

Collaborative Branding proposal for evaluation/data projects (March 2021)

PROPOSED: Collaborative deliverables should be negotiated on a case-by-case basis to clarify what is being produced, the key intent/audience for the deliverable, and appropriate branding. The following guidelines can provide a starting point for determining appropriate branding.

	Summary of evaluation conducted by Community Research Solutions on behalf of the Collaborative	High-level summary of Collaborative activities, lessons learned, and implications for future planning	Overview of issues related to children’s mental health in Hennepin County
Primary purpose(s)	Examine implementation and impact of Collaborative initiatives, provide guidance/ recommendations for future activities	Share key findings and implications of Collaborative initiatives	Build community awareness of children’s mental health in County, engage community stakeholders, provide “calls to action” to improve services or systems
Primary audience	Collaborative leadership (While documents can “public-friendly” and made available, it is expected that relatively few people outside of Collaborative leadership will be interested in reading full version)	Community stakeholders	Community stakeholders
Branding	Community Research Solutions (To maintain “separation” of evaluation, emphasizing objectivity)	Collaborative	Collaborative
Typical deliverable “type”	Brief evaluation report (generally 10 pages or less)	Executive summary of evaluation projects (generally 1-2 pages)	Varies depending on purpose...may include research briefs, infographics, etc.
Authorship	Cheryl is primary author, incorporating input and feedback provided by coordination team and others	Cheryl drafts (in partnership with work groups as applicable), Collaborative responsible for final messaging/ branding	Cheryl drafts (in partnership with work groups as applicable), Collaborative responsible for final messaging/ branding
Potential application to recent/ upcoming deliverables	COVID-19 application brief COVID-19 interview brief Journey mapping detailed report	COVID-19 application summary COVID-19 interview summary	Mental health dashboard Dashboard briefs/infographics Journey map COVID-19 family resources

Deliverable planning document (March 2020)

Project:

Proposed deliverable type:

- Full report
 - Executive summary
 - Infographic
 - Other:
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Purpose/intended uses:

Primary audience

- Collaborative leadership
 - General public
 - Other:
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Branding

- Hennepin County Children's Mental Health Collaborative
- Community Research Solutions

Public distribution

- OK to post on Hennepin County Children's Mental Health Collaborative website?
- OK to post on Community Research Solutions website?

Add a formal "sign off"?