

<p style="text-align: center;"><b>York/Adams Drug and Alcohol Commission Treatment Policy and Procedure Manual</b></p>	<p><i>Number: P-8</i></p> <p><i>Policy: Media Implementation</i></p>
<p><i>Creation Date: 6/1/20</i> <i>Effective Date: 7/1/20</i></p>	<p style="text-align: right;"><i>Page: 1 of 1</i></p>

**I. Purpose:**

To establish instruction for media created with DDAP funds

**II. Policy:**

All media such as brochures, flyers, posters, billboards and newspaper/radio/TV ads created with DDAP funding must be submitted for review and approval before they can be disseminated. Newsletters do not need to be submitted for approval. All DDAP-funded media directing the audience to a hotline for treatment and recovery services must use the DDAP’s Get Help Now number, 1-800-662-HELP, not a local phone number.

Gambling providers may utilize the preapproved materials or submit their own creative for review and approval. Materials created outside of preapproved problem gambling messaging must be submitted for review and approval before they can be disseminated. Preapproved gambling materials may be found on the DDAP website:

<https://www.ddap.pa.gov/Pages/Gambling-Media-Campaign.aspx>.

All media requests outside of preapproved DDAP materials shall be submitted to the YADAC Prevention Specialist or designee for approval consideration. If the request is considered appropriate, the YADAC Prevention Specialist shall submit a DDAP media approval request form for approval. The YADAC Prevention Specialist shall alert the provider of approval or denial of their media request. Exceptions to inclusion of the DDAP hotline may be considered on a case by case basis. Justification for an exception should be outlined as instructed in the DDAP media approval request form and submitted to the YADAC Prevention Specialist for approval consideration.

Approved By:

*Audrey Gladfelter*  
YADAC Administrator

6/1/20  
Date