

# STRATEGIES TO SUPPORT REAL LIVES FOLDER

## TEMPLATE GUIDELINES

### ABOUT THE RESOURCE FOLDER

Missouri Family to Family is celebrating ten years of providing information to individuals and families with developmental disabilities and special healthcare needs through the MOF2F Network Folder! The folder was created in collaboration with statewide and regional agencies and individual organizations that support families. With each new edition, the network folder has fostered the ongoing commitment of the partners to individuals with disabilities and their families.

The folder has grown along with the movement to provide quality information and support families in Missouri, building on existing initiatives focusing on providing information and assisting families to navigate the system. The network folder unlocks access to needed services and supports, including information and emotional support.

### CUSTOMIZING THE TEMPLATE

Building the folder is a process that MOF2F has refined over the course of a decade. From start to finish, there is a lot of work to do to come up with a finish product that is both user-friendly and aesthetically pleasing (and uses the principles of universal design and usability).

Things to consider in the creation of a life course folder include:

- Staff capacity and knowledge
- Usability and accessibility
- Budget for printing
- Dissemination planning and tracking
- Storage space

Depending on how comfortable your organization is with the practice of creating professional print products, we can support you through the process. Some organizations may only want the template and guidelines and wish to develop the folder themselves, others may just want to assemble all of the content to put inside the folder and let someone else handle the design of the folder.

MOF2F is glad to share the template for our resource folder. In order to use the template, groups must agree to:

1. Allow MOF2F to review the final draft.
2. Send MOF2F copies of the finish product!

### MODIFYING THE LIFE COURSE FOLDER

#### OVERALL ELEMENTS THAT CAN BE CHANGED/TWEAKED:

- Folder color—we can come up with a color scheme that fits more with your group's current branding or materials.
- Fonts used—any fonts may be used for the content in the inside of the folder and potentially on the back of the folder as well. We prefer that the look of the front of the folder stays somewhat consistent.
- Icons—the colors of the life category and life stage icons may be changed. We can develop new icons if you have categories that do not fit into the CLC framework, however we would like the icons to remain consistent in size, shape and design. Or, conversely, if your team prefers to leave the icons off that is acceptable as well.
- Organization of content—you have complete control over how the actual content of the folder (the resources listed inside and the content for the back) are organized and appear on the folder. However, please note, we

strongly recommend keeping the resources that connect people to organizations that support individuals with I/DD and their families on the bottom inside panel of the folder.

- The back of the folder— Some states may choose to highlight key resources in their states and recognize their funders or supporters on the back of the folder. Others may want to use the back of the folder to tell the user more about their organization or cause and how to connect with them (or both). The back of the folder is pretty much a blank slate!

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#### SPECIFIC ELEMENTS THAT MAY BE CHANGED OR TWEAKED

##### Front:

- The “catchphrase” in the colored bar underneath Strategies to Support Real Lives.
- Photos: your organization will need to identify six photos featuring individuals and/or families throughout the life course. We recommend choosing photos that are consistent in color (ie: all photos are black and white or all photos are in color).
- Organization/contact information placement—it can be placed underneath the catchphrase banner or at the bottom of the folder.

##### Inside:

- Organization of resource categories and appearance of listings (ie: name of organization all caps or regular sentence case)
- The NOTES section is optional.

##### Back:

- Social media banners, QR code are optional
- Funders section is optional
- Keeping the white space and content on the back are optional

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#### TEXT GUIDELINES:

The font selected for the inside of the folder must be a sans serif font because it is easier to read. The font size may not be decreased smaller than 10 pt. or it will be too difficult to read.

Phone numbers and URLs should remain consistent. For example, if you list one phone number with the area code in parenthesis, you should keep them all the same way (800) 444-08121 or 800-444-0821. We recommend linking to websites and not specific pages, as URLs are constantly changing.

We recommend keeping the entries as uniform as possible with grammar to make it easier on the reader. Also, there are words extra words that are often used in descriptions of resources that can be eliminated to save on printing.

MOF2F is glad to work with your organization to develop your folder. To inquire about how we can help you develop a product that will be useful to families and helpful in promoting your organization or group, please contact us! The following page(s) include examples from groups that have developed a resource folder.

## THE FINISHED PRODUCT

Here are examples of two different states' resource folders and the different designs they created:

### Missouri Family to Family's resource folder

The cover features a blue background with a grid of icons representing various services and demographics. Below the icons is a row of photos showing diverse people. The main title is "STRATEGIES TO SUPPORT REAL LIVES" in large white letters, with a subtitle "RESOURCES & SERVICES ALONG THE LIFE COURSE" in orange. Contact information includes the phone number 1-800-444-0821 and the website MOFAMILYTOFAMILY.org.

### Connecticut CoP State Team's resource folder

The cover has a blue background with a grid of photos showing diverse people. The main title is "STRATEGIES TO SUPPORT REAL LIVES" in large white letters, with a subtitle "RESOURCES & SERVICES ALONG THE LIFESPAN" in white. The design is clean and modern.

The brochure features the Missouri Family to Family Resource Center logo and a QR code. It lists various resources and services, including:

- MISSOURI INSTITUTE FOR HUMAN DEVELOPMENT:** Celebrating over 35 years of creating partnerships for effective social change.
- MISSOURI HEAD START COLLABORATION OFFICE:** Operates through a contract with DESE, supporting the development of multi-agency and public-private partnerships.
- MISSOURI DEPARTMENT OF MENTAL HEALTH (DMH):** Provides services to individuals with developmental disabilities.
- MISSOURI DEPARTMENT OF HEALTH AND SENIOR SERVICES, SPECIAL HEALTH SERVICES:** Provides statewide healthcare support services.

It also includes contact information for the Missouri Department of Mental Health (DMH) and Missouri Department of Health and Senior Services (DHSS).

The brochure features the Connecticut Community of Practice for Supporting Families logo and a QR code. It lists various resources and services, including:

- MISSION:** To discover, design and deliver effective supports for families who have a family member with a disability.
- FOUR YEAR VISION OF SUCCESS:** 360 degrees of support. Families feel surrounded by support.
- FAMILIES FEEL BETTER ABOUT THEIR LIVES BECAUSE THEY HAVE ACCESS TO:**
  - MENTORING:** To increase their Personal Power.
  - FAMILY GROUPS:** To increase their Family's Power.
  - COMMUNITY COLLABORATION:** To increase their Civic Power.
- VALUES:**
  - COMMUNITY:** Our job is to help people with disabilities be part of the larger world.
  - LIFESPAN:** All of our work needs to be built upon a lifespan approach.
  - STRENGTHS AND COMMONALITIES:** A focus on scarcity of resources or on fears produces short term solutions.
  - INNOVATION:** Innovation is good. Sustainable innovation is better.
  - TEAMS:** It takes a team to create solutions to the barriers we face in designing more effective supports for families.

It also includes contact information for the Connecticut Council on Developmental Disabilities (CT Council on Developmental Disabilities) and the Connecticut Department of Developmental Services (CT DDS).