

CDC Attribution Guidance for Education and Communication materials

Developed by SPAN, HOP, & REACH Recipients

Educational Materials

Use the attribution language below on recipient-developed educational and communication materials funded under CDC/Division of Nutrition, Physical Activity, and Obesity cooperative agreements. These include materials like advertisements, booklets, brochures, web banners, flyers, posters, web pages, podcasts, videos, PSAs, and other materials. This does not replace a recipient's own logo or tagline.

See below for conference support and scientific publication language. Samples are on Page Two.

Print Language

Made possible with funding from the Centers for Disease Control and Prevention.

Spoken Language

Sponsored by the Centers for Disease Control and Prevention... (and...)

Provided by (Made possible by) the Centers for Disease Control and Prevention... (and...)

Spanish Language Attribution

Financiado por los Centros para el Control y Prevención de Enfermedades... (y...)

Placement

- Booklets, brochures – front or back cover
- Fact sheets, flyers, posters, one-pagers, or infographics – bottom of front/first page
- Advertisements, web banners, billboards, outdoor signs, web pages – centered at bottom
- Video (TV earned or PSA, social and digital media) – voice over and centered at bottom of closing screen
- Audio (podcast, radio earned and PSA) – voice over

Notes

- Placement may vary with material type and design.
- This guidance is based on long-standing precedence at CDC, NCCDPHP, other federal agencies.
- CDC logos and clearance are not required for the educational and communication materials. Recipients may request a courtesy review by the Project Officer or Communication Technical Assistance (TA) Liaison.
- CDC will provide the Racial and Ethnic Approaches to Community Health (REACH) design element, if requested. Use of the design element is not required on materials; however, recipients must contact their Project Officer for approval to use.
- Cooperative agreement number is not required on educational materials.
- Recipients should add attribution language to all hard-copy and electronic documents. The attribution language does not replace a recipient's brand, logo, or name.

Scientific Publications & Conference Materials

Attribution: See [“publications”](#) and [“acknowledgement of federal support”](#) on pages 7-8 of [General Terms and Conditions for Non-Research Grant and Cooperative Agreements](#) for the acknowledgement and disclaimer for use in scientific publications and presentations as well as the conference disclaimer.

Logo Use: If you would like to use the [CDC logo](#) on conference materials, please request written permission from your Project Officer. The [CDC logo is trademarked](#) and requires a trademark agreement for use. The review time may be long and require content revisions.

Sample Language for Press Releases

Funded by the CDC’s [\[INSERT State Physical Activity and Nutrition Program \(SPAN\) / High Obesity Program \(HOP\) / Racial and Ethnic Approaches to Community Health \(REACH\) Program\]](#), [\[INSERT ORGANIZATION NAME\]](#) is working to [\(INCLUDE APPLICABLE STRATEGIES SUCH AS... \)](#)

Program	Sample Text
SPAN	<ul style="list-style-type: none"> • Implement food service guidelines in worksites to increase availability of healthy food. • Support breastfeeding in birthing facilities, the community, and workplace. • Improve nutrition and physical activity standards in early care and education. • Implement efforts to establish new or improved transportation systems
HOP	<ul style="list-style-type: none"> • Enhance healthier food procurement and sales. • Establish health nutrition standards in hospitals, faith-based organizations, community health centers, and afterschool or recreation programs. • Improve state and local programs/systems to increase access to healthier foods. • Implement efforts to establish new or improved transportation systems.
REACH	<ul style="list-style-type: none"> • Promote tobacco free living and protect people from secondhand smoke exposure. • Improve nutrition food procurement and sales, establishing healthy nutrition standards, and improving access to healthier foods. • Support breastfeeding through training and support. • Implement efforts to establish new or improved transportation systems. • Increase referral and access to community-based health programs.

Sample Attribution in Radio Script Ending

... For more information, visit [\(INSERT short URL\)](#). Made possible with funding from the Centers for Disease Control and Prevention through the [\[INSERT ORGANIZATION NAME\]](#).

Sample Newsletter Attribution

The [\[INSERT State Physical Activity and Nutrition Program / High Obesity Program / Racial and Ethnic Approaches to Community Health \(REACH\) Program\]](#) is made possible with funding from the Centers for Disease Control and Prevention (CDC). The views expressed in this newsletter do not necessarily reflect the official policies of the CDC or imply endorsement by the U.S. Government. Learn more about [\[State Physical Activity and Nutrition Program / High Obesity Program / Racial and Ethnic Approaches to Community Health \(REACH\) Program\]](#) at <https://www.cdc.gov/nccdphp/dnpao/>.

Questions

If you have a question, contact your Project Officer.