

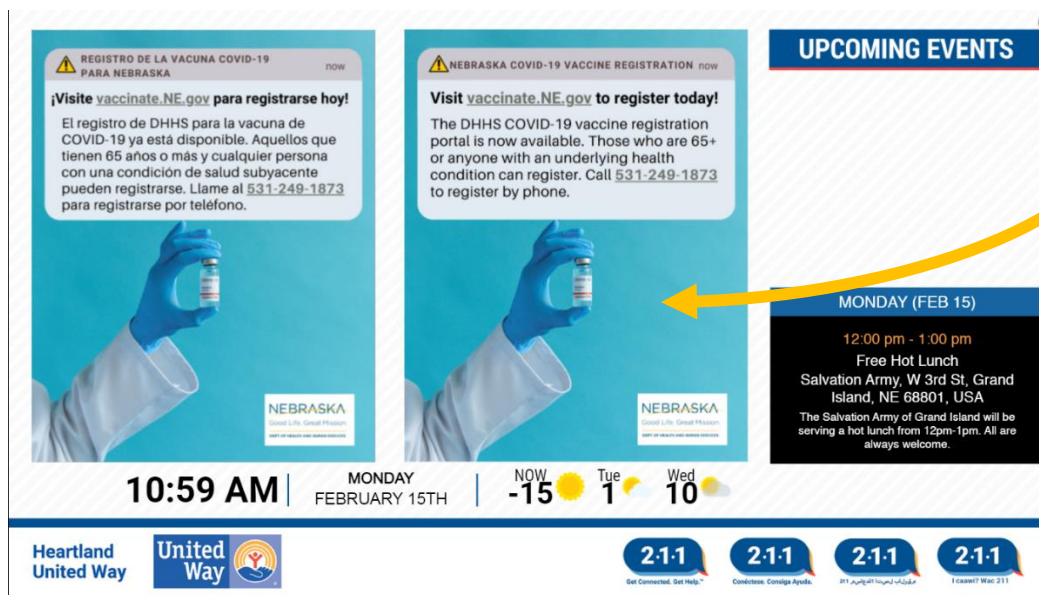
Heartland United Way Electronic Community Boards Project Overview and Guidelines for Sharing Information

Project Overview:

The message boards, which are 55" TV's, will be linked through software to promote community-wide communications. Messages will display multi-lingual information that affects health, safety and well-being of our community members.

This document explains the guidelines for those wishing to partner with Heartland United Way and utilize these Electronic Community Boards to disseminate information related to the health, safety and well-being of our community members.

Example of what every message board looks like: three scrolling sections, weather icon, time, date and 211 Help number. Example of digital content partners will be providing.



The screenshot displays a digital message board with the following content:

- Left Scrolling Section (Spanish):**

REGISTRO DE LA VACUNA COVID-19 PARA NEBRASKA now
¡Visite vaccinate.NE.gov para registrarse hoy!
 El registro de DHHS para la vacuna de COVID-19 ya está disponible. Aquellos que tienen 65 años o más y cualquier persona con una condición de salud subyacente pueden registrarse. Llame al [531-249-1873](tel:531-249-1873) para registrarse por teléfono.
- Right Scrolling Section (English):**

NEBRASKA COVID-19 VACCINE REGISTRATION now
Visit vaccinate.NE.gov to register today!
 The DHHS COVID-19 vaccine registration portal is now available. Those who are 65+ or anyone with an underlying health condition can register. Call [531-249-1873](tel:531-249-1873) to register by phone.
- UPCOMING EVENTS:**

MONDAY (FEB 15)
 12:00 pm - 1:00 pm
 Free Hot Lunch
 Salvation Army, W 3rd St, Grand Island, NE 68801, USA
 The Salvation Army of Grand Island will be serving a hot lunch from 12pm-1pm. All are always welcome.
- Weather and Time:**

10:59 AM | MONDAY FEBRUARY 15TH | NOW -15 | Tue 1 | Wed 10
- 211 Help Numbers:**

Four 2-1-1 icons for different services: Get Connected, Get Help; Contribute, Contribute Again; and two Arabic language options.

Content is split into three scrolling sections: Left, Center and Right

- **Left section:** Digital content in Spanish, Somali & Arabic
- **Center section:** Digital content in English
- **Right section:** Scrolling Upcoming Events Calendar. Reserved for resource distributions, COVID testing and vaccine distribution times/dates (when applicable).

The screenshot displays a digital interface with three main sections. The left section, titled 'REGISTRO DE LA VACUNA COVID-19 PARA NEBRASKA', contains Spanish text: '¡Visite vaccinate.NE.gov para registrarse hoy! El registro de DHHS para la vacuna de COVID-19 ya está disponible. Aquellos que tienen 65 años o más y cualquier persona con una condición de salud subyacente pueden registrarse. Llame al 531-249-1873 para registrarse por teléfono.' The center section, titled 'NEBRASKA COVID-19 VACCINE REGISTRATION', contains English text: 'Visit vaccinate.NE.gov to register today! The DHHS COVID-19 vaccine registration portal is now available. Those who are 65+ or anyone with an underlying health condition can register. Call 531-249-1873 to register by phone.' The right section, titled 'UPCOMING EVENTS', shows a calendar for Monday, February 15th, with an event: '12:00 pm - 1:00 pm Free Hot Lunch Salvation Army, W 3rd St, Grand Island, NE 68801, USA. The Salvation Army of Grand Island will be serving a hot lunch from 12pm-1pm. All are always welcome.' The interface also features a digital clock showing '10:59 AM', the date 'MONDAY FEBRUARY 15TH', and weather information for 'NOW -15', 'Tue 1', and 'Wed 10'. At the bottom, there are logos for 'Heartland United Way' and 'United Way', along with four '2-1-1' service icons in different languages: English ('Get Connected. Get Help™'), Spanish ('Conéctate. Consigue Ayuda'), Arabic ('مركزنا لك المساعدة 211'), and Somali ('I caawo? Wac 211').

Partnership Guidelines:

These following guidelines will help partners develop appropriate digital documents to promote relevant community activities. Please follow all requirements below, and consider how your information/event/activity meets the health, safety and well-being needs of community members. If you have any questions as to whether your information meets these priorities, feel free to reach out.

Format Requirements:

- It is preferred that digital content use a sizing format of **631 by 794 pixel (PX)** which is **8.4 inches by 10.6 inches**. The system allows for other digital sizes but we recommend that you choose something close to the above specifications or a standard size of **8.5 by 11 in.** that is **the size of a piece of paper**.
- Digital content is accepted in the following formats: **JPG, PNG, VIDEOS, PDF, WORD, EXCEL, POWERPOINT, and PUBLISHER. YOUTUBE and VIMEO.**

Image 1A: Example of digital graphic with correct sizing. Great example of text size.

DATO

Las personas que quieren quedar embarazadas en el futuro pueden recibir la vacuna COVID-19. NO hay ningún problema con la infertilidad.

Visite [CDC.gov](https://www.cdc.gov) para obtener más información o tome una foto de arriba para ver más datos y mitos.

FACT

People who want to get pregnant in the future may receive the COVID-19 vaccine. There is NO issue with infertility.

Visit [CDC.gov](https://www.cdc.gov) for more information or take a picture above for more facts & myths.

UPCOMING EVENTS

ISLAND, NE 68801, USA

The Salvation Army of Grand Island will be serving a hot lunch from 12pm-1pm. All are always welcome.

5:00 pm - 6:00 pm

Free Hot Dinner

Salvation Army, W 3rd St, Grand Island, NE 68801, USA

The Salvation Army of Grand Island will be serving hot dinner from 5pm-6pm. All are always welcome.

WEDNESDAY (FEB 24)

9:00 am - 11:00 am

COVID-19 Testing

Central District Health Department, 1137 S Locust St, Grand Island, NE 68801, USA

Get tested by visiting [Testnebraska.com](https://www.testnebraska.com) or call 402-207-9377

12:17 PM | TUESDAY FEBRUARY 23RD | NOW 48° | Wed 39° | Thu 41°

Heartland United Way | United Way | 2-1-1 | 2-1-1 | 2-1-1 | 2-1-1

Text Requirements:

- Please use a font size bigger than 14 pt. You will see below examples of different font sizes. The bigger the text the easier you can get your message across to community members.
- Information should be short and concise. Please get straight to the point of Who, What, and Where. 10 seconds of information.

Image 2A: Example of correct text size (42pt & 25pt) and digital graphic size (631x794PX)

FASE 1B DISTRIBUCIÓN DE VACUNAS

GRUPOS DE 90 AÑOS O MÁS

Si tiene al menos 90 años, llame al 308-385-5175 y deje su nombre, fecha de nacimiento y número de teléfono. Nos comunicaremos con usted cuando la vacuna esté disponible. Tenga paciencia, ya que esto llevará tiempo.

PHASE 1B VACCINE DISTRIBUTION

90 AND OVER AGE GROUP

If you are at least 90 years old, please call 308-385-5175 and leave your name, birthdate, and phone number. You will be contacted when vaccine is available. Please be patient as this will take time.

UPCOMING EVENTS

1:18 PM | WEDNESDAY JANUARY 13TH

Heartland United Way | United Way | 2-1-1 | 2-1-1 | 2-1-1 | 2-1-1

Image 3B: Example of Text that is NOT large enough. This font size is 11, please use a font size higher than 14pt.

Language Accessibility Requirements:

- We would like to ask all partners to provide digital content in multiple languages or at least two languages. Some of the most common languages spoken in region: **English, Spanish, Somali and Arabic**

Image 4: Example of messaging in at least two languages and two separate documents.

Visual Requirements:

- Please use complimentary colors. This goes for the color of fonts and backgrounds. We will leave this up to you to decide on what colors to use in your digital content. We just ask that you use colors that allow the reader to understand the content in a timely manner.

Image 5: Example of how images and text should be engaging with the audience & draw them into your message. This is too small of a font size.

The graphic is a digital poster or flyer. It features two columns of text and images. The left column is titled "¿Te sientes bien?" and "MANTENTE CONECTADO PARA VENCER LA TRISTEZA DEL INVIERNO". It includes a sub-section "3 FORMAS DE MEJORAR EL ESTADO DE ANÍMO Y LA ENERGÍA" with three icons: a person, a hand holding a phone, and a smartphone. The right column is titled "Feeling unwell?" and "STAY CONNECTED TO BEAT THE WINTER BLUES". It includes a sub-section "3 WAYS TO IMPROVE MOOD AND ENERGY" with three icons: a hand holding a phone, a person, and a smartphone. Below the columns is a weather forecast for Wednesday, January 13th, showing a high of 59 and a low of 45. To the right is an "UPCOMING EVENTS" section for Saturday, January 16th, listing a hot lunch meal program and a hot dinner meal program at the Salvation Army. At the bottom are logos for Heartland United Way, United Way, and four "2-1-1" icons with the text "Get Connected. Get Help.".

Following messaging that is NOT Allowed:

- For profit or sales
- Fundraising
- Seeking volunteers

How to Submit Your Information:

- Review your material to ensure that it meets the recommended format guidelines above.
- Submit documents to Eric Garcia-Mendez, Eric@heartlandunitedway.org, 308-382-2675
- **With your submission**, identify how long/how often you hope your information is shared. Provide your organizations name, point of contact, email, and phone.
- Provide information in English, Spanish, Arabic and Somali
 - If you need assistance with translations, please contact Eric at the United Way to discuss options. You may need to provide an excel workbook or google sheet with the English text that you would like translated.