



EOA Webinar No.11:
Architecting the CRDP Website
and
Collateral Materials Updates



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Agenda

Architecting the CRDP Website &
Collateral Materials Updates

- Creating the CRDP website
 - Collateral Materials: Phase 1
 - Collateral Materials: Phase 2
 - Q&A
-

CRDP Website: *A Timeline*

Architecting the CRDP Website &
Collateral Materials Updates

CPSSC working
meeting @ **PIRE**
Supported by the
EOA team

OHE approval &
Contract started
with **Cornershop**
Creative

Discovery Process
& Website Name
CRDP Community
Poll

February
2020

May
2020

June
2020

www.cultureishealth.org

July 2020

August
2020

September
2020

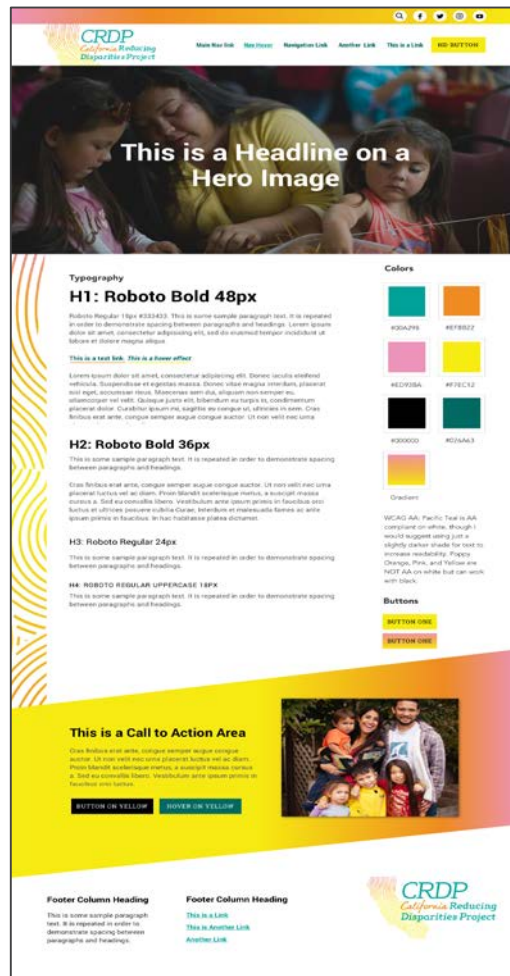
IPP & TAP media
collection led by
Safe Passages &
CPSSC

Style Tile & Site
Map version 1.0
CRDP Community
Poll

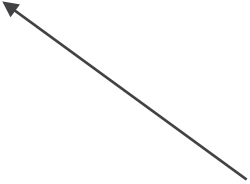
Wire Frame & Site
Map version 2.0
CRDP Community
Poll

Style Tile

- Template for each page on the website
- Built using CRDP logo, brand guidelines, and fonts created by Kayla Jones & The Social Changery team
- Integrates feedback from CRDP Community Polls



Architecting the CRDP Website & Collateral Materials Updates

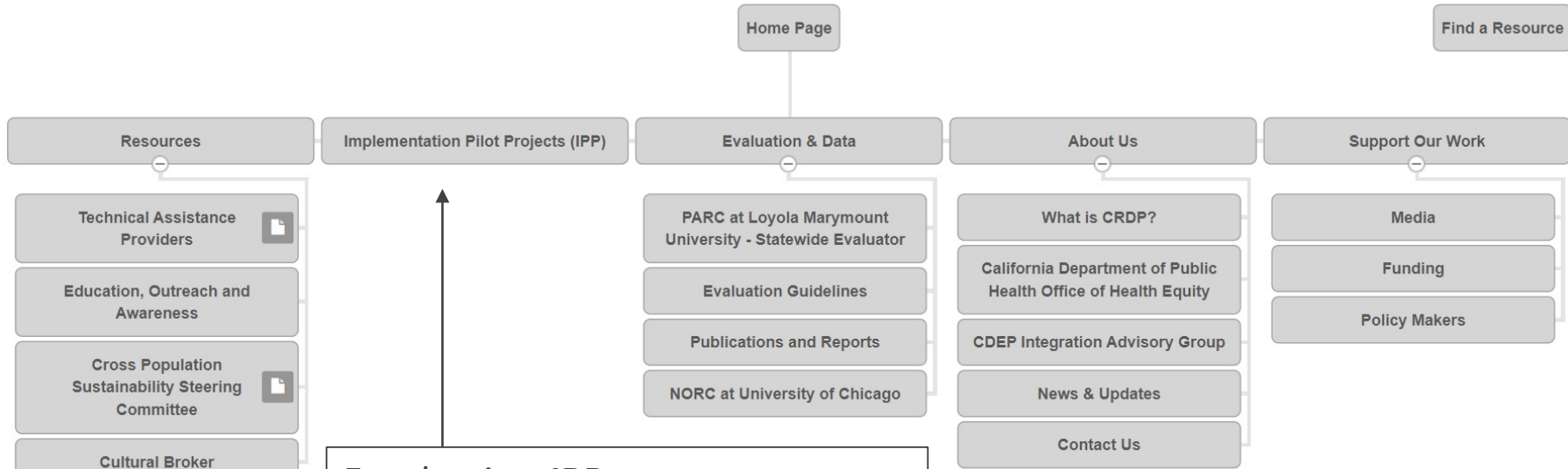


- Draws attention to a “hero image” as the focal point.
- “Infinite scroll” for unlimited content

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Site Map (Version 3.0)

Architecting the CRDP Website & Collateral Materials Updates



Focal point: IPPs

- Searchable by Population hub
- Multi-language plug-in
- All content ‘public facing’

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Initial Content Collection

Architecting the CRDP Website &
Collateral Materials Updates

“About Us”

“Current News”

“Contact Info”

What important updates is your organization working on right now, in the context of the CRDP?

- Is there anything “coming soon”?

What is your program/organization?

- Name
- Mission
- Approach to programming

Who are you?

- Team/Staff

Media

- Pictures, Video, Audio

- Principal contact person(s)
- Email, Phone, Website, etc.
- Social Media links (Facebook, Twitter, Instagram, etc.)

CRDP Website: *A Timeline* (continued)

Architecting the CRDP Website &
Collateral Materials Updates

Initial Content
Collection from **CRDP
Community** begins &
Site Map 3.0 OHE

Initial Content
Collection *ends* &
Content Migration by
Cornershop Creative

Revisions by
Cornershop Creative
& *Manual* Content
Migration by EOA

October
2020

November
2020

December
2020

January
2021

February
2021

Website launch!

Transfer of website hosting
and administration from
EOA to **OHE + CRDP**
designated administrators

CRDP Website: *An Overview*

Architecting the CRDP Website &
Collateral Materials Updates



Website name, domain, and design contractor



Style Tile/design template, site-map & internal structure (wireframe)



Content collection, content migration (uploading to site)



Web page revisions, back-end diagnostics/troubleshooting



Administrator team selection (6 slots reserved) + protocol creation for regular updates



Website launch

www.cultureishealth.org

Next: *Collateral Materials*

Phase 1

Collateral Materials: *Phase 1*

Architecting the CRDP Website &
Collateral Materials Updates

- CRDP Hub One Pager – *5 items*
- CRDP Brand Guidelines
- CRDP PowerPoint Presentation Template
- CRDP Letterhead – *2 versions*
- CRDP Font Suite - *18 items*
- CRDP Logo Suite – *41 items*
- CRDP Webinar: *Using the IPP Brochure Template*
- CRDP General Brochure

All items posted to
*EOA Collateral
Materials* Box folder
(*accessible to all for
download without a
log-in/password*)

Next: *Collateral Materials*

Phase 2

Collateral Materials: *Phase 2*

Architecting the CRDP Website &
Collateral Materials Updates

- Strategic Messaging Toolkit – *5 items*
 - Evaluation Talking Points
- EOA Video Suite from **StudioToBe**
- Media Forum recordings
- Outcome Data One-Pager
- CIAG CDEP Integration Policy Concept Paper
- EOA Monthly Webinar Series *materials*
- CRDP Website!

All items posted to
*EOA Collateral
Materials* Box folder
(*accessible to all for
download without a
log-in/password*)

Posted to CPEHN
website within 2
weeks of
broadcast.



Thank you!

Feel free to reach out to the EOA team with an questions, concerns, and suggestions!

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