IMPROVE**CARE**NOW
Community Coproduction Guide

Getting Started

○ **Notify ICN:** let an ICN team member know about your project/resource idea. You can contact the ICN Comms Team directly by emailing info@improvecarenow.org

○ **Media Authorization:** all project contributors will need a current Media Disclosure Form so ICN has permission to share their info in projects/resources/posts

ICN media form

Project/Resource Requirements

○ **ICN Branding:** the project/resource should consistently apply the ICN brand *(see the ICN Community Branding Guide for details).*

○ **Cover Page w/ Title:** the project/resource should have a cover page featuring the TITLE and may also include a statement describing the resource and what it contains.

○ **Resource Disclaimer:** the project/resource should include an ICN resource disclaimer & link to full disclaimer page *(see the ICN Community Branding Guide for details).*

ICN brand guide

TIP: using an ICN-approved template for your project/resource can save time! We recommend working in Canva - a free-to-use online graphic design tool. Learn more at canva.com

○ **Creative Commons License:** the project/resource should include an appropriate Creative Commons License *(see the ICN Community Branding Guide for details & examples).*

○ **QR Code:** the project/resource should include a QR Code that links directly to the final online version *(note: this will be a placeholder until the resource is finalized & the URL is generated).*

○ **Coproduction Icon:** if the project/resource is coproduced with other members of the ICN community, please include the coproduction icon *(available in the ICN Community Branding Guide).*

Project/Resource Recommendations

○ **Coproduction:** we strongly recommend coproduction when possible. If you need ideas and/or a connection to an ICN collaborator, please contact us.

○ **Accessibility:** use high contrast colors; avoid super-light fonts; spell out important URLs and/or include QR codes to make sure people can access them.

email ICN comms

TIP: test print or digitally review your project/resource to check for accessibility issues. Ask others to review your resource and give you feedback on usability.

○ **Consistency:** consistently apply the same text elements (e.g., bullets, hyphens, colons, etc.) and styles (e.g., bolding or italicizing names) throughout the resource.