

CHILD Profile
Material Insertion Guidelines
August 2007

The assembly and processing of CHILD Profile Health Promotion are complex. Over 100 individual pieces of health education material are assembled into 34 direct mail groups reaching over 25,000 parents or guardians of children between birth and 6 years each week. The most efficient and cost saving method to accomplish this is to assemble mailings several weeks in advance of weekly mail dates and ensure changes to the assembly are well planned and coordinated

Pre-insertion of the health education materials into corresponding unique envelopes is done on a biweekly basis. For this to happen, new materials to be inserted must be received at CHILD Profile's warehouse and/or mail house at least 4 weeks prior to the planned insertion to allow for warehousing, inventorying, ordering, and pre-insertion into mailing envelopes.

Quarterly Insertion Dates

<u>Date Received in Warehouse</u>	<u>Date Beginning in Mailings</u>
December 15	January 15
March 15	April 15
June 15	July 15
September 15	October 15

There may be select occasions to stop normal mail assembly in order to insert a time sensitive material earlier than the scheduled quarterly insertion date. Requests for this to occur will be considered by the CHILD Profile Materials Oversight Team for certain situations:

- In public health emergency situations to provide important health and safety information to parents and/or guardians of young children
- Seasonal information that needs to start but doesn't match up with a quarterly insertion date.
- When the partner organization sponsoring insertion of the material is at risk for losing the funding earmarked to disseminate the material.
- Other situations that may arise.

CHILD Profile may charge the partner organization the costs to cover off-cycle insertion, including but not limited to staff time, rush charges, and lost materials (those already pre-stuffed and made unusable by the request.)