

## **DEVELOPMENTAL DISABILITIES RESOURCE BOARD PUBLICITY BY AGENCY**

Policy Origination: July 1, 2016  
Revision Effective: July 1, 2018  
Revision Approved: November 16, 2017  
Policy Reviewed: November 15, 2018

---

### **Purpose:**

As a local taxing entity, the DDRB values opportunities to educate St. Charles County taxpayers about how its tax dollars, through DDRB funding, are being invested in community programs that serve individuals with developmental disabilities living in St. Charles County. Identifying the DDRB as a funding partner acknowledges the community's contribution while educating the public on the quality supports and services available to its citizens with developmental disabilities.

### **Outreach:**

The AGENCY will partner with the DDRB to inform the community about the ways its tax dollars are being invested in services and supports. The AGENCY will acknowledge the DDRB as a funding source whenever publicizing DDRB-funded programs through all feasible media, including, but not limited to press releases, articles, media reports, interviews, videos, electronic publications, website, oral and poster presentations, printed brochures, exhibits or other materials.

### **Press Releases/Media Contact:**

The AGENCY is responsible for notifying the DDRB of contact with media regarding DDRB funded programs or profiles of participants in DDRB funded programs. When identifying DDRB as a funding partner, the acknowledgement should be clear and prominent in every press release, ideally in the first or second paragraph. The first time the DDRB is referred to, it should be spelled out in full, followed by the abbreviation in brackets.

The following *Note for Editors* should accompany press releases to provide background information about the DDRB:

#### ***Note for Editors***

*The Developmental Disabilities Resource Board of St. Charles County (DDRB) is a public taxing entity, commonly known as a "Senate Bill 40 Board" that enters into funding contracts with agencies that serve individuals with developmental disabilities in St. Charles County. This public tax was established in 1977 when voters of St. Charles County approved to tax themselves up to sixteen cents per \$100.00 of assessed property valuation to provide community based programs and supports for citizens with developmental disabilities.*

*Funded services include: advocacy, supported daycare, early intervention, education, family support, independent living services, transitional programs, respite, employment and supported employment, adaptive equipment, recreation, and vocational training.*

*In May of 2006, the DDRB began providing case management to individuals 18 years of age and older through an agreement with the Department of Mental Health Division of Developmental Disabilities. The DDRB now provides case management services to individuals 17 years of age and older.*

*A nine member volunteer Board of Directors (the DDRB) appointed by the St. Charles County Executive sets the financial and administrative framework for the agency and hires and directs the Executive Director to conduct the everyday operations of the agency. The Board delegates administrative responsibilities and accountability to the Executive Director, while maintaining*

*constant check of the agency to assure that actions are within the framework of Board established policies and procedures.*

*For further information, contact the DDRB at 636-939-3351 or visit the DDRB website at [www.ddrb.org](http://www.ddrb.org)*

## **Use of DDRB Logo**

Acknowledgements of funding support include displaying the DDRB logo. Agencies are required to display the DDRB logo on its printed material, website, and at there place of business (i.e. Adminisitrative offices).

The logo and all its components are intended to be used in its original state. Do not change the color of the logo, or remove or use elements of the logo (such as removing the abbreviation at the top or the full name at the bottom).

The agency may position the logo as they choose to best fit their design needs, but all logos should be equally sized and placed in the same general proximity on the promotional materials.

If the layout of the promotional materials requires changing the DDRB logo size, the agency is responsible to ensure that:

- The logo is sized proportionally to the original dimensions (i.e. do not change the aspect ratio)
- The logo is not resized to make text unreadable
- At least .167 inches of space surrounds the logo to avoid crowding

The official DDRB logo is available in various formats and can be obtained by contacting the DDRB office.