
Chapter 3 – Providing a Health Promotion Service

Other Communication Regarding the NCSP

Other written / marketing material A range of standard design ‘shells’ has been developed for communication about the NCSP. The shells are included in the NCSP Visual Identity Guide. Providers can then insert their own content within these shells.

The NCSP Team must be notified of any material that is planned. Final copy must be approved by the NCSP Team. This includes material about other related programmes and how they interface with the NCSP and marketing material.

The material will be reviewed and returned it to the provider within five working days where possible. Providers are requested to give as much lead in time as possible.

Standard 303 **All new material related to the Programme is sent to the NCSP Team early in the planning stage and final copy is sent for approval.**

Print advertisements Providers may want to produce advertisements of their services. As they will contain the logo, they will need to be referred to the Ministry of Health for approval.

Providers should use one of the standard design ‘shells’ for print advertisements about the NCSP.
