 3491. This form may be mailed or faxed to the Women's Health Branch, attention Family Planning Program Consultant. Due to the changing evidence-based practices in reproductive health, it is reasonable to expect that a committee will meet at least every other year. If after two years you have not made any revisions/additions to your material, agencies must review their current material for continued appropriateness and medical accuracy.

How do we get our 5-9 members of this committee?

In preparing for this committee, first the health department staff member must put together the packets of those materials to be reviewed along with the comments sheet for each of them. You will also need to know the composition of the clients you serve (e.g., race/ethnicity make-up, age distribution, income levels). If you find that you serve teens through women in their 40's, you will want to include a client from these age ranges (e.g., one client who is a teen and at least one who is over 40 years of age). The same principle will be used for race/ethnicity (e.g., have clients from each race/ethnicity category on the committee). Once you have determined which type of clients you need to include, you approach clients who are waiting for their FP appointment and match the criteria you need based on their demographic characteristics. Explain what you are doing and why to the client and ask if he/she would like to participate. If he or she chooses to participate, ask him/her for basic demographic information (age, race/ethnicity, occupation, and gender). There is a place on the documentation form DHHS 3491 for name and address. This can be used by the agency if the client would like to be contacted to participate in future Media Review Committee meetings, but it is not required. The information you gather should only be used in aggregate form when completing your minutes. Ask the client to read the materials and provide his/her comments on the forms you have provided and give guidance on how and to whom to return their material. Once you have completed getting input from 5-9 clients, the committee is closed.

What do we do after we have the client's comments?

At this point, the designated health department personnel compile an aggregate report of the findings. In this report you will need: 1) the agenda which lists all the material that was reviewed, 2) the roster with the client's demographic data (you do not need to put on client names/addresses, just their demographics), 3) the dates you collected these comments from the committee (i.e., you can put on the form that the Media Review Committee was convened July 1-8, 2012 during FP clinic hours), 4) the minutes or results of what the committee said about the material (e.g., brochure #1 on birth control methods found an acceptance rating from 5 out of 9 members, etc.), 5) the action the Family Planning clinic is taking with the information (e.g., we found brochure #1 to be marginally accepted by our members and will review again next year before changing, or we found brochure #1 to be unpopular with our members so we will pull that brochure and not use), 6) mail or fax all of this information to the Women's Health Branch no later than August 15th of each year (agenda, roster, minutes of meeting, and actions of committee's findings). You do not need to send in each of the 5-9 members' forms with their comments; you can keep these for your records. We only need the aggregate information in your minutes of the meeting and subsequent actions.

We have had several counties already begin using this "rolling" Media Review Committee process with good success. We know it is difficult to have patients return to the clinic to attend these meetings, so this process will be able to address this barrier. If you have questions regarding media review, please contact Julie Gooding Hasty at 919/707-5695 or your Regional Women's Health Nurse Consultant.



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