

Promotion Checklist

When creating promotional materials, please review this checklist to make sure that you are following the normative guidelines.

- The material follows the PIE model
 - Positive
 - Inclusive
 - Empowering
- If humor is used, it is appropriate for all audiences
- No individual or group is alienated or humiliated
- If you choose to show the negative behavior, the character showing it is not shown as “cool” or admirable
- The statistic, normative message, and source of data are prominent in the material
- The characters and scenery accurately represent the group on which your marketing is focused
- Only positive images and characters are used (no health terrorism) to get the message across
- All other aspects of the material are positive (showing minorities, no littering, no other harmful behaviors)