

# Promotional Items and Staff Program Attire

## TCMHCC Policy

### 1. Purpose

This policy outlines requirements and guidelines for purchasing program-related promotional items and staff program attire using Consortium funds and branding.

### 2. Scope

This policy applies to all health-related institutions (HRIs) and their subcontracted partners who receive Consortium funds to implement Consortium programs.

This policy does not apply to:

- Non-Consortium staff program attire and promotional items.
- Educational materials that inform audiences about the Consortium and its programs. Guidelines for these materials are included in the TCMHCC Communications Policy.
- Consortium research programs. These programs must adhere to IRB protocols and the TCMHCC Communications Policy.

### 3. Policy

#### 3.1 Budget and Purchasing

##### *Staff Program Attire*

HRIs may purchase program attire for staff to identify themselves with a Consortium program (CPAN, PeriPAN, TCHATT, YAM, CPWE, CAP Fellowship, and OWE). The total cost of attire purchases must not exceed \$50 per employee per fiscal year, and the overall budget for attire must not exceed 0.02% of each HRI's biennial budget for each program.

##### *Promotional Items*

Promotional items for CPAN, PeriPAN, TCHATT, and YAM are permitted. HRIs are not required to utilize promotional items for these programs. If they choose to, all promotional items purchased using Consortium funds and/or with Consortium branding must be ordered exclusively through the State Medical Directors for CPAN, PeriPAN, and TCHATT, or through the YAM program hub for YAM. Each promotional item must cost \$5 or less. Medical Directors and the YAM hub will manage distribution and restocking of these items up to twice per year—once in the fall and once in the spring—and will ensure a variety of items are available. HRIs may request specific items from the approved list below. Medical Directors and the YAM program hub will make final decisions based on need and cost.

## 3.2 Approved Items

### *Staff Program Attire*

HRIs are not required to purchase program attire. Approved program attire includes T-shirts or polos and hats. HRIs may also purchase mugs for staff. These items must feature Consortium branding with logos appropriate for the program and may also include HRI branding. If an HRI wishes to purchase attire not listed as approved, they must submit a Project Change Request (PCR) to UT System for review and approval prior to purchase. The program's Medical Director may be consulted in making final decisions.

Mockups of all branded attire must be submitted to UT System for approval through the HRI's communications submission page on SharePoint and in adherence with the TCMHCC Communications Policy before any orders are placed.

### *Promotional Items*

Approved promotional items include pens, notebooks, calendars, buttons, magnets, hand sanitizers, tote bags, and stress balls. All promotional items must be statewide and program-specific. HRI branding will not be included on promotional items.

Medical Directors and the YAM program hub are responsible for submitting mockups of these items to UT System for approval. If an HRI wants to purchase promotional items not included in the approved list, they must submit a PCR to UT System. If approved, UT System will forward CPAN, PeriPAN, or TCHAT requests to Medical Directors, and YAM requests to the YAM program hub.

## 3.3 Prohibited Items

Any items deemed prohibited under this policy that are currently in possession by an HRI are not approved for continued use and must be discontinued. Non-prohibited items with HRI branding can continue to be used until inventory is depleted.

### *Staff Program Attire*

Prohibited staff attire includes vests and accessories such as jewelry, backpacks, tote bags, shoes, and any clothing or items considered inappropriate for a professional work setting.

### *Promotional Items*

Promotional items for CAP, CPWE, and OWE are prohibited. Prohibited promotional items for CPAN, PeriPAN, TCHAT, or YAM include toys, food, clothing, backpacks including drawstring backpacks, eating utensils, drinkware (mugs are approved for staff use but not for promotional items), alcohol, tobacco, drug-related non-educational items, and any item that is prohibited by state law.

## 4. Definitions

### *Child and Adolescent Psychiatry (CAP) Fellowship*

A Consortium-funded program that funds HRIs for additional two-year CAP fellowship slots.

### Child Psychiatry Access Network (CPAN)

A Consortium-funded program that offers peer-to-peer provider phone consults, referrals and resources, and behavioral health continuing medical education (CME) for providers of pediatric patients.

### Community Psychiatry Workforce Expansion (CPWE)

A Consortium-funded program that funds full-time academic psychiatrists as academic medical directors and new psychiatric resident rotation positions at facilities operated by Local Mental Health Authorities (LMHAs) and community mental health agencies.

### Health-Related Institution (HRI)

A health-related institution of higher education that administers one or more programs of the TCMHCC in its geographic region.

### Hub

The lead entity that coordinates cross-HRI collaboration for a specific program.

### State Medical Director

A physician who provides statewide clinical and operational guidance and leadership for a Consortium program.

### Perinatal Psychiatry Access Network (PeriPAN)

A Consortium-funded program that offers peer-to-peer provider phone consultations, referrals and resources, and behavioral health continuing medical education (CME) for providers of perinatal patients.

### Program Attire

T-shirts and hats worn by HRI staff associated with TCMHCC to identify themselves as Consortium staff and to promote one or more Consortium programs.

### Promotional Items

Physical items typically purchased from a vendor that are branded and used to promote one or more TCMHCC programs to key audiences, such as primary care providers, OB/GYNs, and school staff. Promotional items may also include educational components about the Consortium and/or mental health.

### Other Workforce Expansion (OWE)

Consortium-funded programs to expand training programs for non-physician mental health professionals.

### Research Programs

Consortium-funded research networks (Youth Depression Research Network [YDSRN] and Childhood Trauma Research Network [CTRN]) and the New and Emerging Child Mental Health Research Initiative (NECMHR), which were designed to improve the delivery of child and adolescent mental health services in Texas.

### Subcontracted Partner

A hospital system or behavioral health provider organization contracted by an HRI to provide CPAN/PeriPAN services to enrolled providers.

### Texas Child Mental Health Care Consortium (TCMHCC)

A legislatively established and funded entity that provides statewide mental health services through various programs including CPAN, PeriPAN, TCHAT, YAM, CPWE, CAP fellowships, OWE, and research programs.

### Texas Child Health Access Through Telemedicine (TCHAT)

A Consortium-funded program that provides in-school behavioral telehealth care to at-risk children and adolescents.

### Toy

An item that a child plays with, such as a stuffed animal, puzzle, and electronic game. Toys do not include fidgets and stress-relief balls.

### UT System

The entity selected by the TCMHCC Executive Committee to lead the administration of Consortium programs

### Youth Aware of Mental Health (YAM)

An evidence- and school-based educational program delivered to students in 8th-12th grades to explore the topic of mental health through role-play and student-led discussions.

## 5. Other Resources

Resource	Link
Project Change Request Form	<a href="https://tcmhcc.tfaforms.net/f/pcr">https://tcmhcc.tfaforms.net/f/pcr</a>
Communications Submissions	<a href="#">HRI Communications Submission Lists</a>
Communications Policy	<a href="#">APPROVED 1-22-2024 TCMHCC Communications Policy.pdf</a>

## 6. Version History

Effective Date	Description of Change	Sections Changed
[Date]	New policy	All