Overview

As a National Program Office and statewide grantmaking program of the Robert Wood Johnson Foundation, one of New Jersey Health Initiatives’ roles is to support your work toward building healthier communities across New Jersey. While you will receive occasional guidance, communications and inquiries from the Robert Wood Johnson Foundation, it is important for you to understand that as a grantee through the NJHI national program office, **NJHI is always your primary point of contact**. This guide will help answer questions that can arise as you develop and implement a communications strategy about your project, including about announcing your grant award, work and milestones. More specifically, this guide contains information about:

- Acknowledging NJHI and RWJF support in marketing materials throughout your project
- Developing press materials and coordinating media interviews with NJHI throughout your project
- Using the NJHI Grantee and Partner Directory to connect with fellow grantees and NJHI across social media

Upon receipt of your grant, any announcement of your grant award **must** be reviewed by NJHI prior to its release. After that initial approval, we are available to review any additional materials you develop that mention our name or that of the Robert Wood Johnson Foundation. Send your materials for review to either of these NJHI program office contacts:

Jemmell'z Washington, Communications Specialist: jwashington@njhi.org
Diane Hagerman, Deputy Director of Programs: hagerman@njhi.org

It is understandable that you might need an expedited review process because of the dynamic work you are doing. We will work to review and approve your materials within one business day.

We encourage you to reach out to us with your working ideas as early as possible. NJHI program staff may require revisions to your materials at any time, even after they have been published.
Announcing Your Grant Award, Work and Milestones

We ask that you not formally announce your grant award, or reference RWJF or NJHI funding in any announcement or materials, until after the date specified in the award letter. We encourage you to talk about the award with your key staff, stakeholders and partners in this work ahead of the official announcement.

New Jersey Health Initiatives and the Robert Wood Johnson Foundation have the following rules for written press releases, media advisories, blog posts on web sites other than njhi.org, social media posts and similar materials:

1. Accuracy in stating the dollar amount of your grant is important. Please be conservative when rounding the number.

   * If your grant is an odd figure, such as $132,021, you may say your grant is for $132,000.
   * A grant in the amount of $135,000 cannot be stated as $150,000.

2. Accuracy in stating the recipient of your grant is also important.

   * You are expected to use the name of the organization that appears on the grant award letter from the Foundation as the grantee.
     * For example: if “Community Hospital” is the grantee, you may not announce that the “[name] program” received a grant from the Robert Wood Johnson Foundation through its New Jersey Health Initiatives program.

     * Once you name the grantee organization, you should state that the money will be used for the “[name] program.”

3. In your headline and copy you should not say you “won” this award. Although you may feel like you did win this grant, there was no luck involved. We prefer: “awarded” or “received” in reference to your grant award.

4. Be sure to reference the New Jersey Health Initiatives program in all releases and announcements. After the first use of the name New Jersey Health Initiatives, you can abbreviate it using NJHI.

5. After the first use of the name the Robert Wood Johnson Foundation, you can abbreviate it using RWJF or “the Foundation.”

6. We encourage you to boost your program and honor your partner agencies. When acknowledging RWJF’s support through NJHI in your announcement, please use the following language to describe the Foundation and NJHI:

   Use the following language to describe NJHI:

   New Jersey Health Initiatives is a statewide grantmaking program of the Robert Wood Johnson Foundation. Established in 1987 to honor the New Jersey philanthropic legacy of RWJF’s founder, Robert Wood Johnson II, NJHI supports innovations and drives conversations to build healthier communities through grantmaking across the Foundation’s home state of New Jersey. To meet the many health needs of our state’s diverse populations, regions and communities, the NJHI national program encourages collaboration across sectors to foster deep relationships committed to long-term change affording all New Jerseyans the opportunity to live the healthiest life possible. Learn more about
Use the following language to describe RWJF:

For more than 45 years the Robert Wood Johnson Foundation has worked to improve health and health care. We are working alongside others to build a national Culture of Health that provides everyone in America a fair and just opportunity for health and well-being. RWJF has invested more than $1.2 billion in New Jersey since 1972. For more information, visit [www.rwjf.org](http://www.rwjf.org). Follow the Foundation on Twitter at [www.rwjf.org/twitter](http://www.rwjf.org/twitter) or on Facebook at [www.rwjf.org/facebook](http://www.rwjf.org/facebook).

Avoid using the NJHI or RWJF logo in press materials. Additional branding and logo guidelines are provided in the next section of this document.

Quotes and Interviews

It is difficult for RWJF and NJHI to participate in local events, however NJHI should be made aware of upcoming events that are relevant to your project. NJHI will collaborate with you to maximize any potential media opportunities. We do this in the following ways:

- When a reporter, editor, or other media representative asks us about your work, we will refer them directly to you. In exchange, we ask that you direct any questions about NJHI's or RWJF’s mission and work to us.
- We can provide quotes about NJHI and RWJF and your program/project/event that you may use in your release to help position your program in a statewide context.
- We can coordinate a brief phone interview with NJHI program director Bob Atkins, another NJHI representative, or a RWJF representative (As an example, if a reporter, blogger or podcast host would like an interview with an NJHI or RWJF representative, schedule it through Diane Hagerman at (856) 225-6728, or Jemmell’z Washington at (856) 225-6735).

Clips

- If an editor or producer is able to confirm an air date or publication date in advance, please alert NJHI and if possible, provide the host’s or media outlet’s social handles. We will promote the anticipated coverage with our partners and colleagues as is appropriate. You should also announce the forthcoming coverage in the learning collaboratives with your fellow NJHI project directors or other listservs or social networks among our grantees. If you need assistance with networking or sharing your announcement, please reach out to us.
- Remember to share your media coverage with us immediately after it is published. Please also keep in mind, news outlets often publish coverage as exclusive content available only to subscribers. Outlets also move their content behind a paywall after a predetermined amount of time, or might retire the link.
- If you have photos, audio links, video clips, or other URLs or files, please share them with us.

The NJHI program will make every effort to amplify your coverage, and to add clips to your project page on the NJHI web site.

Brand/Logo Guidelines

It is our standard practice that grantees not use the NJHI or RWJF logo on any promotional materials they might develop—including digital media or apparel. Grantees’ marketing materials should not include the NJHI or RWJF logo.
In regard to printed materials such as flyers or brochures, you are welcome to use either of the following statements to acknowledge NJHI and RWJF support for your work:

- Support for this [program/project/conference] was provided by funding from New Jersey Health Initiatives, a statewide grantmaking program of the Robert Wood Johnson Foundation.

- Support for this [program/project/conference] was provided in part by funding from New Jersey Health Initiatives, a statewide grantmaking program of the Robert Wood Johnson Foundation.

**Social Media**

We hope you find [this NJHI Grantee and Partner Directory](#) of all current and recent projects’ social media handles, project directors’ and partners’ contact information, and affiliated hashtags useful in your work. As you implement your communications strategy, please update your own project’s contact information in this shared document. In addition, we encourage you to browse and share your fellow NJHI grantee communities' updates to foster shared learning and create a vibrant, statewide narrative of advancing health and health equity.

**NJHI Channels and Handles**

- **Twitter**: @NJHI_
- **Facebook**: @NewJerseyHealthInitiatives
- **LinkedIn**: New Jersey Health Initiatives

**NJHI Program Staff Social Media Handles**

- **NJHI Director, Bob Atkins**
  - Twitter: @BobAtkins_
  - LinkedIn: Bob Atkins

- **NJHI Deputy Director of Programs, Diane Hagerman**
  - Twitter: @dbhags52
  - LinkedIn: Diane Hagerman

- **NJHI Communications Specialist, Jemmell’z Washington**
  - Twitter: @Zachmet
  - LinkedIn: Jemmell’z Washington

- **NJHI Program Coordinator, Jaquelyn Ibarguen**
  - Twitter: @JI_NJHI

*NJHI consultants’ and expert advisors’ contact information can be found in the Grantee and Partner Directory.*