



New Publication/Video Production Tip Sheet

Sharing information about NACDD's work is one of the most important ways to garner support for and involvement with NACDD's Mission to fight chronic disease.

NACDD's Communications Department is ready to assist with the development and creation of new publications, reports, brochures, and videos to help effectively convey the significance of the work NACDD does every day.

****Reminder: Projects completed without the involvement of the Communications Department still must be approved by Communications prior to their dissemination; submit them for review using the [Creative Product Request Form](#).****

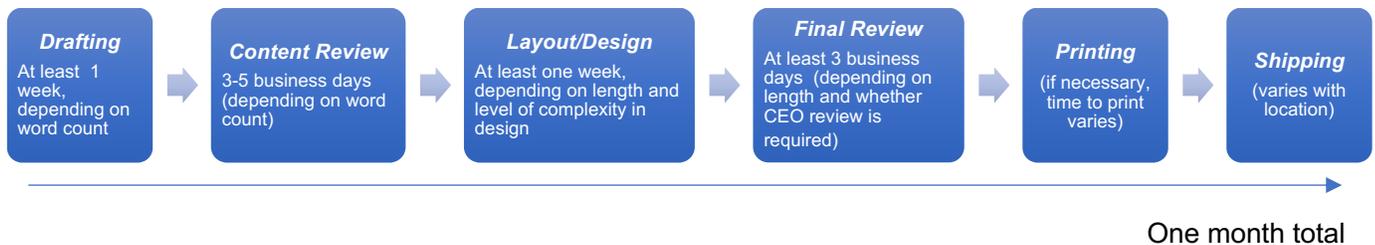
Here are a few more details on NACDD's creative production process and helpful hints for beginning a new project.

Project development

- Involve the Communications Department early in the development of the project to weigh in on timing of production process, resources available to assist with project completion as well as strategic guidance for the promotion/publicity of the product.
- Share with the Communications Department any budget available to produce the product.
- Identify samples of other documents/videos that are similar to what is desired for the project. If the publication is an updated version of a previous document, share a sample with the Communications Department for their reference.
- Before drafting content, consider the multiple audiences who may use the tool and their level of knowledge and understanding about the subject.
- Consider how the document/video will be promoted to help make sure the material effectively reaches its intended audience.

A typical production process timeline

- Be sure to provide ample time in your process to account for drafting, editing, design, and approvals. Depending on the project, it can take more than a month to complete a project from start to finish.
- Below is a sample timeline for a one- to three-page document, starting from scratch, which could take about a month to complete:



Process and timeline for publications vary based on length, specific needs and goals for the publication, and other factors like whether there is budget available for freelance assistance in production. Videos typically require more than one month's development and production time.

Project drafting

- Use NACDD's [graphics](#) (such as logos or stock photos), [Quick Start Branding Guide](#), [Communications manual](#), and other Communications resources (such as templates) to help create the product.
- Be sure to include information about any grant or federal requirements/boiler language that must be used in the publication.
- Use active voice to engage the audience; it's easier to read and understand.
- "Show" rather than "tell" the audience why the topic is important by using statistics, examples, and research to make a case.

Project finalization

- If a final document has been produced without support from the Communications Department, submit it for review through the [Creative Product Request Form](#).
- When the final product is prepared, share it with contributors and stakeholders, encouraging them to post it on their social media channels.
- Be sure to save a few copies of the product for record-keeping and for sharing with NACDD Headquarters' archive.