

From: [TFF Media](#)
To: [TFF Media](#)
Cc: [DL BTFF AHEC Directors](#); [DL BTFF AHEC Media](#); [AHEC Mailbox](#)
Subject: ***Tobacco Free Florida Media Update: FY24-25 AHEC Media Forms and Documents***
Date: Friday, June 28, 2024 5:38:20 PM
Attachments: [image001.png](#)
[24-25 AHEC Media Request Form.doc](#)
[24-25 AHEC Media Customization Request Form.doc](#)
[AHEC Guidance Document FY24-25 Final.pdf](#)
[All AHEC Media Approval Form-TFF July 2024 In House Printing Materials.pdf](#)

Good afternoon/evening, AHEC!

Please read this email in its entirety as it includes important information about the attached media materials.

Please see the attached **FY24-25 Media Forms and Guidance Document** in this email:

- FY24-25 Media Request Form
- FY24-25 Media Customization Request Form
- FY24-25 Media Guidance Document

Updates were made to all forms and document, so please make sure to review and utilize accordingly. These materials can also be downloaded from Media Hub by clicking the [Media/Customization Request Forms](#) folder.

*****You may now begin sending in your FY24-25 requests on the new media forms to the AHEC Mailbox.**

TFF Media will continue the following Media Initiatives for AHEC in FY24-25, that include:

- Quarterly Media Webinars
 - The webinars are to focus on media topics AHEC may be interested in TFF Media covering, BTFF media updates, new materials in the works etc.
- Quarterly Development of New Materials
 - We plan to develop materials for AHEC throughout the fiscal year that focus on media assets requested by AHEC.

A few updates and reminders we'd like to highlight for FY24-25

- In FY23-24 we implemented that official quotes for media buys will need to be provided. The quotes should show cost, media run dates and any additional information like platform (station, website, streaming, publication), demographic, rating, impressions etc. depending on the platform/vendor. The reason for this is so that during the review process, TFF Media is able to make sure that the media buys align with industry best practices/standards and that you are receiving the best return on investment. Please refer to page 13 of the media guidance document for more information. This is still a requirement for FY24-25.
- In FY 23-24 we implemented that all promo/incentive items are to be branded Tobacco Free Florida/Quit Your Way. The reason for this is to continue to promote all tools and services that Tobacco Free Florida offers and continue to build synergy between the statewide marketing campaign and local initiatives. Blanketing the state with cohesive, consistent messaging is a key component in optimizing the impact and recognition of all of Florida's tobacco prevention and cessation efforts. Please refer to page 17 of the media guidance document for more information and visual examples. This is still a

requirement for FY24-25

- **NEW**, Starting FY24-25, the BTFF Review Process (AHEC Mailbox and TFF Media Inbox) is now 15 business days for media request and 20 business days for media request that include a customization request. What this means is that when AHEC submits the request to the AHEC Mailbox, the CM has 5 business days to review and forward to media and TFF Media has 10 business days to review and finalize the request. 5 additional business days are added for TFF Media to send customized files to AHEC.
- **NEW**, Starting FY24-25, Presentations (like PowerPoint) will need to go through the BTFF Review Process. Presentations for conferences, partnership meetings, events, specific trainings that educate on Tobacco Free Florida's tools and services: Quit Your Way (Phone Quit, Group Quit and Web Quit) will need to be reviewed. This is to make sure that the educational content as well as our tools and services align with TFF and DOH Brand and Content Standards.

Changes to the forms and guidance document will also be shared with AHEC during the Q1 Media Marketing Webinar. The date for the webinar is currently pending since the first AHEC Statewide Marketing Call would have landed on a state holiday.

Additionally, we wanted to provide AHEC with an All AHEC Media Approval Form (attached) for the **month of July** that has a few media materials for AHEC to utilize between July 1 and July 31. These files can be used for free (in-house) printing, free advertising via email, posting at sites and distributing to individuals so that AHEC can continue to share and educate about Tobacco Free Florida's Quit Your Way program while submitting new request to the AHEC Mailbox. Please note that this approval form **IS NOT for any paid media buys or paid printing request** and that no edits to files outside of adding your contact information, AHEC logo and group schedule information, QR Codes etc., where applicable, should be made. Files approved for July are listed and linked on the media form.

Thank you, and Happy New Fiscal Year!

Bianca Bulengo, MS

TFF Media



DOH Mission Statement: *To protect, promote, and improve the health of all people in Florida through integrated state, county and community efforts.*

Please Note: Florida has a very broad public records law. Most written communications to or from state officials regarding state business are public records available to the public and media upon request. Your email communication may therefore be subject to public disclosure.

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