



## **HSE Health Promotion and & Improvement (HP&I)**

### **Communications Guidelines for Grant Recipients**

#### **Introduction**

The HSE is Ireland's Health Service; we provide health and personal social services to every one living in Ireland, and we also promote and protect the health and wellbeing of our population. This guideline is designed to enlist the co-operation and support of each Grant Recipient organisation to support the HSE, and the wider Healthy Ireland (HI) Network, to help build awareness of and promote health and wellbeing for everyone. The guidelines should be followed by all organisations receiving a grant approved by HSE Health Promotion and Improvement.

#### **Helping to Raise Awareness - Branding**

- HP&I Grant Recipients agree to display the HSE and Healthy Ireland (HI) logos on new materials produced during 2018.

Any use of the HSE/Hi logos must adhere to brand guidelines. A copy of the brand guidelines can be viewed at [www.hse.ie/branding](http://www.hse.ie/branding). Details of size and positioning of logos are included in the brand guidelines. Grant Recipient agrees to provide the HSE with a proof of any materials for sign off prior to production.

#### **Supporting Healthy Lifestyle Messaging**

- HP&I Grant Recipients agree to promote HSE health and wellbeing content as part of their work and communications programmes. This includes sharing of messages on **Alcohol, Tobacco, Mental Health, Healthy Eating, Physical Activity and Sexual Health** on social media, news media and at events.

#### **Sharing Stories - Social Media**

- HP&I Grant Recipients agree to share HSE health and wellbeing content relevant to their work via their social media platforms, and in e-newsletters and bulletins. For more information about HSE Social Media activities visit: [www.hse.ie/socialmedia](http://www.hse.ie/socialmedia)

#### **Website**

- HP&I Grant Recipients agree to include HSE and Healthy Ireland logos are featured on their website, and to support the cascading of key healthy lifestyle messaging by including relevant HSE health and wellbeing content on their website.

#### **Events (Existing & New)**

- When planning existing events, HP&I Grant Recipients agree to provide prominent visibility for HSE/Healthy Ireland brands at the event.

Planned events should be referenced in the existing grant agreement and these opportunities should form part of the existing allocated promotional budget in the grant agreement.

For new events, Grant Recipients agree to provide an outline of potential promotional opportunities to HSE HP&I at least **20 working days** in advance of the event.

### **Promotional Materials**

- HP&I Grant Recipients agree to engage with HSE HP&I as part of the development of any new promotional materials, to agree positioning, size and prominence of HSE and Healthy Ireland brands.

Examples of promotional materials include all printed materials (e.g. leaflets, brochures and posters), promotional stands or backdrops, event signage. A minimum of **14 working days** must be given from submission of proof. No materials containing the HSE or Healthy Ireland logo should be produced prior to obtaining sign off from a HSE Communications representative. Please email [healthpromotion&improvement@hse.ie](mailto:healthpromotion&improvement@hse.ie) for more details.

### **New Initiatives**

- HP&I Grant Recipients Grant Recipient will highlight any new initiatives which could potentially provide any promotional opportunities for the HSE.

### **Additional New Commercial Sponsors and Conflicts**

The HSE recognises the need for any Grant Recipient to raise additional funds through securing additional sponsors. If a Grant Recipient wishes to continue to receive funding, the Grant Recipient must engage with the HSE prior to committing to any additional sponsorship agreement. The HSE and the Grant Recipient must assess and collectively agree in advance of a new sponsor coming on board, the impact and implication of any new agreement in the context of the HSE/Healthy Ireland association. Failure to do so may result in a cessation or reduction of on-going grant payments.

If a Grant Recipient decides they no longer wish to receive funding from the HSE, the Grant Recipient should notify the HSE in writing and provide a proposed exit timeframe. This exit timeframe will be based on funds already paid.

### **Existing Commercial Sponsors in Place**

For those Grant Recipients who have an additional commercial sponsor in place, this should be stated in the grant agreement and any existing brand restrictions identified as part of the funding application. Grant Recipients must clearly explain how the HSE/Hi brands and messaging will be prominently promoted. Grant Recipients will assist the HSE to engage with any commercial sponsor/s on promoting healthier lifestyle messaging to their staff.

