

Please read this information before completing the OPRP Submittal Form.

OVERVIEW: Programs that directly or indirectly receive HIV prevention funding from the Centers for Disease Control and Prevention (CDC) must have all HIV educational and related materials reviewed by a *PROGRAM REVIEW PANEL*. These programs include all local health departments (LHDs) in Oregon and all community-based organizations funded through LHDs or through OHA's HIV Prevention Program. OHA's HIV Prevention Program has installed a standing program review panel (i.e., OPRP) that programs statewide may use.

WHY: This effort is intended to comply with CDC's guidance to ensure the development of accurate and appropriate HIV prevention messages and educational materials.

WHICH MATERIALS? All materials must be submitted when used within the context of an HIV Prevention Program to educate or inform any community or individual about HIV disease, its transmissibility and risk, risk-reduction information and all HIV-related information. These include:

- √ Written materials (e.g. pamphlets, brochures, curricula, fliers);
- √ Audiovisual materials (e.g. motion pictures and videotapes);
- √ Pictorials (e.g. posters and/or similar educational materials using photographs, slides, drawings, or paintings);
- √ Marketing and advertising; and
- √ Questionnaires or survey instruments.

WEBSITES: At this time, program websites will not be reviewed. OHA recommends, however, that organizations use OPRP's material review guidelines to ensure the accuracy and appropriateness of their website's HIV educational or prevention information. OHA also suggests the inclusion of a disclaimer alerting the public that the web site may include sexual or drug-related content.

A sample disclaimer, which is included on CDC's HIV website, reads:

"This site contains HIV prevention messages that might not be appropriate for all audiences. Since HIV infection is spread primarily through sexual practices or by sharing needles, prevention messages and programs may address these topics. If you are not seeking such information or may be offended by such materials, please exit this website."

FILLING OUT THE FORM: *The OPRP Submittal Form must be completed for your materials to be adequately reviewed by OPRP. Please be sure to:*

- Answer all questions thoroughly.
- Identify the target population for whom the material is intended.
- Identify the venues in which the materials will be disseminated.
- Make no assumptions that the OPRP members know what your agency does in HIV prevention and education.

EXPLICIT CONTENT: Some HIV prevention materials may not meet the OPRP standards at first glance because they are intended for specific audiences with explicit information and to be distributed in limited and particular environments and venues. It is critical, however, that these materials are part of a broader HIV prevention program and media strategy that promotes HIV prevention comprehensively. If the materials you are submitting do not meet OPRP standards as “stand-alone” material, please explain how the standard is achieved within the context of your program or proposed program.

EXAMPLE: The material that you are submitting for review is designed for men who have sex with men (MSM) and who frequently have unprotected sex with a variety of partners. The materials are very graphic in nature, but are consistent with the imagery and messaging that is found in similar types of materials that are frequently read by those individuals. The information contained in the submitted materials offer graphic illustrations of how to reduce HIV acquisition or transmission by using a condom during oral or anal sex acts, but does not mention abstinence as the safest option in reducing the risk of being exposed to HIV.

If this material was to be submitted for review as a stand-alone document, it would not be approved for distribution by the OPRP.

SUGGESTION: *You will want to describe how your HIV prevention program more broadly includes comprehensive information and guidance on the promotion of abstinence from sexual intercourse or the illegal use of drugs. You might identify companion brochures that are also included in displays and dissemination of prevention, education and outreach materials.*

At a minimum, detail the specific audience and venue intended to receive and/or come in contact with the material and the justification for the use of provocative or controversial images and language.