

Family Planning Media Review

Frequently Asked Questions (FAQ)

Title X requires grantees, subrecipients, and service sites to have a Media Review Advisory Committee to review and approve all informational and educational materials (print and electronic) developed or made available under the family planning project before distributing them to the community.

This FAQ document provides answers to commonly asked questions that agencies have about the media review process. This resource is organized into four topics related to the media review process:

- Requirements
- Materials
- Reviewers
- Procedures

Title X Requirements

What is the Family Planning Media Review process?

The Family Planning Media Review process exists to ensure that materials developed or made available under the project are suitable for the intended population or community. All materials that Title X agencies disseminate must go through this process.

The Family Planning Media Review process is mandated through the [Code of Federal Regulations \(CFR 59.6\)](#), which specifies that materials must be reviewed by an Advisory Committee.

What is the difference between the Community Engagement, Education Awareness and Quality Improvement Plan (CEQ) and the Family Planning Media Review?

The Family Planning Media Review and Community Engagement, Education Awareness, and Quality Improvement Plan (CEQ) have different purposes. The purpose of the CEQ is to achieve community understanding of the objectives of your Title X program, inform the community of the availability of services, and promote continued participation in Title X. CEQ has a very broad purpose. In comparison, the Family Planning Media Review process is much more narrowly defined. The purpose of the Media Review process is to ensure that the media materials developed or made available under the family planning project are suitable for the intended population or community.

How should a Title X agency determine the details of its Media Review process?

Each Title X agency should implement and follow the procedures in their agency Informational and Educational Materials Review policy. Connect with your Regional Nurse Consultant if you need a copy of a template policy.

When are the Title X Media Review materials due?

The agency must submit, at least annually, and no later than **June 30th** of the fiscal year, family planning media review documentation and Family Planning Media Review Documentation summary form [DHHS 3491](#). A letter stating there are no new materials will only be accepted once in any three- year period.

Materials

What materials need to go through the Media Review process?

All family planning and reproductive health materials, print and electronic, that Title X grantees, subrecipients, and service sites will make available to clients and potential clients must go through the Media Review process. These materials need to be reviewed regardless of whether they were created in-house, by a company that creates health education materials, or by the Centers for Disease Control and Prevention (CDC) or another government agency.

How frequently do Media Review materials need to be reviewed? And When are the Media Review materials due?

Title X regulations do not specify how frequently approved materials must be reevaluated to ensure they are still appropriate, but materials must be reevaluated periodically to assure their continued appropriateness for the intended population. It is recommended that materials be reevaluated through the Media Review process every three to five years. Each agency should address the frequency of reevaluating materials in its Media Review policy.

What should a Title X agency do if the Media Review Advisory Committee requests changes to a material developed by CDC or another materials distributor?

In this case, the Title X agency can use a different material or work with the materials distributor to see if they would consider updating the material. If a Title X agency cites the original source, it can create its own version of the material to use with clients.

If reviewers determine that a Title X agency should no longer use certain materials, is it acceptable to continue using those materials until the agency identifies new, acceptable materials?

There is no minimum or maximum length of time required between the Media Review process and when a Title X agency must implement the changes requested by reviewers. When deciding whether to continue using a material, it's important to consider why the material is no longer acceptable. For example, if a material is no longer factually accurate, then it would be important to immediately discontinue using that material or make the material accurate, instead of waiting until a new resource is available.

Do educational materials intended for clinicians and other Title X staff also need to go through the Media Review process?

No, only client-facing materials must go through the Media Review process. That said, clinicians and staff may at times share clinician- and staff-facing materials with their clients. In light of this, it's important to consider whether clinician- and staff-facing materials are appropriate for clients. It's also important to ensure that clinician- and staff-facing educational materials are factually and medically accurate and include information that aligns with the educational, cultural, and diverse backgrounds of clients.

Do materials developed by other internal or external entities that a Title X agency refers to—such as dental providers, mental health providers, and primary care providers—need to go through the Media Review process?

Any family planning and reproductive health materials, print and electronic, that a Title X agency makes available to clients or potential clients through its Title X family planning program need to go through the Media Review process before being distributed. Therefore, if a Title X agency's referral partner developed a material intended for family planning clients that the Title X agency then distributes, that material would need to be reviewed. Any client-facing materials that referral partners develop and distribute themselves don't need to be reviewed.

Materials *continued*

Do social media posts on platforms such as Facebook, Twitter, and Instagram need to go through the Media Review Process?

While Media Review materials shared on social media must undergo a Media Review Advisory Committee approval process, social media posts themselves do not require an Advisory Committee approval.

Does information provided electronically need to go through the Media Review process?

Yes. All Media Review materials that a Title X agency makes available to clients need to be reviewed. This includes all client-facing media content and materials posted on the agency's website, shared through an online portal, and made available to clients through other electronic and non-electronic means.

Reviewers

Who should the Media Review Advisory Committee consist of?

The agency must have an Advisory Committee with at least five members. The committee must review and approve all media review materials (print and electronic) developed or made available under the project prior to their distribution to assure that the materials are suitable for the population and community for which they are intended and to assure their consistency with the purposes of the Title X requirements. The committee must include individuals broadly representative of diverse backgrounds, underserved communities, LGBTQ+, persons with disabilities or persons who live in rural areas.

Can Title X agency's medical director and other staff review materials?

While a Title X agency's medical director and other staff can review materials, these staff reviews do not count toward the requirement to have at least 5 Committee members review Media materials. A Title X agency's medical director and/or other staff may review materials for factual accuracy, but Committee members are ultimately responsible for approving the materials.

What should the Media Review Advisory Committee consider when reviewing the Media Review materials?

The Media Review Advisory Committee should consider the educational, cultural, diverse backgrounds of the individuals to whom the materials are addressed. The committee should consider the standards of the population or community to be served with respect to such materials. During the review process, the committee should ensure that the information is factually correct, medically accurate, culturally/linguistically, appropriate, inclusive and trauma informed.

Can a Title X agency recruit clients to conduct material reviews while they are at the health center for an appointment? In this scenario, how do clients count toward the requirement to have at least 5 committee members review each material?

Yes, a Title X agency can recruit clients to conduct material reviews while they are at the health center for an appointment. Agencies need at least 5 reviewers (clients, individuals who reflect the demographics of clients, and/or potential clients) for each material, but they don't need to have the same set of reviewers for each material.

For each material that a client reviews, they will count as one committee member for that material. It is important for agencies to document each review. To help ensure proper documentation, ask each reviewer to fill out the [Consumer Media Review Form](#), also available in [Spanish](#).

Procedures

What tools are available to determine the appropriate reading level for materials?

There are many free and low-cost tools available online that Title X agencies can use to determine the reading level of materials; search for “FRY graph,” “SMOG,” “Flesch,” and/or “Kincaid,” which are all established readability assessments. Also, ask Advisory Committee members to note any words that are unclear or confusing during their review.

Does the review process need to take place in person and include a conversation among reviewers?

No, the review process doesn’t need to take place in person, nor does it need to include a conversation among reviewers. That said, conversation among reviewers can enhance the quality of the review and lead to more thoughtful determinations about the appropriateness of materials.

What if Media Review Advisory Committee members prefer to document their review online rather than via a paper survey?

Title X agencies can ask Media Review Advisory Committee members to document their review online (for example, via an online survey or email) or a paper survey. The review process and Advisory Committee feedback must be documented, but it doesn’t matter if this documentation is electronic or on paper.