

ADMINISTRATIVE POLICY AND PROCEDURE

Subject: COMMUNICATION GUIDELINES

Policy No.: A131

Supersedes: February 23, 2016

Review Date: January 26, 2023

Origin Date: October 11, 2007

Revision Date:

PURPOSE:

To ensure all written and electronic material for dissemination from or by Rancho to employees and patients, referral sources, physicians, community are accurate in content and consistent with the design and format approved by the Public Information Office (PIO) and/or the appropriate Executive Council (EC) member.

POLICY:

All written or printed materials such as memos, flyers and everyone e-mails, must be approved by the Executive Council (EC) member of the designated area of responsibility, prior to print and dissemination within 5 working days of intended release date.

GUIDELINES:

1. Written and electronic materials such as brochures, newsletters, advertisements, and flyers developed for the purpose of disseminating information about Rancho's events, programs and services, must be approved by the EC member and the PIO prior to printing and dissemination.
2. Rough drafts of materials should be e-mailed or sent to the Public Information Officer mailbox in the Harriman Building Room 105. Materials will be finalized for review and approved by the EC member and the PIO. Approval or denial should be granted within 5 working days of receipt.
3. Marketing materials should clearly convey information that is consistent with the mission, vision and values of Rancho Los Amigos National Rehabilitation Center. The approved Rancho logo must appear on all materials to ensure a professional, unified and consistent look on brochures, pamphlets, handbooks and newsletters.
4. All professional printing requests must be approved by an EC member.
5. All patient education materials must be approved by Department Head and or the MED Chip Committee.
6. Staff must follow the attached Guidelines for Written Materials to ensure a consistent design and format.

Revised: 1/14, 7/14, 2/16

Reviewed: 1/14, 7/14, 2/16, 1/23

Approved By:

RANCHO LOS AMIGOS NATIONAL REHABILITATION CENTER

Guidelines for Written Materials

1. Type documents in Microsoft Word.
2. Use 12-point font or higher in text.
3. Use the official Rancho Logo (available on Intranet under the links of interest.)
4. Do not alter size, shape, or color. Logo must appear on letterhead sent outside of Rancho.
5. Use spell and grammar checks on all documents.
6. Write messages at the sixth-grade level. Avoid jargon, acronyms, and technical terms.
7. Use the Plain Language software to review documents. Software is available to select department heads, PIO, and in the Rancho Medical Library.
8. Be sure that the material is culturally and linguistically sensitive. Consult with PIO and Language and Culture Resource Center for guidance.
9. Avoid long sentences. Use sentences that are 20 words or less in length.
10. Avoid large paragraphs. Use no more than 3-4 sentences in a paragraph.
11. Minimize icons, graphics, and the number of colors used. Do not use all CAPS.
12. Be sure to include in the narrative essential information such as:
 - Rancho Los Amigos National Rehabilitation Center name
 - Date of event or meeting
 - Time of event or meeting
 - Location including building and room number
 - Contact person name and phone number
 - Fax number, if applicable
 - Parking arrangements or directions
 - Fees
 - Intended audience (patients, staff, families, public)
13. Convert e-mail attachments to PDF format after it has been approved by EC or PIO.
14. Be mindful of printing costs for documents with multiple colors or photos.
15. Obtain translation of materials from the Language and Cultural Resource Center.
16. Allow sufficient time for translations.
17. Be careful when photocopying documents for distribution. Make sure it is straight and readable. Copy as a two-sided document, when possible.