

## Career Pathways Training (CPT) Program Partner Toolkit Best Practices

To FLPPS Education/Training, Healthcare Provider/Employer, and Community Partners:

Thank you for helping to share information about the new Career Pathways Training Program with prospective healthcare program students – those who are new to healthcare and those who are interested in career advancement opportunities.

To ensure consistent, coordinated, and effective communication about this New York State 1115 Waiver Department of Health program, we have prepared the following best practices to accompany the [Partner Toolkit](#). Please review and follow these guidelines when utilizing the materials provided.

If you have any questions, please contact Courtney Fountain, Development & Communications Manager, at [Courtney\\_Fountain@flpps.org](mailto:Courtney_Fountain@flpps.org) or [CPTmarketing@flpps.org](mailto:CPTmarketing@flpps.org).

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### 1. Publicity

- All publicity regarding the work, services, performance, and/or the CPT Program **may not** be released without prior written approval from FLPPS.
- Publicity includes but is not limited to: news conferences; news releases; public announcements; advertising; brochures; reports; discussions or presentations at conferences or meetings; and/or the inclusion of State materials, the State's name, or other such references to the State in any document or forum.
- Email [CPTmarketing@flpps.org](mailto:CPTmarketing@flpps.org) to request publicity approval.

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### 2. Toolkit Overview

The marketing partner toolkit includes:

- **Brochure:** The brochure contains general information about the program, where to find more information about the program, and how to enroll. There are two options available, one for in-house printing and one for professional printing.
- **Benefits Sheets:** Digital and print-ready program summaries targeted to specific audiences – those currently working in healthcare looking to advance, those beginning to consider a career in healthcare, and students in high school and college.
- **Social Media:** Spread the word with our ready-to-use social media assets, including eye-catching graphics and approved social copy. Simply download the images, copy the text, and post on your organization's social media channels to help amplify our message.
- **Digital Display Ads:** Promote the program with our digital display ads. These ready-to-use graphics are designed to capture attention and drive awareness. Download the images for digital display boards to help spread the word about this opportunity.
- **Logo & QR Code:** Easily connect individuals to the program with our FLPPS logo and program QR code. The logo helps maintain brand consistency, while the QR code provides a direct link to the program website for quick access to information. Download and use these assets in your materials to help spread awareness.

### 3. Key Messaging Guidelines

To maintain consistency and accuracy, please adhere to these messaging principles:

- **Do Not Use the Word "Free":** While the program covers tuition and education-related expenses, some expenses *may not* be included, such as laptops or tables. Instead, use phrases like "avoiding the weight of student debt" or "without the burden of student debt."
  - **Highlight Program Benefits:** Emphasize skill-building, career advancement opportunities, and connections to high-demand industries.
  - **It's Not Just About Healthcare:** The program is designed to create a reliable workforce pipeline in health, behavioral health, and social care.
  - **Call to Action:** Encourage engagement by directing the audience to the website or contact details provided in the materials for more information.
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### 4. Visual Branding

- Use the provided images and designs without alteration to ensure brand consistency.
  - Maintain high resolution and proper formatting for all visuals.
  - If you would like to add your logo to any of the materials, please email [CPTmarketing@flpps.org](mailto:CPTmarketing@flpps.org) to discuss details.
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### 5. Targeted Distribution

- **Social Media:** Share social media post copy and images on your platforms, tagging the FLPPS [Facebook](#), [Instagram](#), and/or [LinkedIn](#) accounts, as appropriate.
  - **Community Spaces:** Display digital boards, benefits sheets, and/or brochure in high-traffic areas.
  - **Email Campaigns:** Use digital ads, benefits sheets, and/or brochure as attachments in targeted email outreach.
  - **Events:** Include benefits sheets, and/or brochure at relevant events or informational sessions.
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### 6. Prohibited Practices

- Do not use the word "free" when describing the CPT Program or any elements of the CPT Program.
- Do not alter the text or images in the toolkit without prior approval.
- Avoid making guarantees about outcomes or eligibility.
- Refrain from creating new content about the program without prior approval.
- Do not include the NYS DOH logo on any marketing materials without prior approval.

By following these best practices, you can help ensure consistent, coordinated, and effective messaging and maximize the reach of the Career Pathways Training Program. Your support is essential in connecting individuals to valuable education and training opportunities to build a stronger, diverse, and resilient health, behavioral health, and social care workforce. Thank you for partnering with us to make a meaningful impact!

If you have any questions or need additional support, please reach out to [CPTmarketing@flpps.org](mailto:CPTmarketing@flpps.org).