

CTCP Funding Acknowledgement Policy

When contractors create an educational and/or media material with funds from the California Tobacco Control Program (CTCP), a statement acknowledging the funding source is required. The following is a guideline on the proper acknowledgement language for different types of materials.

Educational Materials

Educational materials developed with CTCP funds must include the following wording:

“This material was made possible by funds received from the California Department of Public Health, under contract # XX-XXXXX.”

Media Materials

Media materials (e.g., billboards, TV ads, radio ads, etc.) may have an abbreviated version of this acknowledgement:

“© 2010. CDPH. Funded by the California Department of Public Health.”

In addition, media materials must acknowledge the agency that is placing the ad.

Incentive and Advocacy (Promotional) Materials

Incentive and advocacy (promotional) materials with limited space may have the following abbreviated version of this acknowledgement:

“© 2010. CDPH.”

The acknowledgement may be omitted if printable space is too limited, or if the attribution interferes with the image of the piece.