



HEALTH
FOUNDATION
of south florida

COMMUNICATIONS GUIDELINES

For Grantees, Partners & Affiliates

COMMUNICATIONS GUIDELINES

Health Foundation of South Florida encourages grantees, partners and affiliates to promote projects and efforts on which we're collaborating in written materials, online platforms and publications and social media. As part of your agreement with us, you may be required to engage in at least one form of communication, media outreach, and/or advocacy strategy. Please use the following guidelines to ensure consistency and accuracy in your communications. If you have any questions about the Communications Guidelines please contact the HFSF communications team at communications@hfsf.org.

OUTREACH STRATEGIES

There are many ways to share the important work we're doing together. The following are some examples that Health Foundation of South Florida recommends. Our program or communications staff can work with you on the appropriate activity for your project.

- Distribute a press release to print, broadcast and digital media outlets.
- Submit an Op-Ed to a local publication or website.
- Share information about your work with us through your organization's newsletters, annual reports, donor communications and on your website.
- Announce your work with us on your social media platforms—and remember to tag @HealthSFL!
- Inform your local government representatives and officials about the work we're supporting and the health issue it's addressing.
- If you're planning an event, consider inviting one of our staff experts to speak or present. (We kindly request you give us 30 days notice to allow for scheduling availability.)

IMPORTANT: All materials mentioned above, and any publicly disseminated documents that reference HFSF, must be submitted for review by the Foundation no less than 10 business days in advance.

ACKNOWLEDGING HEALTH FOUNDATION OF SOUTH FLORIDA

In press releases, presentations, brochures, flyers, collateral materials, email blasts, posters, publications or any other publicly disseminated documents related to projects funded or facilitated by Health Foundation of South Florida, grantees, partners and affiliates must acknowledge HFSF's support.

- If a grant has been awarded, please acknowledge the amount of the grant.
- Please use our full name: "Health Foundation of South Florida." The acronym HFSF may be used upon second reference.
- Please include Health Foundation of South Florida, Live Health Community partnerships and South Florida Anchor Alliance logos in all collateral and communications materials you produce. (Our logos are available below, or through Program Liaisons.)
- If your project involves policy advocacy, please include the following language with any written acknowledgment of Health Foundation of South Florida support: The views expressed by this <project, program, conference, etc.> do not necessarily reflect the views of Health Foundation of South Florida.

DESCRIBING HEALTH FOUNDATION OF SOUTH FLORIDA

Materials should always refer to HFSF's full legal name: Health Foundation of South Florida. To describe HFSF, please use the following paragraph:

The mission of Health Foundation of South Florida is to invest in and be a catalyst for collaborations, policy and systems change that improves the health of South Florida communities, with a focus on vulnerable, low to moderate income populations. Established in 1993, the nonprofit foundation has awarded over \$125 million to nonprofits providing programs and services in Broward, Miami-Dade and Monroe Counties. For more information, visit hfsf.org and follow @HealthSFL.

IMPORTANT: Please forward a final copy of all external communications or any other materials that recognize HFSF to our communications staff at communications@hfsf.org, no less than 10 business days in advance of dissemination to allow time for review and approval.

DESCRIBING LIVE HEALTHY INITIATIVES

To describe the Live Healthy Miami Gardens, please use the following paragraph:

Live Healthy Miami Gardens is an initiative aimed at making this vibrant neighborhood a healthier place to live. The initiative, which launched in 2014, focuses on bringing the community together, following a strategic plan of action, increasing coordination, and making change that improves the health of Miami Gardens residents. The City of Miami Gardens is the primary coordinator of the project. Health Foundation of South Florida, a nonprofit grantmaking organization, is providing the project up to \$3.75 million in support over the first six years of the initiative.

To describe the Live Healthy Little Havana, please use the following paragraph:

Live Healthy Little Havana is an initiative aimed at making this historic neighborhood a healthier place to live. The initiative, which launched in 2014, focuses on bringing the community together, following a strategic plan of action, increasing coordination, and making change that improves the health of Little Havana residents. Health Foundation of South Florida, a nonprofit grantmaking organization, is providing the project up to \$3.75 million in support over the first six years of the initiative.

DESCRIBING FLORIDA HEALTH NETWORKS

To describe the Florida Health Networks, please use the following paragraph:

Florida Health Networks is a non-profit management services organization that provides training, technical assistance, data management, and quality improvement support to a statewide network of community-based organizations (CBOs) delivering evidence-based wellness and prevention services to older adults. FHN was created in 2014 by Health Foundation of South Florida to fulfill the need to provide Florida's rapidly growing population of older adults with evidence-based health and wellness programs. FHN was built upon the success of Health Foundation of South Florida's nationally recognized Healthy Aging Initiative which provided evidence-based health and wellness programs to older adults in South Florida.

SOCIAL MEDIA

Health Foundation of South Florida is active on social media, using these platforms to promote our areas of focus as well as the important milestones of our grantees. Please follow us on Twitter, Facebook and LinkedIn to receive news and announcements. Help us showcase your successes by tagging us in social media posts related to the projects we fund. Below are social handles for some of our key initiatives.

TWITTER

@HealthSFL
@LiveHealthyLH
@LiveHealth_MG
@FLHealthNet

FACEBOOK

@HealthFoundationOfSouthFlorida
@LiveHealthyLittleHavana
@LiveHealthyMG
@FLHealthNetworks

LOGO & NAMING CONVENTION

Our logo is available for downloading in [JPG](#), [EPS](#) and [PNG](#) formats. Please do not alter the logo in any way except to resize, or to run entirely in black or entirely in white.

NAMING

Correct: Health Foundation of South Florida
Incorrect: The Health Foundation of South Florida
Correct Example: The grant was awarded by Health Foundation of South Florida.

MEDIA ENGAGEMENT & EXPOSURE

Please share with Health Foundation of South Florida any media exposure related to the work on which we are collaborating or which we have supported through a grant. In addition, we are happy to provide you with media tips and advice to help prepare you for an interview or other media opportunity. Please also advise us if you are hosting a press conference or other event at which you expect media to attend. Requests for a quote or other media statement from HFSF should be sent to communications@hfsf.org.





**HEALTH
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FOR MORE INFORMATION

For more information about Health Foundation of South Florida, please contact your Program Liaison. Communication, media inquiries press releases and published materials subject to approvals should be directed to communications@hfsf.org.