

TITLE

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# Family Planning Media Review Webinar FY24-25



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Reproductive Health Branch

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# Welcome!

## Please introduce yourself and your representative agency in the chat!



### Tech Reminders:

- Keep your audio muted except for when you intend to speak
- Use Zoom's Gallery View to see more participants
- Adjust the layout of the windows on the computer so you can see the chat, Zoom screen, and other participants
- Rename yourself and add pronouns if you choose
- Find the "Raise Hand" and other reactions icons
- Type in the Zoom chat box if you need help



## **During this webinar, we will:**

- **Review New Media Review forms and the Smart Sheet submission process**
- **Discuss the required Title X funding language for all in-house media review materials and identify keys points of the WICWS Media Review FAQs Document**
- **Provide new Family Planning Medicaid Materials, and other supporting Reproductive Health Branch resources to improve the media review process**
- **Give agencies the opportunity to ask questions and provide feedback about Media Review Materials**

Let's Hear From You

# **Why is the Media Review Process important for your Title X clinic?**

Please keep your responses to short phrases in the chat (3-4 words).

## Why is the Media Review Process important?

- **Connects with diverse clients**
- **Ensures inclusive and respectful resources**
- **Ensures materials are understandable**
- **Gives committee or community members a voice**
- **Addresses health disparities**
- **Takes an equity approach**
- **Addresses the needs of priority populations**

# Title X on Media Review

- Provide for informational and educational programs designed to achieve community understanding of the objectives of the program; inform the community of the availability of services; and promote continued participation in the project by people to whom family planning services may be beneficial.
- Entities receiving Title X funding are required to incorporate community feedback within their interventions. These mandates ensure that members of marginalized or historically vulnerable populations have opportunities to participate in the planning and delivery of family planning services for their communities.



## New Title X Funding Language

**“This (project/publication/program/website, etc.) is supported by the Office of Population Affairs (OPA) of U.S. Department of Health and Human Services (HHS) as part of a financial assistance award totaling \$7,499,366 with 100% funding by OPA/OASH/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by OPA/OASH/HHS, or the U.S. Government.”**



QR Code

# New Family Planning Participant Media Review Form

North Carolina Department of Health and Human Services  
Division of Public Health  
Women, Infant, and Community Wellness Section

**Participant Media Review Form**

Please review this material for the Family Planning program to share your opinion as to whether the material should be used with our clients. There are no right or wrong answers. The first set of questions is about you. We ask these questions because we want to make sure that we get opinions from people who are similar to the clients we serve. Thank you for your feedback!

Agency Name: \_\_\_\_\_

Date: \_\_\_\_\_ Age: \_\_\_\_\_

Gender: \_\_\_\_\_ Female \_\_\_\_\_ Male \_\_\_\_\_ Transgender \_\_\_\_\_ Other \_\_\_\_\_

What is your race? (Mark all that apply)

☐ American Indian or Alaskan Native ☐ Native Hawaiian or Pacific Islander  
☐ Asian American ☐ White  
☐ African American/ Black ☐ More than once race

Are you Hispanic?  
☐ Yes ☐ No

**Material Evaluation**

Please review the material and then answer the following questions.

Material title (if there is no title, describe the material): \_\_\_\_\_

Language of the material under review: \_\_\_\_\_

What is the main message of this material?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DHHS 3461A (Revised 1/24)  
Reproductive Health Branch (Review 1/25)

North Carolina Department of Health and Human Services  
Division of Public Health  
Women, Infant, and Community Wellness Section

**Family Planning Media Review Summary Form**

This form is a summary of the data from all Participant Media Review Forms. This form is not for individual Participant Media Review.

Agency Name: \_\_\_\_\_

Form completed by: \_\_\_\_\_ Date: \_\_\_\_\_

Email Address: \_\_\_\_\_

**Material Summary**

1. Title: \_\_\_\_\_

2. Topic Area: \_\_\_\_\_ 3. Publication Date: \_\_\_\_\_

4. Type of Media  
☐ Billboard ☐ Poster ☐ Brochure/Pamphlet ☐ Other: \_\_\_\_\_

5. Where your Agency Obtained Material  
☐ Created In-House  
☐ Women, Infant, and Community Wellness Section Publications webpage  
☐ Other: \_\_\_\_\_

6. Intended Audience (Check all that apply)

Gender:  
☐ Male ☐ Female ☐ LGBTQ+ ☐ All Genders

Age Groups:  
☐ General (All Ages) ☐ College  
☐ Middle School ☐ Young Adults  
☐ High School ☐ Adults

Racial Group Focus:  
☐ American Indian/ Alaskan Native ☐ Native Hawaiian/ Pacific Islander  
☐ Asian American ☐ White  
☐ African American/ Black ☐ More Than One Race

Ethnicity:  
☐ Hispanic ☐ Non-Hispanic

## New Changes

- Gender
- Reading Level
- Race

**Resource:** [New Family Planning Participant Media Review Form](#)



# Smartsheet Submission Instructions

- Select the [link](#) and the Smartsheet form will open in a new tab
- Enter you Agency, Email , & Documentation for the Fiscal Year
- Upload your document. Image types accepted are  
JPG                  PDF                  GIF  
PNG                  TIFF                  DOC
- Once you've added your documentation select the submit button to complete your form.



# Media Review FAQs Document

Organized into four main topics related to the media review process:

**Requirements**  
**Materials**  
**Reviewers**  
**Procedures**

## Poll Question #1 (Requirements)

**When are the Title X Media Review materials due?**



## Poll Question #1 Answer

The agency must submit, at least annually, and no later than **June 30, 2025**, family planning media review documentation for materials reviewed **June 1, 2024 – May 31, 2025**.

A letter stating there are no new materials will only be accepted once in any **three- year** period.

## Poll Question #2 (Materials)

**Do social media posts on platforms such as Facebook, Twitter, and Instagram need to go through the Media Review Process?**



## Poll Question #2 Answer

While Media Review materials shared on social media must undergo a Media Review Advisory Committee approval process, social media posts themselves do not require an Advisory Committee approval.

## Poll Question #3 (Materials)

**True or False. Educational materials for clinicians and other Title X staff must also go through the Media Review process.**



## Poll Question #3 Answer

**False**, only **client-facing materials** must go through the Media Review process. That said, clinicians and staff may at times share clinician- and staff-facing materials with their clients. In light of this, it's important to consider whether clinician- and staff-facing materials are appropriate for clients. It's also important to ensure that clinician- and staff-facing educational materials are factually and medically accurate and include information that aligns with the educational, cultural, and diverse backgrounds of clients.



## Poll Question #4 (Reviewers)

**Can Title X agency's medical director and other staff review materials?**



## Poll Question #4 Answer

While a Title X agency's medical director and other staff can review materials, these staff reviews do not count toward the requirement to have at least 5 Committee members review Media materials. A Title X agency's medical director and/or other staff may review materials for factual accuracy, but Committee members are ultimately responsible for approving the materials.

## Poll Question #5 (Procedures)

**What if Media Review Advisory Committee members prefer to document their review online rather than via a paper survey?**

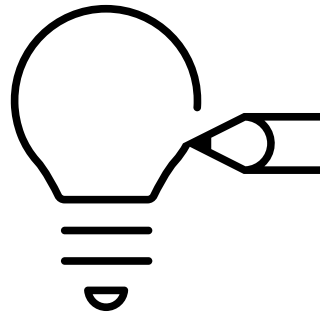


## Poll Question #5 Answer

Title X agencies can ask Media Review Advisory Committee members to document their review online (for example, via an online survey or email) or a paper survey. The review process and Advisory Committee feedback must be documented, but it doesn't matter if this documentation is electronic or on paper.

# Supporting Reproductive Health Branch Resources for Media Review

- **Trauma-informed Webinar Series**
- **Social Media: Connecting Your Family Planning Community**
- **Family Planning Medicaid Materials**



## **Words Matter**

- Trauma-informed, inclusive
- Use plain language and avoid jargon

## **Images Matter**

- Reflective of community served
- Enhance understanding with visuals

## **The Client Is A Partner**

- Consider the educational, cultural, and diverse backgrounds
- Comprehensive sexual health education (PreP, STI testing)

## **Input From Audience is Essential**

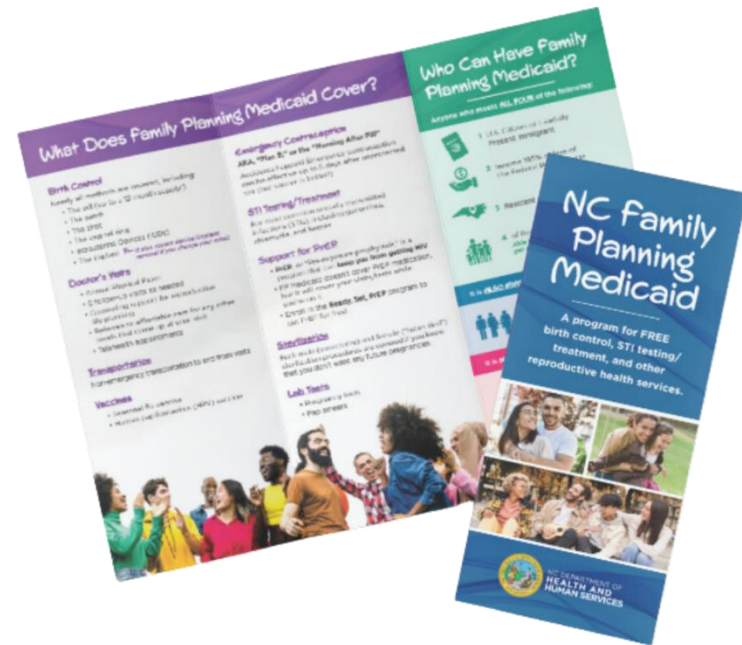
- Media Review
- Community Engagement, Education and Quality Improvement

# Community Feedback is Essential

- Title X Media Review Process
- **Potential clients who are representative of the service population and possess a deep understanding of the community**
- **Consider the educational, cultural, and diverse backgrounds**
- **Medically accurate, culturally and linguistically appropriate, inclusive, and trauma-informed**

# New Outreach Materials

- New Enrollee Video
- Tri-Fold Brochure
- Beneficiary FAQs Sheet
- Provider Fact Sheet
- Placemats
- Resources for Men



**FAMILY PLANNING MEDICAID**  
*is for men, too!*

**Family Planning Medicaid helps men take charge of their reproductive health.**

Reproductive health is an important aspect of men's and wellness. Taking care of your reproductive health can help you take part in healthy relationships and can maintain a healthy life. To your reproductive health, you can reduce your risk of STI, infertility, and even certain types of cancer. Taking care of your reproductive health and talking to your doctor about it is an important step toward maintaining your health.



## NC Family Planning Medicaid FACT SHEET FOR PROVIDERS



**What is Family Planning Medicaid?** Family Planning Medicaid, previously called the "Be Smart" program, is designed to improve the reproductive health of individuals in NC by increasing access to reproductive health services. Reproductive health and contraceptive services are provided to eligible individuals of all genders, regardless of age, whose income is at or below 195% of the federal poverty level.



# Family Planning Medicaid

- **New Family Planning Medicaid (FPM) website**
  - <https://www.ncdhhs.gov/family-planning-medicaid>
- **2025 Federal Poverty Guidelines**
  - Announced mid-January
  - In effect for NC Medicaid starting April 1
- **New 1E-7 Clinical Coverage Policy (March 2025)**
- **FPM Outreach and Education Toolkit**
- **FPM Consumer Survey**

# Resources

## Family Planning Smartsheet Resources

[Smartsheet Submission Link](#)

[Title X Language/OR Code](#)

## Media Review FAQs

## Reproductive Health Branch Resources/Webinars

[Social Media: Connecting Your Family Planning Community](#)

[Trauma Informed Webinar Series](#)

[Family Planning Medicaid Materials](#)

## Other Resources

[RHNTC: Tips for Using a Trauma-Informed Lens to Develop or Select I&E Materials](#)