

**NOVA SCOTIA DEPARTMENT OF HEALTH
PUBLIC HEALTH AND HEALTH PROMOTION**

SUBJECT: **Policy for Consumer Resources; Audio-Visual and Educational/Promotional Aids and for Professional Resources for Public Health Services**

Date Approved: December 5, 2002

Approved by: Public Health Working Group

1. POLICY STATEMENT:

1.1 Consumer Health Education Resources

- i) The Department of Health, hereafter referred to as the Department, will maintain a budget for the development, revision and printing of consumer health education resources required to support the delivery of Public Health Service's standards and policy advice. This budget will be administered as outlined in the Department's *"Procedures for the Development, Procurement and Management of Consumer resources, Audio Visual/Promotional Aids and Professional Resources for Public Health Services"* hereafter referred to as the *"Procedures"*.
- ii) The Department will provide Public Health Services in the 4 Shared Service Areas, hereafter referred to as Public Health Services, with:
 - a) an annual *"resource credit allocation"* for the acquisition of consumer resources produced/reprinted by the Department to support the delivery of Public Health Service's standards and policy advice. The acquisition of these resources will be as outlined in the *"Procedures"*.
 - b) an annual, *"non-portable resource budget"* for the acquisition of consumer resources which are listed on the Department's *"Approved List of Consumer Resources"* and which are produced by "outside agencies/groups". These funds will be administered by Public Health Services as outlined in the *"Procedures"*.
- iii) The Department will maintain an *"Approved List of Consumer Resources"* to support the delivery of Public Health Service's standards and policy advice. This listing may contain both resources produced/reprinted by the Department as well as resources produced by "outside agencies/groups". This *"Approved List of Consumer Resources"* will be maintained as outlined in the *"Procedures"*.
- iv) Public Health Services may use funds from their *"non-portable resource budget"* to purchase a review copy of a consumer resource NOT listed on the *"Approved List of Consumer Resources"*.
- v) Public Health Services may use up to 25% of the funds from their *"non-portable resource budget"* to purchase/produce print resources Not on the *"Approved List of*

Consumer Resources", at the discretion and authorization of the director of Public Health Services. Such resources must comply with the principles for effective consumer resources as outlined in the "*Procedures*".

- vi) Each March 31, any unused dollars from their "*non-portable resource budget*" will be reallocated to the Public Health Services Shared Service Areas to fund the acquisition of consumer resources, audio visual and educational aids, and professional resources for Public Health Services in the Shared Service area in the subsequent fiscal year.
- vii) The Department and Public Health Services will make resources on the "*Approved List of Consumer Resources*" available, free of charge, to target groups identified by the provincial Public Health Working Group's Core Service Committees, hereafter referred to as the Core Service Committees, according to the "*Procedures*".
- viii) The Department and Public Health Services will make consumer resources available in English, and, to the extent that it is reasonable and financially possible, in French. First consideration for French consumer resources will be given to resources used primarily in the public school system.
- ix) The Department will, on a cost recovery basis, share with other provinces or outside groups as outlined in the "*Procedures*", any consumer resources that are owned by the Department.

1.2 Audio-Visual and Other Educational/Promotional Aids

- i) Part of the "*non-portable resource budget*" may be used by Public Health Services for the acquisition of audio-visual and educational/promotional aids.
- ii) The identification, procurement and management of audio-visual and educational/promotional aids to support the delivery of Public Health Services' standards and policy advice will be the sole responsibility of Public Health Services.

1.3 Professional Resources for Staff Development

- i) Part of the "*non-portable resource budget*" may be used by Public Health Services for the acquisition of resources listed on the Department's "*Approved List of Professional Resources*".
- ii) The identification, procurement and management of professional resources for staff development will be a joint responsibility of the Department and Public Health Services and administered according to the "*Procedures*".
- iii) Public Health Services may use funds from their "*non-portable resource budget*" to purchase a review copy of a professional resource for staff development that is NOT listed on the "*Approved List of Professional Resources*".

2. POLICY OBJECTIVES

- i) To implement an effective and efficient process for the development, procurement and management of effective, publicly funded, consumer resources to support Public Health Services standards and policy advice.
- ii) To provide, to identified target groups, ongoing access to free, effective consumer resources that support the delivery of Public Health Service's standards and policy advice.
- iii) To ensure Public Health Services staff have ongoing access to quality professional resources for staff development that support the delivery of Public Health Service's standards and policy advice.
- iv) To ensure Public Health Services staff have ongoing access to effective audio-visual and educational/promotional aids that support the delivery of the Public Health Service's standards and policy advice.

3. POLICY APPLICATION

This policy will guide all Department staff and Public Health Service staff involved in the development, procurement and/or management of consumer resources; audio-visual and educational/promotional aids and/or the acquisition of professional resources for Public Health Services.

4. POLICY DIRECTIVES

4.1 Consumer Health Education Resources

- i) **Purchasing**
 - a) Public Health Services will purchase/procure and distribute, free of charge, consumer resources on the "*Approved List of Consumer Resources*", to target groups (within their *Shared Service Area*) identified by the Core Service Committees, as outlined in the "*Procedures*".
 - b) The Department will provide, as outlined in the "*Procedures*", consumer resources produced/reprinted by the Department, to Public Health Services, to "*provincial target groups*" identified by the Core Service Committees and to the Government Publications electronic mail-order service and to the Legislative Library and libraries in other provincial government departments as appropriate.
- ii) **Approved List of Consumer Resources**

The Department, with assistance from the *Core Service Committees*, will develop and maintain an up-to-date "*Approved List of Consumer Resources*" on an annual basis as

outlined in the "*Procedures*".

iii) Resources on the Internet

The Department will establish and maintain internet access for the general public and for Public Health Services to consumer resources produced/reprinted by the Department according to the "*Procedures*"

iv) Copyright

- a) Copyright of all consumer resources produced by the Department will be governed by the Nova Scotia Government Crown Copyright and will be administered according to the "*Procedures*".
- b) Copyright of consumer resources reprinted by the Department, with the approval of the original source, will be governed by the agreement entered into between the Department and the original source.

v) Credit

- a) Consumer resources produced/reprinted by the Department will conform with the Visual Identity Program (VIP) established by the Nova Scotia Government.
- b) Public Health Services credit on consumer resources co-produced with the Department will conform with any agreements that may be entered into by the two organizations.

vi) Product endorsement

Resources on the "*Approved List of Consumer Resources*" will NOT contain any "*endorsement of a specific commercial product, service or enterprise*" as outlined in the "*Procedures*".

4.2 Audio-visual and Educational/Promotional Aids

Public Health Services will purchase, distribute or otherwise provide access to staff to audio-visual and educational aids to support the delivery of Public Health Services standards and policy advice.

4.3 Professional Resources

- i) The Department with assistance from the Core Service Committees will develop and maintain an up-to-date "*Approved List of Professional Resources*" on an annual basis according to the "*Procedures*".

- ii) Public Health Services will purchase, distribute or otherwise provide access to staff to resources listed on the "*Approved List of Professional Resources*" according to the "*Procedures*".

5. ACCOUNTABILITIES

- i) Department staff and Public Health Services staff involved in the development, procurement and/or management of consumer resources; audio-visual and educational/promotional aids and/or the acquisition of professional resources for staff development will be responsible for adhering to this policy.
- ii) The Department will be responsible for maintaining a budget for the development, revision and printing of consumer resources required to support the delivery of Public Health Service's standards and policy advice.
- iii) The Department's Public Health/Health Promotion section, with assistance from the Core Service Committees, will be responsible for ensuring the development and revision of consumer resources that are owned or reprinted by the Department.
- iv) The directors of Public Health Services will ensure that the "*non-portable resource budget*" is spent as outlined in this policy and its' "*Procedures*".
- v) The directors of Public Health Services will ensure that this policy is communicated to all Public Health Services staff involved in the development, procurement and/or management of consumer resources; audio-visual and educational/promotional aids and/or the acquisition of professional resources for staff development.
- vi) The Department's director of Public Health/Health Promotion will ensure that this policy is communicated to all of its' Public Health/Health Promotion staff involved in the development, procurement and/or management of consumer resources; audio-visual and educational/promotional aids and/or the acquisition of professional resources for staff development.
- vii) The Department, with assistance from the Core Service Committees, will be responsible for the development and revision of this policy.

6. MONITORING:

- i) The Department's director of Public Health/Health Promotion and the directors of Public Health Services will be responsible for ongoing monitoring of the implementation of this policy at the provincial and Shared Service Area.
- ii) The Department is responsible for the revision and annual monitoring of the consumer; audio-visual and educational/promotional aids and professional resource policy.

7. ENQUIRIES:

The Department's Health Educator and the directors of Public Health Services in the shared service areas.

8. APPENDIX:

- i) *Procedures for Development, Procurement and Management of Consumer Resources, Audio Visual and Educational/Promotional Aids and for Professional Resources for Public Health Services*, Nova Scotia Department of Health.
- ii) Nova Scotia Government, **Visual Identity Program (VIP)**.
- iii) Nova Scotia Government, **Crown Copyright**.