

Promotional Items and Staff Program Attire

TCMHCC Policy

1. Purpose

This policy outlines requirements and guidelines for purchasing program-related promotional items, provider and school recognition 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, promotional items, and recognition 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

The total cost of HRI-purchased attire, promotional items, and recognition items must not exceed 0.025% of each HRI's biennial budget for each program.

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.

Promotional Items

Promotional items for CPAN, PeriPAN, TCHATT, and YAM are permitted. HRIs are not required to utilize promotional items for these programs. Select promotional items purchased using Consortium funds and/or with Consortium branding will be ordered through the Centralized Operational Support Hub (COSH) for CPAN, PeriPAN, and TCHATT, or through the YAM program hub for YAM. Each promotional item must cost \$5 or less.

COSH and the YAM program 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.

HRIs may identify up to two additional promotional items from the allowable list below to order per fiscal year. These items must cost \$5 or less. Restocking of these items can occur once in the fall.

Provider and School Recognition

Other items may be purchased by HRIs to recognize providers or schools/school staff who have had significant engagement with CPAN, PeriPAN, TCHATT, and/or YAM. The level of engagement to qualify a provider or school staff for these items will be determined by each program's state Medical Director for CPAN, PeriPAN, and TCHATT, and by the YAM program hub for YAM, in coordination with the Center for Health Communication (CHC). Special promotional items to recognize significant engagement must cost \$20 or less per item.

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. Approval to restock previously approved attire is not necessary, provided that the approval was given after this policy's effective date and the item type and branding do not change.

Promotional Items

All promotional items must include program-specific branding.

Approved promotional items that will be centrally ordered by COSH and the YAM program hub include pens, notebooks, calendars, buttons, magnets, hand sanitizers, tote bags, mousepads, and stress balls. Program-specific branding will be included on centrally-ordered promotional items, but HRI branding will not be included. COSH and the YAM program hub are responsible for submitting mockups and price quotes of centrally-ordered items to UT System for approval. If items, mockups, and/or price quotes change, COSH and the YAM program hub must resubmit to UT System for approval before restocking.

Promotional items that may be ordered by HRIs include pens, notebooks, calendars, buttons, magnets, hand sanitizers, tote bags, mousepads, and stress balls. HRI branding is permitted on these items. HRIs are responsible for submitting mockups of these items to UT System for approval. Quotes for the cost of the items must also be submitted with mockups. If items, mockups, and/or price quotes change, HRIs must resubmit to UT System for approval before restocking. Approval of these items will be determined

with input from the program's state Medical Director for CPAN, PeriPAN, and TCHAT, and the YAM program hub for YAM.

If an HRI wants to purchase promotional items not included on the approved list, they must submit a PCR to UT System. UT System will review and forward CPAN, PeriPAN, or TCHAT requests to Medical Directors, and YAM requests to the YAM program hub.

Provider and School Recognition

Permitted items to recognize providers/school staff for significant engagement with CPAN, PeriPAN, TCHAT, and/or YAM include framed certificates or awards. These items will be initiated by each program's state Medical Director for CPAN, PeriPAN, and TCHAT, and the YAM program hub for YAM, in coordination with CHC. A pilot phase will be required to determine effectiveness. HRIs will be asked to provide additional data to UT System to determine ongoing purchasing of these items. Medical Directors and the YAM hub may recommend additional items.

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. Exceptions may be granted by UT System on a case-by-case basis. 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.

Provider and School Recognition

Items prohibited for provider or school recognition are any item that is not a framed certificate, award, or any item not recommended by each program's state Medical Director or the YAM program hub.

4. Definitions

Child and Adolescent Psychiatry (CAP) Fellowship

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

Center for Health Communication (CHC)

The team that develops statewide strategies, relationships, and externally facing materials for TCMHCC program outreach.

Centralized Operational Support Hub (COSH)

A team that centrally manages the technology of the CPAN/PeriPAN and TCHAT programs for data collection.

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, TCHATT, YAM, CPWE, CAP fellowships, OWE, and research programs.

Texas Child Health Access Through Telemedicine (TCHATT)

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	https://tcmhcc.tfaforms.net/f/pcr
Communications Submissions	HRI Communications Submission Lists
Communications Policy	APPROVED 1-22-2024 TCMHCC Communications Policy.pdf

6. Version History

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