

CRDP Webinar Series

Webinar #4:
CRDP and IPP Outreach Materials Overview, Customization and Technical Assistance

April 17, 2020

Questions & Answers

1. Will there be an option to create digital formats from this instead of print materials? -
Erica Juhn

Yes, a digital template will be available.

(Answered by The Social Changery)

2. With COVID 19, print version is less appealing. Can the material be transferable to a web page? - *Daniel Toleran*

The IPP Brochure template can be made into a .pdf and added to your website for download.

(Answered by The Social Changery)

3. Understanding the need to brand state CRDP can you provide some suggestions and guidelines on when IPP brands itself and when dual branding is recommended? - *Julie Kawahara*

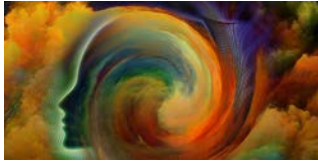
The IPP Brochure template can be customized. The CRDP brand is the default brand in the brochure template when an IPP does not have a custom brand.

(Answered by The Social Changery)

4. Thanks! I'm wondering if there will be clear instructions for producing a PDF that is optimized for screen sharing vs. a print format PDF (that includes like a brochure) - *Erica Juhn*

Yes, and FAQ will be provided

(Answered by The Social Changery)



5. Agree that it's a good look and it's a nice layout. Appreciate all the work in design. - *Erica Juhn*
6. Also is there a resource to provide TA to IPPs on color flow/combinations since our IPP colors are so different from the CRDP color palette? - *Julie Kawahara*

All of the CRDP color brand elements are optional aside from the side bar that indicates the IPP Population hub. You can add your brand elements if you have them.

(Answered by The Social Changery)

7. Is there an updated timeline for the copy and layout, esp. for feedback? (Can also address this via email) – *Erica Juhn*

Once the IPPs add their copy and photos and decide on a layout that works best with their information, IPPS can work with their TAP to get feedback on copy and layout. The IPP template was previously approved by the IPPs and Sustainability Committee. Submit final print ready IPP brochure to CPEHN for printing.

(Answered by The Social Changery)