

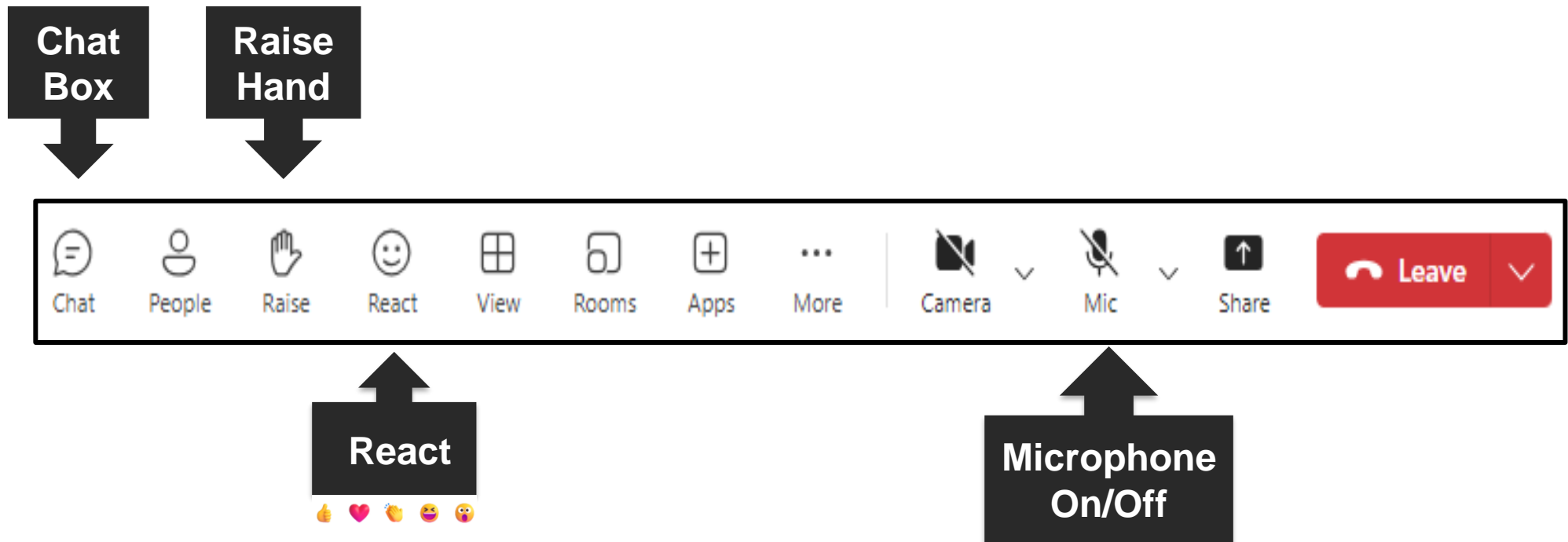
# Your Message Matters:

## Creating and Submitting Material

Bureau of Substance Abuse Prevention and Control  
Los Angeles County Department of Public Health



# Microsoft Team – Buttons



# AGENDA

01

**Materials Review Guidelines**

02

**Materials Review Form**

03

**Materials Review Checklist:  
What We're Looking For**

04

**Design Platforms**

05

**Requesting Promotional Items  
and Prevention Material**

# Materials Review Guidelines



# Material Review Guidelines

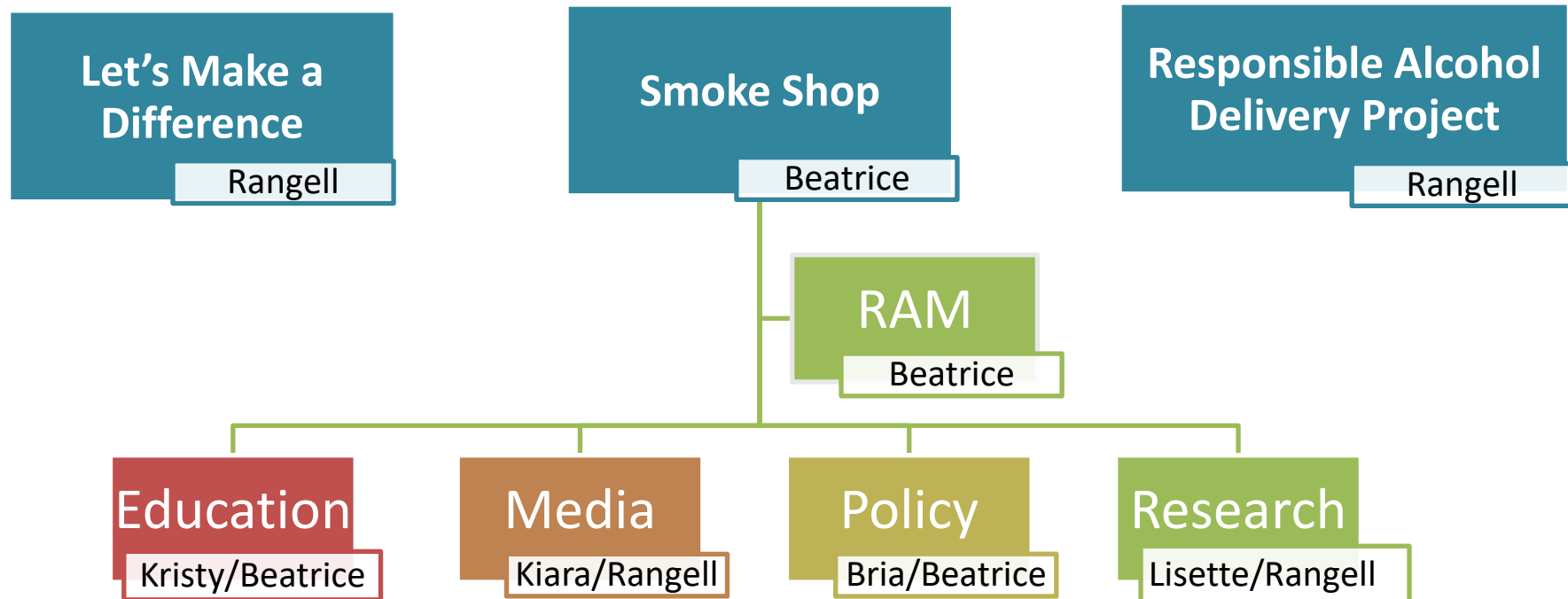
**All material intended for public distribution must be submitted for review prior to release. This includes but not limited to:**

- Flyers
- PowerPoints
- Press releases
- Brochures
- Social media postings
- Video/radio PSAs
- Infographics
- Survey tools\*

**NOTE:** SAPC staff are not permitted to review op-eds and program funding may not be used for this purpose.

# Material Review Guidelines

All material needs to be submitted to your assigned Prevention Specialist except when it's material specific to the 3 initiatives and RAM.

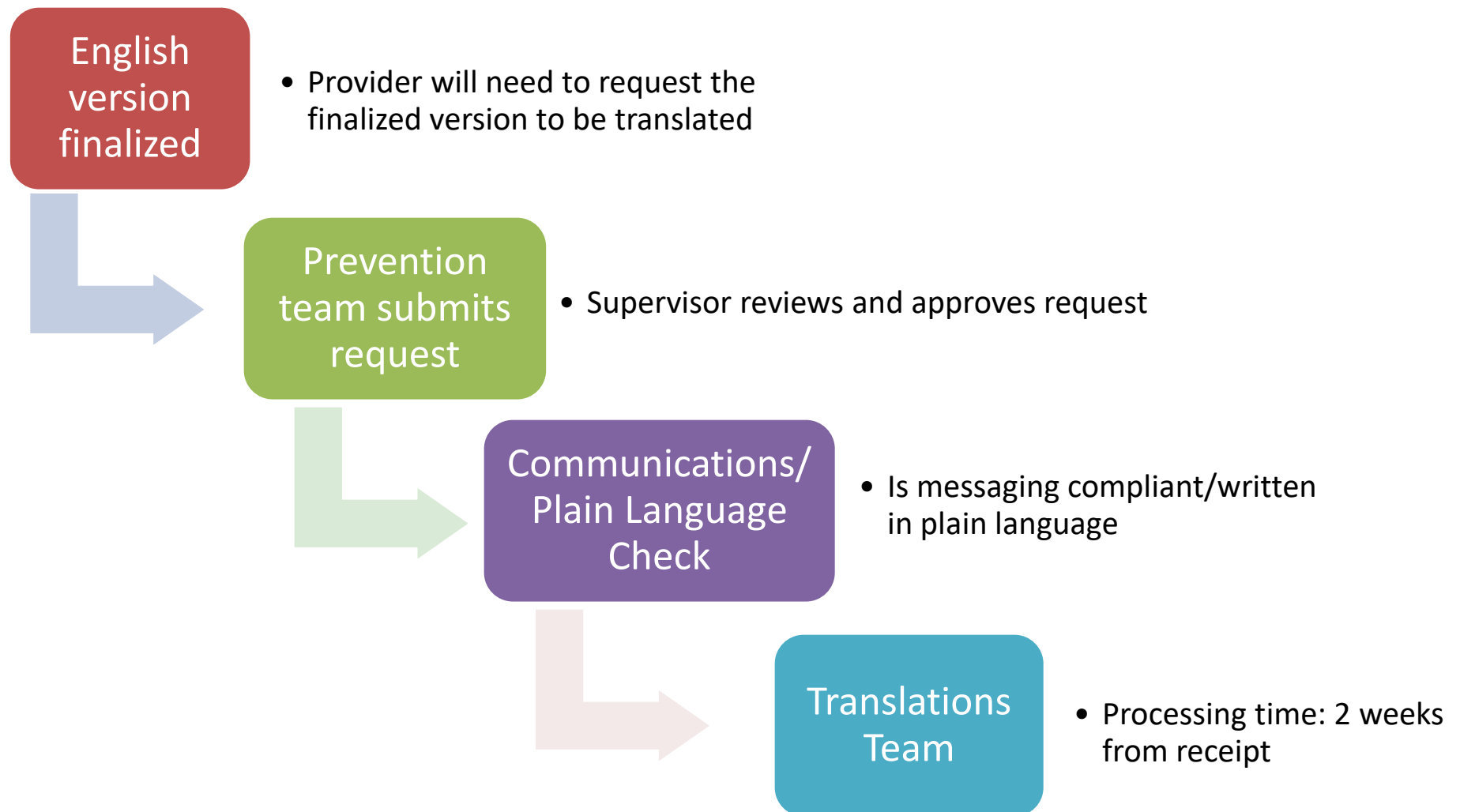


# Submission Timeline Requirements

- All material must be submitted **at least 10 business days** prior to the intended use date
- For translations, material must be submitted **at least 3 weeks early** – translations can take up to 2 weeks to process



# Translations Timeline





# Materials Review Form



# Updates

Format

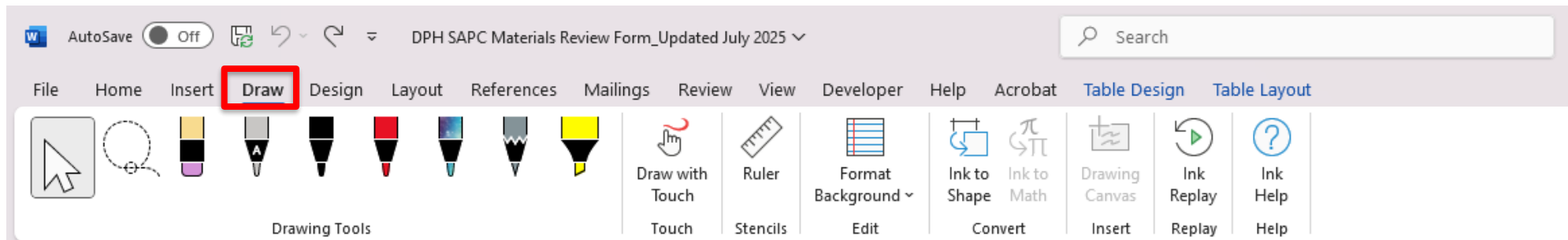
Approved material  
is valid for 1 year  
unless modified

Checklist included

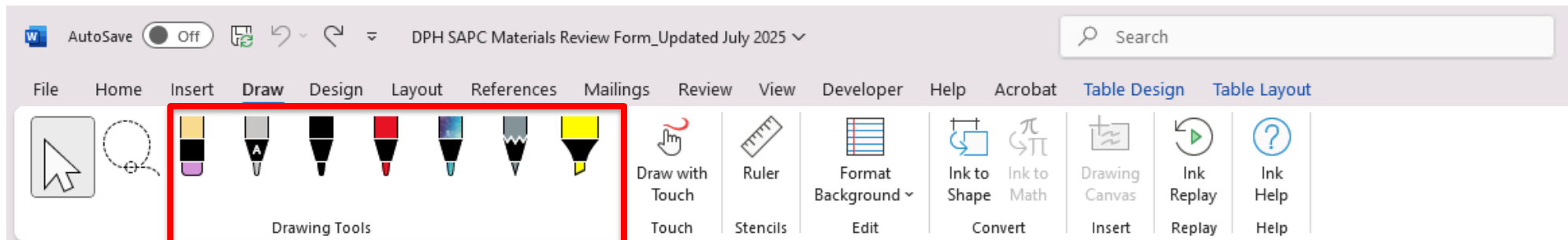
# Materials Review Form – 1<sup>st</sup> Page

Materials Review Form			
Approval of Materials Developed for Public Distribution			
Agency Name	Click here to enter text.		Contract Type
Contact Name	Click here to enter text.		E-mail
Submission Date	Click to enter a date.		Requested Distribution Date
Type of Material:			
<input type="checkbox"/>	Brochure	<input type="checkbox"/>	Press Release
<input type="checkbox"/>	Newspaper Article	<input type="checkbox"/>	PSA or Video Clip
<input type="checkbox"/>	Policy/Ordinance	<input type="checkbox"/>	Social Media Posting
<input type="checkbox"/>	Other	[insert description]	
<p><b>* If a survey tool is being submitted for review, please complete the <i>Supplemental Questionnaire for Survey Tool Review</i> below.</b></p>			
SAPC Short-Term Objective	[Select County Goal and Objective]		
Provider Short-Term Objective			
Briefly describe the purpose of the material(s) and how it will be used to impact the provider short-term objective:			
<p>By signing below, you are indicating that the attached document(s) follows all agency policies and procedures and comply with the <i>General Review Criteria</i> outlined in SAPC's <i>Approval of Materials Developed for Public Distribution</i> procedure.</p>			
Signature Program Director			Date
Previously Approved?	Yes <input type="checkbox"/> No <input type="checkbox"/> If yes, please indicate: <input type="checkbox"/> Renew existing version (No changes) <input type="checkbox"/> Minor (formatting, date, etc.) <input type="checkbox"/> Major (content, structure, etc.)		
Supplemental Questionnaire for Survey Tool Review			
1. Briefly describe the population you are targeting for completion of this survey:			
2. How/where will you be recruiting participants to complete your survey?			
3. Will you be providing incentives for the completion of this survey? If so, please describe the amount and type.			
4. What will you do with the information collected through this survey?			

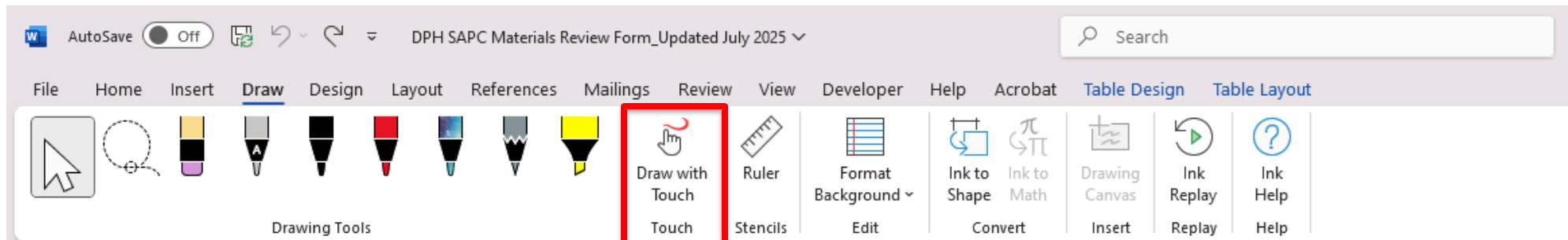
# Signing the Form



# Signing the Form



# Signing the Form



# Materials Review Form – 1<sup>st</sup> Page

Materials Review Form			
Approval of Materials Developed for Public Distribution			
Agency Name	Click here to enter text.	Contract Type	Click here to enter text.
Contact Name	Click here to enter text.	E-mail	Click here to enter text.
Submission Date	Click to enter a date.	Requested Distribution Date	Click to enter a date.
Type of Material:			
<input type="checkbox"/>	Brochure	<input type="checkbox"/>	Press Release
<input type="checkbox"/>	Newspaper Article	<input type="checkbox"/>	PSA or Video Clip
<input type="checkbox"/>	Policy/Ordinance	<input type="checkbox"/>	Social Media Posting
<input type="checkbox"/>	Other	[insert description]	
<p><b>* If a survey tool is being submitted for review, please complete the <i>Supplemental Questionnaire for Survey Tool Review</i> below.</b></p>			
SAPC Short-Term Objective	[Select County Goal and Objective]		
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Signature Program Director		Date	Click to enter a date.
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4. What will you do with the information collected through this survey?			

# Minor Changes

**These are updates that do not change the intent, meaning, or outcome of the original material:**



Typographical corrections (e.g., spelling, punctuation)



Formatting adjustments (e.g., font consistency, layout)



Updated dates, location, time, or contact information



Replacing low-resolution images with higher quality versions



Adding footnotes or references



# Major Changes

**These are updates that affect the meaning, interpretation, or impact the original material:**

Addition/changes to data or research findings

Changes to policy recommendations or conclusions

Updates that significantly alter visuals

Removal or inclusion of entire sections of content

# Materials Review Form – 2<sup>nd</sup> Page

Approval Notification – For SAPC Use Only			
Signature Research Staff (if related to research/ evaluation)		Date	Click to enter a date.
Signature Prevention Staff		Date	Click to enter a date.
<p><b>Additional Requirements for Approval:</b></p> <p>Click here to enter text.</p>			
Approved Date	Click to enter a date.	Expiration Date	Click to enter a date.
Approval of Materials Developed for Public Distribution – Materials Review Form			Revised 07/2/2025

# Materials Review Form – 3<sup>rd</sup> Page

Requirement	YES	NO	N/A	Pv	Comments
<b>AUDIENCE – Is the content appropriate and relevant for the intended audience</b>					
1. Material fits intended audience needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
2. Sentences use active voice (e.g., We will host the event” not “The event will be hosted”)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
3. Language uses plain language (Avoid technical terms, jargon, or complex wording)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
4. A multilingual plan is in place (available in multiple languages)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>CONTENT – Is the messaging accurate, complete, and aligned with key goals</b>					
5. The message is clear and easy to understand (written at a 6 <sup>th</sup> grade reading level or lower)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
6. Information is correct, up to date & complete	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
7. Use frequencies (numbers), not percentages with relevant image (e.g., 3 out of 10 youth use cannabis vs. 30% of youth use cannabis)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>DESIGN – Is the layout visually effective, accessible, and has proper formatting</b>					
8. The layout is clean and not crowded (there is space around text and images)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
9. There is adequate amount of white space (1” margins around text)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
10. Text is legible (font size, contrast, spacing)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
11. All capital letters are used only for headings and when grammatically correct (e.g., the entire document is not all capitalized)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
12. Bullets or numbers are used for lists (ensure consistent formatting and adequate spacing between each bullet for clarity and readability)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
13. Visuals are simple and uncluttered; relevant to the accompanying text	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
14. Clear visuals used (e.g., they are not distorted, stretched, pixelated, or with watermarks)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>COMPLIANCE – Does the material meet legal, ethical, and organizational standards</b>					
15. All source material is properly cited (includes references for all information used)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
16. Graphics, photos, logos (copyright issues checked; written consent is on file; credit is provided)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
17. Includes the required elements (e.g., Agency/DPH logos, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
18. SAPC Public Funding Disclaimer included	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

# Materials Review Checklist: What We're Looking For



# 4 Key Areas

**Audience**



**Content**



**Design**



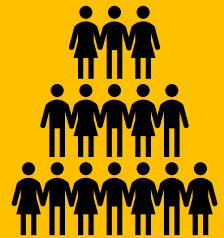
**Compliance**



# 4 Key Areas

## Audience

Is the content appropriate and relevant  
for the intended audience



# Audience Criteria



Material fits intended audience needs



Sentences use active voice



Language uses plain language



A multilingual plan is in place

# What is Plain Language?

**A**

Applies to written and oral information

**B**

Communication that is understood the first time it's read or heard

**C**

Helps audiences find what they need, understand what they find, and act on that understanding

**D**

All the above



# What is Plain Language?

**B**

Communication that is understood the first time it's read or heard

What is the main goal of using plain language?

**A**

To communicate ideas in a way that looks professional

**B**

To ensure the text uses proper grammar and formal structure

**C**

To make information easier for people to find, understand, and use

**D**

To simplify complex topics so they are less technical and more casual

# Plain Language

**C**

To make information easier for people to find,  
understand, and use

# Plain Language – Exercise # 1

Two doses of MMR vaccine are 97% effective at preventing measles, 1 dose is 93% effective. It is uncommon for someone fully vaccinated to develop measles. However, breakthrough infections can occur, especially in communities experiencing an outbreak where high levels of measles virus are circulating. The number of breakthrough infections (approximately 5% of total) is consistent with what we have seen in previous years. To avoid infection, it is highly suggested an individual immunize for the two doses.

# Plain Language Exercise

Two doses of MMR vaccine are 97% effective at protecting against measles. Some vaccinated people can still get sick during outbreaks. Getting both doses provides you with the most protection.

# Active Voice

- **Subject** – is who or what the sentence speaks about
- **Verb** – the action word

Passive Voice	Active Voice
The risk of lung cancer and heart disease <b>is increased</b> by <b>smoking</b> .	<b>Smoking increases</b> the risk of lung cancer and heart disease.
Cocaine was sold to undercover officers by the dealer.	

# Multilingual Plan

- Arabic
- Armenian
- Cambodian/Khmer
- Chinese (simplified)
- Chinese (traditional)
- Farsi
- Japanese
- Korean
- Russian
- Spanish
- Tagalog/Filipino
- Vietnamese

**Most used languages in LA County**

# 4 Key Areas

**Audience**



**Content**



**Design**



**Compliance**





# 4 Key Areas

## Content

Is the messaging accurate, complete, and aligned with key goals



# Content Criteria

The message is clear  
and easy to  
understand

Information is  
correct, up to date,  
& complete

Frequencies

>

Percentages

*(Include visual)*

# Choose Words Wisely

Use	Avoid
Short sentences	Jargon
Parallel structure	Double negatives
Contractions	Noun strings

# Use Short Sentences

- **Original:** Oftentimes, there are no symptoms of breast cancer, but signs of breast cancer can include a breast lump or an abnormal mammogram.
- **Revision:** There are often no symptoms of breast cancer. Some warning signs include a breast lump or an abnormal mammogram.

# Use Parallel Structure

- **Original:** Public health accomplishments include developing vaccinations, ensuring safer workplaces, and the control of infectious diseases.
- **Revision:** Public health accomplishments include developinging vaccinations, ensuringing safer workplaces, and controllinging infectious diseases.

# Use Contractions

- **Original:** Handwashing is easy to do and it is one of the best ways to prevent disease.
- **Revision:** Handwashing is easy to do and it's one of the best ways to prevent disease.

# Avoid Jargon

- **Original:** The patient had a myocardial infarction.
- **Revision:** The patient had a heart attack.

# Avoid Double Negatives

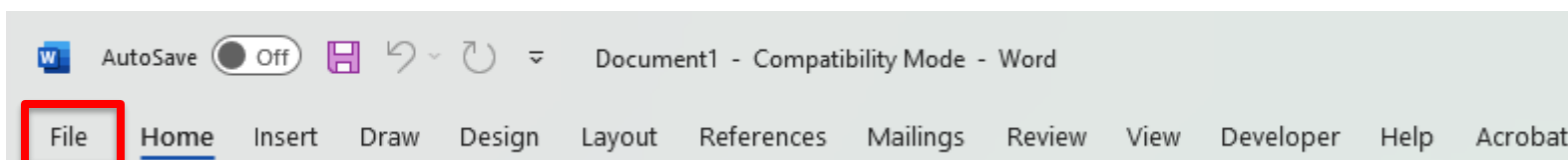
- **Original:** I didn't barely understand what the doctor said.
- **Revision:** I didn't understand what the doctor said.



# Avoid Noun Strings

- **Original:** Children's Hospital has a hospital employee relations improvement program.
- **Revision:** Children's Hospital has a program to improve employee relations.

# Step 1: Readability Reports



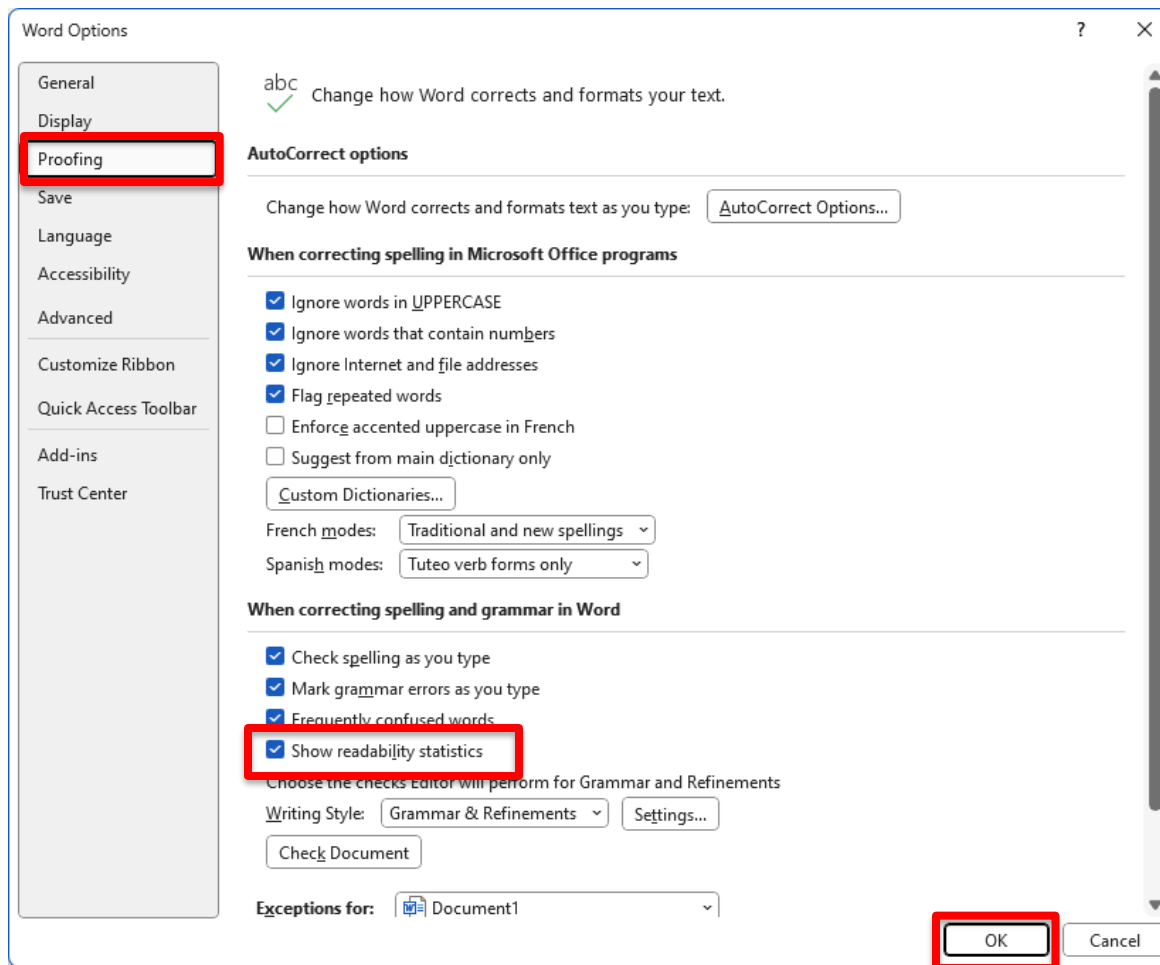
Click on “file”

# Step 2: Readability Reports



Click on “options”

# Step 3: Readability Reports



Go to the proofing section. In that section, check option which says 'Show readability statistics', and click on *OK*.

# Readability Reports

Readability Statistics		?	×
Counts			
Words	513		
Characters	3,203		
Paragraphs	26		
Sentences	16		
Averages			
Sentences per Paragraph	2.2		
Words per Sentence	21.1		
Characters per Word	5.9		
Readability			
Flesch Reading Ease	19.6		
Flesch-Kincaid Grade Level	15.7		
Passive Sentences	6.2%		
		OK	

60 or above

6<sup>th</sup> grade or below

Below 15%

# Readability Pitfalls

Fonts &  
color  
style

Layout &  
design

Comprehensibility

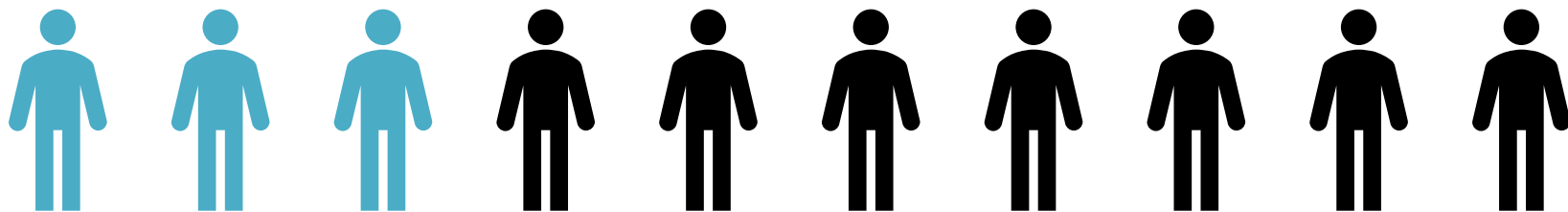
Cultural  
appropriateness

Graphics

Interest/enjoyment

# Frequencies vs. Percentages

Frequencies	Percentages
3 out of 10 youth use cannabis	30% of youth use cannabis




# Americans with Disabilities (ADA)

- **Font size:** Minimum 14 (Word) and 24 (PowerPoint)
- **Typeface:** Use sans-serif font (e.g., Arial, Calibri, Helvetica, Tahoma, or Verdana).
- **Contrast ratio:** Use a light-colored background with dark text and avoid red colored fonts
- **Pictures, graphs, and non-text media:** Provide description of the image underneath



# Serif vs. Sans Serif Fonts

 → Serif

 → Sans Serif

# Sans Serif Fonts

- **ARIAL** – This is Arial font. Count to 5... 1, 2, 3, 4, 5.
- **CALIBRI** – This is Calibri font. Count to 5... 1, 2, 3, 4, 5.
- **HELVETICA** – This is Helvetica font. Count to 5... 1, 2, 3, 4, 5.
- **TAHOMA** – This is Tahoma font. Count to 5... 1, 2, 3, 4, 5.
- **VERDANA** – This is Verdana font. Count to 5... 1, 2, 3, 4, 5.

# Avoid These Fonts

Please do not use antique or script lettering:

- **ANTIQUE**
- ANTIQUE
- ANTIQUE
- ANTIQUE
- Antique

- *Script*
- *Script*
- *Script*
- *Script*
- *Script*
- *Script*
- *Script*



# 4 Key Areas

**Audience**



**Content**



**Design**



**Compliance**



# 4 Key Areas

## Design

Is the layout visually effective,  
accessible, and has proper formatting



# Design Criteria

**1**

Layout is clean and not crowded

**2**

Adequate amount of white space

**3**

Text is legible

**4**

Use capital letters only for headings and proper grammar

**5**

Bullets or numbers are used for lists

**6**

Visuals are simple, uncluttered, and clearly support the text

# Design Criteria

1, 2, 3

6



## STEPS FOR HANDWASHING

Stop the spread of germs and keep yourself  
and others from getting sick.



1. Wet your hands with water.



2. Lather up with soap. Soap gets rid of the oil that  
helps germs stick to your hands.



3. Rub and scrub your hands together for at least 20 seconds.  
Strongly rub and scrub your wrists, palms, between fingers,  
under your nails, and the backs of your hands. The soap and  
scrubbing action loosens the germs off your hands.



4. Rinse your hands thoroughly with warm, running water.



5. Dry your hands completely with a clean towel or paper towel.  
Use the towel to turn off the faucet when you're finished drying  
your hands. Throw the paper towel away.

If soap and water aren't available, use an alcohol-based hand sanitizer. Alcohol-based hand  
sanitizers can usually be found as a gel or wipes. Make sure the product is at least 60  
percent alcohol.

### To use an alcohol-based hand sanitizer:

- Rub the gel or wipe all over both hands.
- Rub hands together for 20 seconds until they feel dry.

4

5

5

# Color Psychology





# Using Bullets and Numbers for Lists – Avoid

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.
- Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.
- Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

# Using Bullets and Numbers for Lists – Avoid

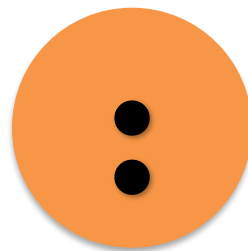
- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.
- Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.
- Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

# Using Bullets and Numbers for Lists – Do

- Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.
- Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.
- Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

# Punctuation in Bullet Points – Do and Don't

Use punctuation	Don't use punctuation
The bullet is a complete sentence	Bullets points are incomplete sentences
It ends with a question or exclamation	They are short phrases or keywords
Multiple bullets form one continuous sentence	



**NOTE:** Consistency is key!

# Punctuation in Bullet Points – Example

The ingredients for chocolate cookies are:

- Flour
- Butter
- Eggs
- Sugar
- Salt
- Baking soda
- Cocoa powder

The ingredients for chocolate cookies are:

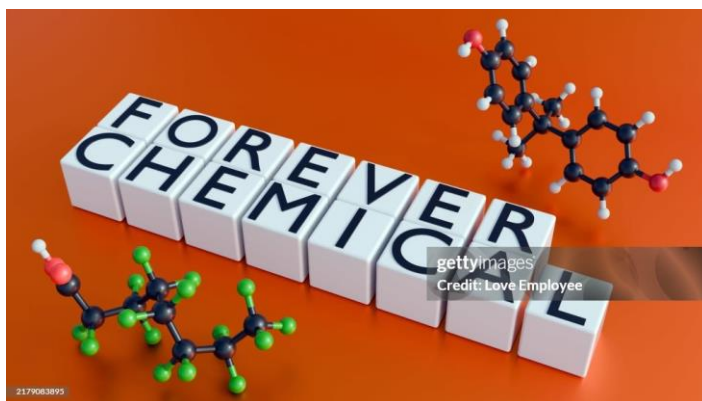
- Flour,
- Butter,
- Eggs,
- Sugar,
- Salt,
- Baking soda,
- Cocoa powder.

The ingredients for chocolate cookies are:

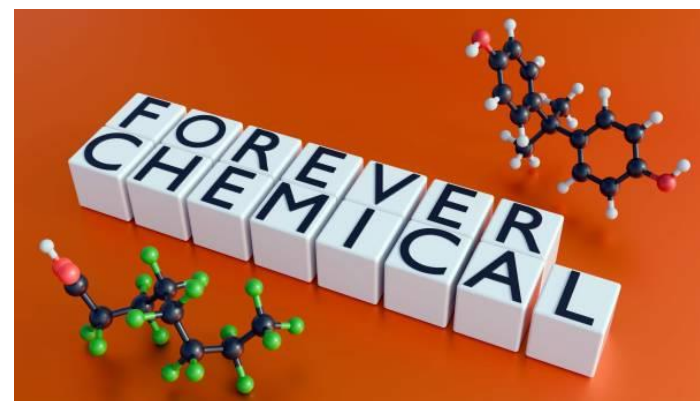
- flour;
- butter;
- eggs;
- sugar;
- salt;
- baking soda;
- cocoa powder.

# Do and Don't – Watermark

**DON'T**

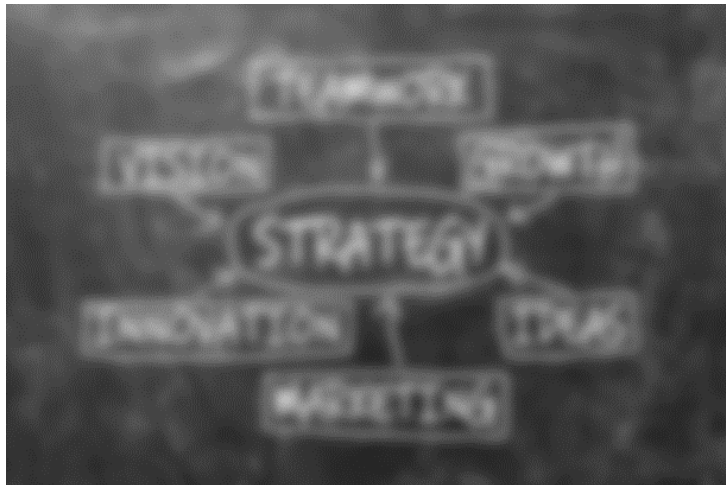


**DO**



# Do and Don't – Blurry/stretched

**DON'T**




**DO**



# Do and Don't – Photographs/Clipart

## DON'T






### Teleworking

Lorem ipsum dolor sit amet,  
 consectetur adipiscing elit. Maecenas  
 porttitor congue massa.


Nunc viverra imperdiet enim. Fusce est.  
 Vivamus a tellus.

Pellentesque habitant morbi tristique  
 senectus et netus et malesuada fames ac  
 turpis egestas.

Getty Image: 1550314794


## DO




### Teleworking

Lorem ipsum dolor sit amet,  
 consectetur adipiscing elit. Maecenas  
 porttitor congue massa.

Nunc viverra imperdiet enim. Fusce est.  
 Vivamus a tellus.

Pellentesque habitant morbi tristique  
 senectus et netus et malesuada fames ac  
 turpis egestas.



Getty Image: 1550314794



# Do and Don't – Text Placement

**DON'T**




**DO**




# Do and Don't – Picture Placement

## DON'T



### Tips




Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.

Getty Image: 176574409

## DO




### Tips

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas porttitor congue massa.

Nunc viverra imperdiet enim. Fusce est. Vivamus a tellus.

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas.



Getty Image: 176574409

# Do and Don't – Pictures with Purpose

**DON'T**

**County of Los Angeles  
Public Health**


## Coyotes

Although coyotes can use any habitat, they typically prefer open areas, such as the prairie and desert.




Getty Image: 2026155202

**DO**

**County of Los Angeles  
Public Health**

## Coyotes

Although coyotes can use any habitat, they typically prefer open areas, such as the prairie and desert.



Getty Image: 1334610336

# Avoid Fear-based Images/Exaggerated Dangers



# 4 Key Areas

**Audience**



**Content**



**Design**



**Compliance**



# 4 Key Areas

## Compliance

Does the material meet legal, ethical, and organizational standards



# Compliance Criteria

All source material is properly cited

Copyright issues

SAPC Public Funding Disclaimer



# Citing References



**KRATOM**  
PREVENTION FACTS

**What is Kratom?**  
Kratom is a drug with stimulant effects (in low doses) and opioid effects (in high doses)<sup>1</sup>. Kratom is made from leaves from a tree native to Southeast Asia that are crushed and then smoked, brewed with tea, or placed into gel capsules. Kratom is marketed as a drug that relieves pain and helps with anxiety and depression. Additionally, kratom can be dangerous and cause harm.

**Kratom Effects**  
Short-term adverse effects of kratom can include nausea, constipation, dizziness, and dry mouth. Kratom products are not regulated so risk containing different materials sometimes chemicals and plants that are not related to kratom. As a result, kratom's effects can vary from person to person.<sup>2</sup>

General side effects of kratom include<sup>3</sup>:

Nausea • Constipation • Dizziness • Discoloration of the cheeks • Drowsiness  
• Dry mouth • Euphoria • Sleep disturbances • Increased sociability • Nervousness or restlessness (increased energy and excitability) • Respiratory depression or slowed breathing • Sweating • Vomiting

**Is Kratom legal?**  
Kratom products are not regulated at the national level and can be legally sold in states that have not banned kratom projects. Other states have county or city restrictions, such as age limits, on kratom products. While these products are widely available, none have been approved by the Federal Drug Administration (FDA)<sup>3</sup>. The FDA named kratom as a substance of concern in 2022 and warns against using kratom due to the risk of opioid dependence and addiction.

You can check your state's kratom laws here:  
<https://www.americkratom.org/aka-in-your-state>

**Reducing Harm When Using Kratom**  
If you know or suspect that your loved one is using kratom, some safety measures include:

- Don't mix it with other substances, as this can increase the chance of overdose.
- Never use alone and contact a friend who can respond in case of emergency.

**Kratom Contamination**  
Contamination in herbal supplements like kratom includes excess traces of heavy metals and bacteria<sup>4</sup>. The FDA has issued numerous warnings about kratom contamination, including on the risk of developing heavy metal toxicity and exposure to contamination from salmonella<sup>1</sup>.

**For Emergencies:**  
Call 911  
California Poison Control: 1-800-222-1222 (available 24 hours/7-days a week)

**To file a complaint:**  
To report kratom sold in unauthorized locations: The California Department of Public Health (CDPH) at 1(800) 495-3232 or report complaint online.

**For more kratom information:**  
<https://www.samhsa.gov/>  
<https://www.dea.gov/>  
<https://nida.nih.gov/research-topics/kratom>

More information about public health services related to substance use in LA County is accessible through the mobile-friendly RecoverLA platform:  
[www.RecoverLA.org](http://www.RecoverLA.org)

Medi-Cal members can find substance use treatment services through the resources below:  
• Services and Bed Availability Tool: <http://SUDHelpLA.org>  
• Substance Abuse Service Helpline: 1-844-804-7500

**References:**  
(1) <http://www.fda.gov/news-events/public-health-focus/fda-and-kratom>  
(2) <http://nida.nih.gov/research-topics/kratom>  
(3) [https://www.dea.gov/sites/default/files/2020-06/Kratom-2020\\_0.pdf](https://www.dea.gov/sites/default/files/2020-06/Kratom-2020_0.pdf)



# Citing References – Flyers, Posters, etc.

## What is Kratom?

Kratom is a drug with stimulant effects (in low doses) and opioid effects (in high doses)<sup>1</sup>. Kratom is made from leaves from a tree native to Southeast Asia that are crushed and then smoked, brewed with tea, or placed into gel capsules. Kratom is marketed as a drug that relieves pain and helps with anxiety and depression. Additionally, kratom can be dangerous and cause harm.

## Kratom Effects

Short-term adverse effects of kratom can include nausea, constipation, dizziness, and dry mouth. Kratom products are not regulated so risk containing different materials sometimes chemicals and plants that are not related to kratom. As a result, kratom's effects can vary from person to person.<sup>2</sup>

## General side effects of kratom include<sup>3</sup>:

Nausea • Constipation • Dizziness • Discoloration of the cheeks • Drowsiness  
• Dry mouth • Euphoria • Sleep disturbances • Increased sociability • Nervousness  
or restlessness (increased energy and excitability) • Respiratory depression or  
slowed breathing • Sweating • Vomiting

## Is Kratom legal?

Kratom products are not regulated at the national level and can be legally sold in states that have not banned kratom products. Other states have county or city restrictions, such as age limits, on kratom products. While these products are widely available, none have been approved by the Federal Drug Administration (FDA)<sup>3</sup>. The FDA named kratom as a substance of concern in 2022 and warns against using kratom due to the risk of opioid dependence and addiction.

You can check your state's kratom laws here:  
<https://www.amerikankratom.org/aka-in-your-state>

## Reducing Harm When Using Kratom

If you know or suspect that your loved one is using kratom, some safety measures include:

- Don't mix it with other substances, as this can increase the chance of overdose.
- Never use alone and contact a friend who can respond in case of emergency.

## Kratom Contamination

Contamination in herbal supplements like kratom includes excess traces of heavy metals and bacteria<sup>2</sup>. The FDA has issued numerous warnings about kratom contamination, including on the risk of developing heavy metal toxicity and exposure to contamination from salmonella<sup>1</sup>.

## For Emergencies:

Call 911  
California Poison Control: 1-800-222-1222 (available 24 hours/7-days a week)

## To file a complaint:

To report kratom sold in unauthorized locations: The California Department of Public Health (CDPH) at 1(800) 495-3232 or report complaint online.

## For more kratom information:

<https://www.samhsa.gov/>  
<https://www.dea.gov/>  
<https://nida.nih.gov/research-topics/kratom>

More information about public health services related to substance use in LA County is accessible through the mobile-friendly RecoverLA platform:  
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- (2) <https://nida.nih.gov/research-topics/kratom>
- (3) [https://www.dea.gov/sites/default/files/2020-06/Kratom-2020\\_0.pdf](https://www.dea.gov/sites/default/files/2020-06/Kratom-2020_0.pdf)

# Citing References – Social Media Posts

## TIPS FOR SAFER USE

1. Test your drugs
2. Be safer alone
3. Stay safe with friend
4. Always have naloxone

Source: <https://www.fentanylfrontline.org/?hb>

# Citing References – PowerPoints

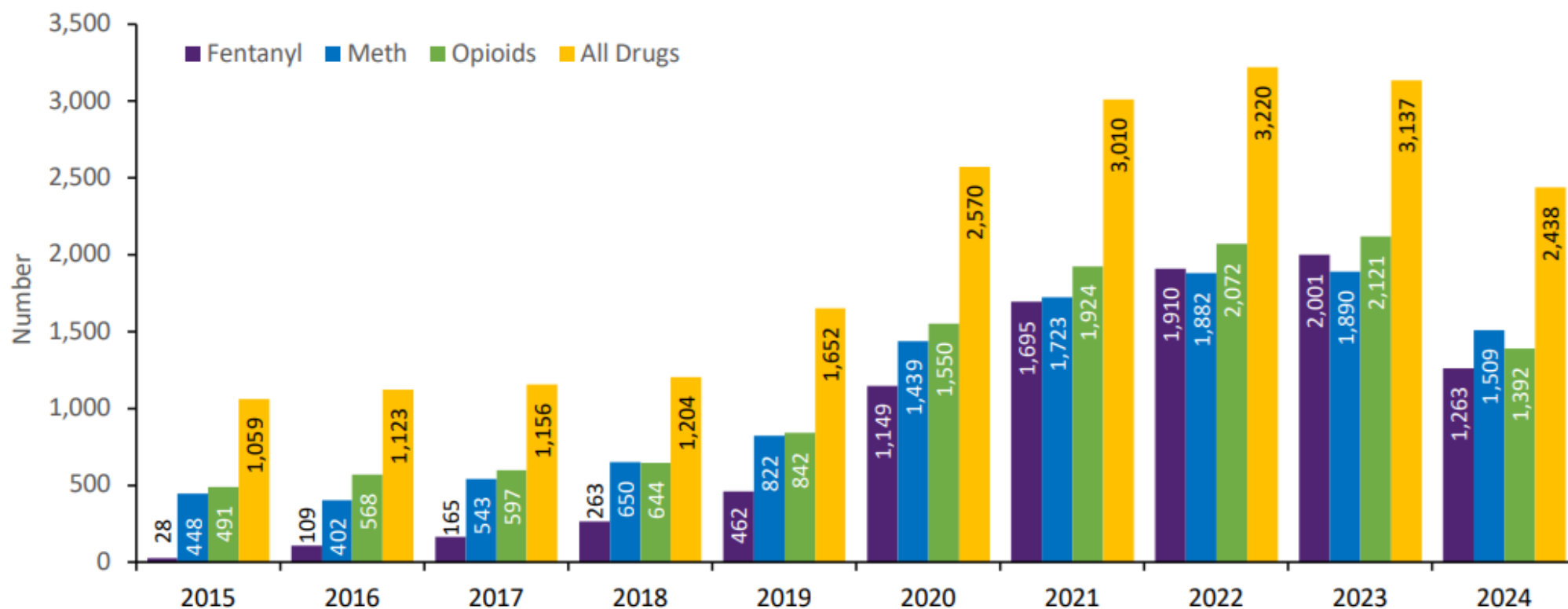
## References

1. Los Angeles County Department of Public Health. Health Education Administration. *Say It Right the First Time: Using Plain Language to Address Health Literacy*
2. National Disability Rights Network.  
<https://www.ndrn.org/accessibility-guidelines/>
3. Prevention Technology Transfer Center Network. What Research Shows Does NOT Work in Substance Misuse Prevention.  
[https://pttcnetwork.org/wp-content/uploads/2024/09/WhatDoesNOTWork\\_9\\_2024\\_FINAL.pdf](https://pttcnetwork.org/wp-content/uploads/2024/09/WhatDoesNOTWork_9_2024_FINAL.pdf)
4. Prevention Standards and Practices Manual. Version 5.0
5. SAPC Design Guide. Version 1.0

## Choose Words Wisely

Use	Avoid
Short sentences	Jargon
Parallel structure	Double negatives
Contractions	Noun strings

# Drug Overdose Deaths by Drug, LA County, 2015-2024



\*Notes: All drug overdose deaths in this report are due to accidental drug overdose, excluding intentional overdose such as suicide. Opioids refers to accidental overdose deaths involving all opioids, including fentanyl and heroin. Meth refers to methamphetamine. All drugs refer to all accidental overdose deaths involving alcohol and/or drugs, including fentanyl, meth, and opioids.

# Copyright Issues

**Please ensure that all images, logos, and graphics are credited properly. Copyrighted material must have written permission or licenses on file before use.**



Creative #: 2125204284

← Example #1

← Example #2

# Copyright Issues

**Please ensure that all images, logos, and graphics are credited properly. Copyrighted material must have written permission or licenses on file before use.**



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This material was made possible by funds from the Los Angeles County Department of Public Health, Substance Abuse Prevention and Control (SAPC). The messages, views, or opinions made by any of the publications, speakers, or staff do not reflect the official policy or position of any LA County Agency, including SAPC.

**NOTE:** Needs to be included in all material submitted **EXCEPT** for social media posts

# Placement of Disclaimer

Font size must be  
6 pts or higher



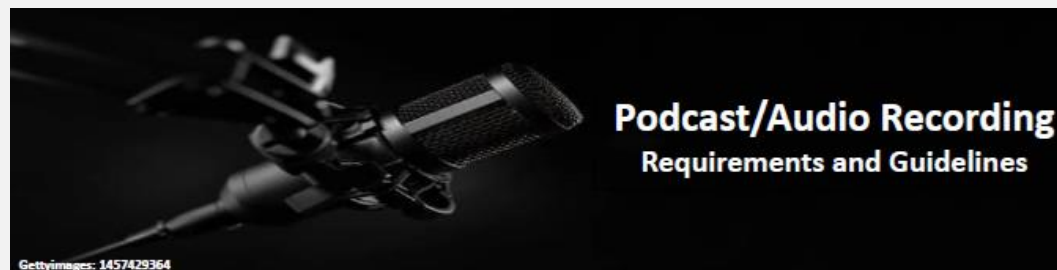
# SAPC Icon



# DPH Logos



**NOTE:** Needs to be approved by SAPC's Promotions and Creative Management team.



### Purpose:

The podcast/audio recording shall be developed with strategies, resources, and education aimed at preventing substance use, especially among youth.

### Requirements:

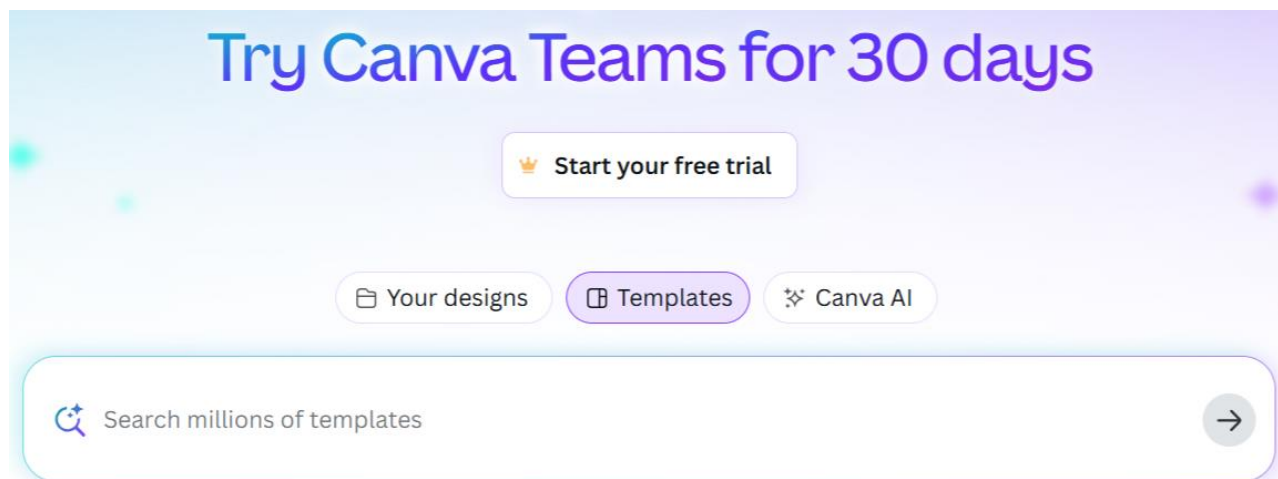
- **Public Funding Disclaimer:** All content made possible by funds from the Los Angeles County Department of Public Health, Substance Abuse Prevention and Control. Opinions shared in this broadcast recording are not the official position of any LA County Agency.
- Content shall include clear and informative messaging.
- Content shall be recommended for a specific audience.
- Content being shared is factual and from a credible source.
- Content shall not include brand names, logos, or trademarks.
- Content shall include a break or intermission every 10–15 minutes. After the break, the host shall return to the topic or key point discussed with listeners.
- 5. Avoid content that promotes racism, sexism, homophobia, or other discriminatory practices.










# Design Platforms



# Canva

## Create a design



-  Sheets
-  Docs
-  Whiteboards
-  Presentations
-  Social media
-  Photo editor
-  Videos
-  Print products
-  Websites

**canva.com**

# Adobe Express

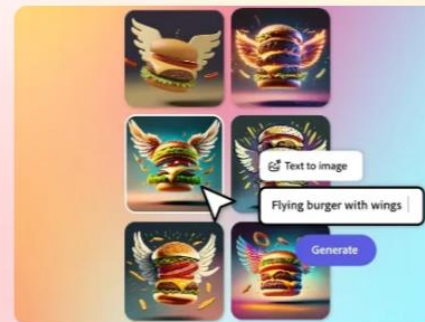
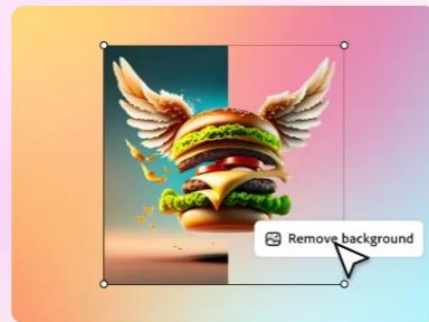


## The quick and easy create-everything app.

Make stunning social posts, images, videos, flyers, and more with Adobe Express. Dream it. Make it. Easy.

Start 30-day free trial

Get Adobe Express Free



[adobe.com/express](https://adobe.com/express)

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**App Store**



GET IT ON  
**Google Play**



EXPLORE IT ON  
**AppGallery**

Powerful all-in-one Video Editor and Video Maker with professional features.

**inshot.com**



# Sprout Social



**sproutsocial**

Platform ^

Solutions v

Pricing

## Core features

### **Engagement**

Streamline and scale your customer care and community management

### **Publishing**

Effortlessly plan, create, manage and deliver social content and campaigns

### **Analytics**

Drive strategic decision making across your entire business

## Premium solutions

### **Premium Analytics**

Prove your social media ROI with customized data and reports

### **Listening**

Uncover trends and actionable insights from social conversations

### **Influencer Marketing**

Build and manage partnerships with influencers and content creators

### **Employee Advocacy**

Amplify your social reach by empowering employees to become brand advocates

<https://sproutsocial.com>



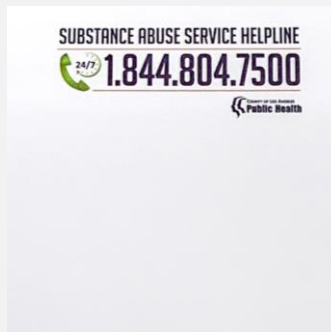
# Requesting Promotional Items and Prevention Material



# Promotional Outreach Material



**Keychains**



**Post-it**



**Drawstring Bags**



**First Aid**



**Notepads**



**Tote Bags**



**Magnetic Clips**



**Pens (stylus)**



**Stickers**

# Promo Request Form

**PCM PROMOTIONAL MATERIALS & EQUIPMENT REQUEST FORM**

**Instructions :**

Thank you for using the PCM Promotional Materials and Equipment Request Form (EFORM 1020). Providing detailed information will help us to better understand your specific needs and keep track of inventory. Please follow the instructions outlined below to request and return items.

**How to Request Items**

1. Enter all information in the "Requestor's Information" section;
2. Enter all information in the "Event Information" section;
3. Select up to 3 different items (per request) and a maximum quantity of 50 per item in the "Items Requested" section.

*\*Email this form to PCM@ph.lacounty.gov\*\**

*\*Selected items must match the "Type of Event" (i.e. Homeless outreach events would only select items under Homeless Outreach).*

*\*\*Please allow at least 5 working days for PCM to collect the items for your request. We will contact you once they are ready for pick up.*

**How to Return Unused Items**

1. Update your original request form and complete the "Returned Items" section at the bottom of this form.
2. Enter the quantity and date for each item returned.
3. Email this form back to [PCM@ph.lacounty.gov](mailto:PCM@ph.lacounty.gov).
4. Return all unused items to your PCM contact.

**Requestor's Information:**

Requestor's Name:	Name of Dept./CBO/Coalition:
Date Request Sent:	Dept./CBO/Coalition Address:
Requested Pickup/Delivered By Date:	Type of Dept./CBO/Coalition: <span style="float: right;">Select one</span>

**Event Information:**

Type of Event: <span style="float: right;">Select one</span>	Event Address:	Event Date:
<b>Usage Type:</b> <input checked="" type="radio"/> Pick the best option <input type="checkbox"/> Presentation <input type="checkbox"/> Table/Handing out <input type="checkbox"/> Drop-off	# of Attendees <span style="float: right;">_____</span> # of Agencies Attending <span style="float: right;">_____</span> Target Population <span style="float: right;">Select one</span>	SPA <span style="float: right;">0</span> Supervisor District <span style="float: right;">0</span>

**Items Requested**

**Outreach** (Limited to a quantity of 50 per item, no more than 3 items per order)

Keychains Qty: <span style="float: right;">_____</span>	Post-it Qty: <span style="float: right;">_____</span>	Drawstring Bags Qty: <span style="float: right;">_____</span>	First-Aid Kit Qty: <span style="float: right;">_____</span>	Notepads Qty: <span style="float: right;">_____</span>	Tote Bag Qty: <span style="float: right;">_____</span>
Magnetic Clips Qty: <span style="float: right;">_____</span>	Pens (stylus) Qty: <span style="float: right;">_____</span>	Stickers Qty: <span style="float: right;">_____</span>			

**Homeless Outreach** (Limited to 50 per item, no more than 3 items total per order)

Hand Sanitizer Qty: <span style="float: right;">_____</span>	First-Aid Kit Qty: <span style="float: right;">_____</span>	Soap Sheets Qty: <span style="float: right;">_____</span>
---	--	--

EFORM-1020
031325-V12

**SAPC** | Substance Abuse  
Prevention and Control

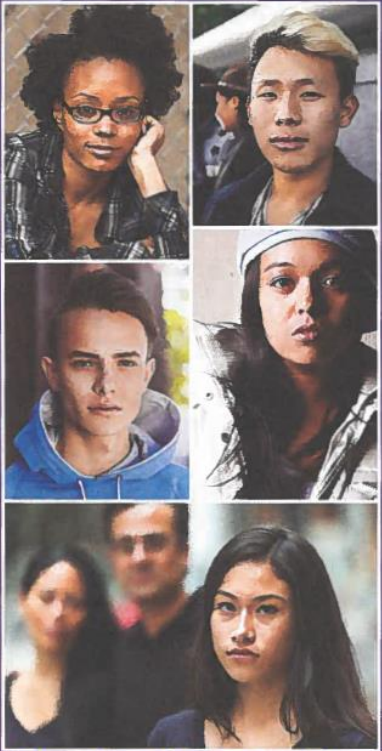
**COUNTY OF LOS ANGELES**  
**Public Health**

\*Form must be emailed to your assigned  
Prevention Specialist for review/approval



# Prevention Material

## Drug Facts




Used with care, drugs can cure sickness and relieve pain. Misused, drugs can damage your body or your brain.

## About Vaping



What vaping does to you and your environment

## MARIJUANA & YOUR BRAIN



**THC**  
(tetrahydrocannabinol)


CC1=C(C(CCC1)O)C2=CC=CC=C2C(C)=C

PSYCHOACTIVE

How using marijuana can hurt your brain

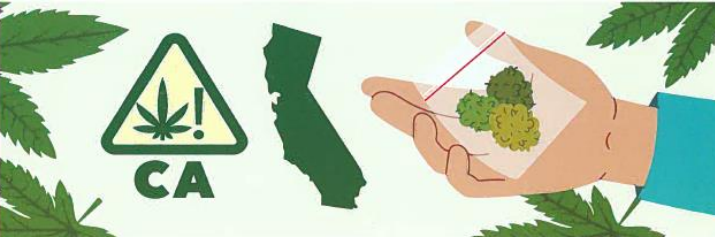
## What's A Drink?

Know How Much You're Drinking



WATCH THE VIDEO ONLINE!

# Prevention Material

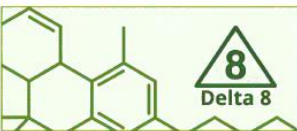


## DELTA-8 THC: WHAT IS DELTA-8 THC, AND IS IT LEGAL IN CALIFORNIA?

**What is delta-8 THC?**

Delta-8 THC is one of many naturally occurring chemical compounds known as cannabinoids that are found in traces of hemp and cannabis (marijuana) plants. It is psychoactive and causes an intoxicating effect. According to the U.S. FDA, delta-8 THC is not found in significant amounts in the cannabis plant, so the compound is often manufactured through a chemical conversion process from hemp-derived cannabidiol (CBD). Hemp and marijuana are essentially the same; the only difference is the amount of THC they contain. The term "hemp" is used for cannabis that contains 0.3% or less THC.

Delta-8 THC is sold in different forms: edibles such as gummies, cookies, and chips; liquids for vaping; and "flower" for smoking. They are often sold alongside hemp and CBD products in tobacco product shops, CBD shops, gas stations, and online and come in different sizes, packaging, and labeling. Delta-8 products can be labeled and packaged similarly to products that appeal to children.



**Delta-8 is also known as:**

delta-8-tetrahydrocannabinol (D8THC)

D8 Weed-light

**WHAT IS DELTA-8 THC, AND IS IT LEGAL IN CALIFORNIA?** 02



**Is it legal to sell hemp products with a total THC concentration of more than 0.3%?**

(e.g., hemp extract or flower with greater than 0.3% THC or 3 mg/g THC per gram)

No, hemp products that contain more than 0.3% THC or 3 mg per gram THC of hemp product are illegal to sell in California. If any product being sold contains hemp extract or plant material (flower) with more than 0.3% THC or 3 mg/g THC, it violates the California Industrial Hemp law.

-  The CA Industrial Hemp law allows naturally occurring cannabinoids from hemp, which is defined as Cannabis Sativa L. plants with less than 0.3% or 3 mg/g THC, to be contained in products.
-  Hemp products must not contain THC isolate (a pure and highly potent form of cannabis) as an ingredient. If hemp products contain any THC isolate, then they will be deemed adulterated products according to the CA Industrial Hemp law.
-  Hemp products must not contain cannabinoids that are produced through chemical synthesis (man-made).

**Are there other illegal hemp products that have cannabinoid ingredients that are man-made?**

Yes, many types are made and sold such as the ones below:

Delta-11	THC-0	THC-P	THCV	THC-JD	HHC	HHC-0
----------	-------	-------	------	--------	-----	-------



If you observe delta-8 products with a concentration greater than 0.3% or 3 mg/g THC, file a complaint with California Department of Public Health using <https://cannabis.ca.gov/resources/file-complaint/> or call 1(800) 495-3232.





# Prevention Material

## ADULT USE AND MEDICINAL CANNABIS PACKAGING AND LABELING REQUIREMENTS

### Overview

The Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA) became effective January 1, 2018. Depending on the type of operation, cannabis retailers can have Adult Use (A) or Medicinal Use (M) cannabis licenses. MAUCRSA establishes how cannabis products must be packaged and labeled. Below are guidelines to help consumers understand packaging and labeling requirements.

### Packaging Requirements

- All packaging for edibles must be opaque so the consumers cannot see the product.
  - The packaging shall include the California universal symbol. The symbol shall be black in font. This identifies the product contains cannabis.
  - The customer should easily be able to see if a package has been damaged, opened, or tampered with.
  - The size of the text on the package must be 6 point, legible, easily understood, and in English only.
  - All cannabis packaging is prohibited from making health claims, including claims or suggestions that the product will cure, benefit, heal, etc., an illness or disease.
  - If packaging has multiple layers, labeling requirements must be located on the inner and outer layers of the package.
  - If the product contains more than 1,000 mg of THC, a "Medical Use Only" sticker must be on the package within the informational panel.
  - Cannabis products cannot be packaged in a manner that is attractive to children (e.g., cartoon characters, imitations of candy labeling, words such as "candy" or "candies").
  - California state law requires that all cannabis products be in child-resistant packaging.
- Single-use packaging:**  
The package is only child-resistant before it is opened initially (one time). Once the package is opened, it is no longer considered child-resistant.
- Multiple-use packaging:**  
The package is child-resistant for its lifetime, no matter how many times it is opened. The Consumer Product Safety Commission provides all child-resistant guidelines.

## ADULT USE AND MEDICINAL CANNABIS PACKAGING AND LABELING REQUIREMENTS 02

### Labeling Requirements

- The label cannot include words or images that appeal to children such as a cartoon character, superhero, words like "candy" or "candies," or variations like "Kandeez."
  - The label must be on the outermost layer of the packaging.
  - The text size of the package must be in 6-point font, legible, easily understood, and in English only.
  - The label must contain the identity of the product.
  - The label must include a batch or lot number, if applicable. Batch numbers or lot numbers are numbers generated by a manufacturer that identify the items as part of a single production batch; batch numbers correspond to a manufacturer's internal batch production records.
- In bold font and capital letters, the label must include the government warning statement that the product:
- CONTAINS CANNABIS
  - Must be kept away from children
  - Must only be consumed or carried by those 21 years or older (unless qualified patient)
  - Has pregnancy and/or breastfeeding concerns
- The list of ingredients on the informational panel must be in descending order by weight or volume.



### Violations

It is important to identify any violations of packaging or labeling requirements. You can file an anonymous complaint against licensed or unlicensed cannabis businesses at <https://cannabis.ca.gov/resources/file-complaint/> or visit the QR code.



# Prevention Material



## HOW TO SUBMIT COMPLAINTS ABOUT CANNABIS AND HEMP PRODUCTS IN LOS ANGELES COUNTY

### Keep Communities Safe

As concerned residents, we play an important role in ensuring that California's commercial cannabis and hemp laws and regulations are upheld. State and local regulatory agencies rely on the public to be their eyes and ears in the community. Submitting reports to the County or other responsible agencies helps keep our communities safe.

If you suspect any of these violations, please report them to the appropriate complaint portal or call the appropriate agency (California Department of Cannabis, California Department of Public Health, or LA County Public Health). Refer to contact information on next page.



## HOW TO SUBMIT COMPLAINTS ABOUT CANNABIS AND HEMP PRODUCTS IN LOS ANGELES COUNTY

02



### Cannabis-related violations include:

- Cannabis sales outside of legal dispensaries
- Cannabis sales to minors
- Cannabis packaging that is attractive to children
- Unregulated hemp products
- THC concentration levels that include other active ingredients (in milligrams per serving, servings per package, and milligrams for the package)
- Claims of health benefits on cannabis packaging as a result of the consumption of cannabis

### How to submit the complaint

Gather the following information before submitting a complaint:

- Information about the license (retailer, cultivator, etc.)
- Business name
- Complaint location (address, city, and county)
- Complaint details
- Brand name, product name, package size
- Batch number or lot code—a number used to trace the product (best buy date, expiration date, etc.)
- Product manufacturer's name and address
- Pictures of the product are very important to include: picture of the package's front panel and back panel (attach pictures of relevant information and angles of the product).

### Complaint Types and Agency Contact Info

#### CANNABIS SALES OUTSIDE OF LEGAL CANNABIS DISPENSARIES

Sales of cannabis products in unlicensed cannabis dispensaries and other stores not originally intended to sell cannabis (smoke shops, convenience stores, licensed tobacco retailers, gas stations, etc.) is not allowed.

**Note:** Cannabis products are only allowed to be sold in licensed dispensaries.

State Department of Cannabis Control (DCC)  
(1-844-612-2322)



#### UNREGULATED HEMP PRODUCTS THAT CAN BE INHALED OR SMOKED

Sales of hemp products containing more than 3 mg per gram of THC is prohibited. This includes food and beverages, smokable products, and inhalants.

California Department of Public Health (CDPH)  
(1-800-495-3232)



#### CANNABIS SALES TO MINORS AND MARKETING TO CHILDREN

Cannabis marketing materials that cater to children, including cartoon characters and words like "candy" on the package, as well as products that mimic popular kid-friendly food brands, are not allowed.

State Department of Cannabis Control (DCC)  
(1-844-612-2322)



#### UNREGULATED EDIBLE HEMP PRODUCTS

All cannabis edibles, regardless of hemp content, in food and drinks are prohibited to be sold in markets or liquor stores.

Los Angeles County Department of Public Health,  
Environmental Health (EH) (1-888-700-9995)





# Prevention Material

**MARIJUANA FACTCHECK**  
FOCUSED ON FACTS

**WHAT ARE MARIJUANA EDIBLES?**  
Edibles are made with marijuana or high potency cannabis extracts. They are a safety threat for children because they are attractive and often impossible to distinguish from regular food like desserts, candies, or sodas. Adding to the risk, a single candy bar can contain several times a standard adult dose.

**E-CIGARETTES & VAPING**  
A safer alternative to smoking marijuana? The simple answer is no. When using a vaporizer, it is difficult to measure how much THC is inhaled, and the risk of overusing is high, especially for inexperienced users. There is a strong possibility of inhaling unknown chemical ingredients.

**WAX, DABS, OIL**  
Are they risky? The simple answer is yes. "Dabbing," or smoking marijuana extracts commonly known as wax, has become more popular because of higher potency. The high potency can lead to more risk of negative or unpredictable side effects.

**HOW DOES CANNABIS AFFECT THE TEENAGE BRAIN?**

Worse **PROBLEM SOLVING**

ATTENTION span reduced

Lower verbal **COMPREHENSION**

Poorer **MEMORY**

Less control of **EMOTIONS**

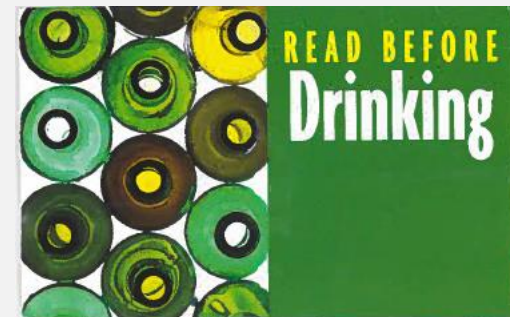
**IQ drops up to 8 points**

staying up to date with cannabis and our kids' health and safety  
**www.mjfactcheck.org**  
for local resources [www.publichealth.lacounty.gov/sapc/teens](http://www.publichealth.lacounty.gov/sapc/teens)

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# Prevention Material



# Requesting Prevention Material



<https://forms.office.com/g/e7e2xAzHpe>

# References

1. Los Angeles County Department of Public Health. Health Education Administration. *Say It Right the First Time: Using Plain Language to Address Health Literacy*
2. National Disability Rights Network.  
<https://www.ndrn.org/accessibility-guidelines/>
3. Prevention Technology Transfer Center Network. What Research Shows Does NOT Work in Substance Misuse Prevention.  
[https://pttcnetwork.org/wp-content/uploads/2024/09/WhatDoesNOTWork\\_9\\_2024\\_FINAL.pdf](https://pttcnetwork.org/wp-content/uploads/2024/09/WhatDoesNOTWork_9_2024_FINAL.pdf)
4. Prevention Standards and Practices Manual. Version 5.0
5. SAPC Design Guide. Version 1.0