



## Moving California Oral Health Forward

Media/Materials includes all content in media outlets, brochures, posters, radio, TV, fliers, banner ads, pop-up ads in digital media and social media. Please complete this form for each piece of media/materials you are proposing. Submit the form to your Program Consultant and if possible attach a sample of the proposed items.

Please allow a **15-business day** turnaround for review. If using pre-existing materials, a **10-business day** turnaround is needed.

**Date:**

**Grant #:**

**Requester:**

**Address:**

**LOHP:**

**Telephone:**

**E-Mail:**

**Materials Used:**

**Type of Media**

New \*Existing Smile CA

Social

Radio

TV

Flyers

Posters

Other

**Material Content:**

**Start Date/s:**

**End Date/s:**

**Frequency: Daily**

**Weekly**

**Monthly**

**Others: (Specify)**



**Total Cost and Budget Justification:**

**Performance Measure/Work Plan Objective:**

**Media URL:**

**\*Existing** (CDC, Smile CA, ADA?) Please specify:

**Attribution** - The required attribution is: "Funded by the CDPH under Contract XX-XXXXXX" **SWAG** items are not allowed. Toothbrushes, toothpaste and floss are not considered SWAG.

**Notes:**

**For OOH Use Only**

**Date Received:**

**PC/Reviewer:**

**Date Request Logged:**

**Date Material Reviewed:**

**Budget Approved:      Yes      No**

**PC Material Approved:      Yes      No**

**If not approved, include reason(s) and the date the LOHP was notified and asked to revise and resubmit.**

**Date Material Resubmitted:**

**Date Material Approved:**

**Management Approved by:**

**Comments:**