PURPOSE

The purpose of this policy is to establish guidelines so that all public areas owned and operated by MD Anderson comply with institutional and brand standards and reflect the professionalism of a world-class institution.

POLICY STATEMENT

It is the policy of The University of Texas MD Anderson Cancer Center (MD Anderson) to ensure the appearance of MD Anderson’s public spaces is consistently represented according to the visual identity standards of the institution and in a manner consistent with state law governing the use of state-owned property and all policies and regulations of The University of Texas System regarding the use of facilities.

Displayed information in the institution’s publically-accessible spaces should be consistent with its mission, in support of an exceptional patient experience, and in a manner that is fair, reasonable, and safe.

This policy covers all publically-accessible spaces in all facilities owned or leased by The University of Texas System for the use and benefit of MD Anderson. This policy applies to faculty, trainees/students, and other members of MD Anderson’s workforce as well as vendors, and the public—including any outside individuals or organizations that desire to display materials in the institution’s public spaces.

SCOPE

Compliance with this policy is the responsibility of all faculty, trainees/students, and other members of MD Anderson’s workforce.

TARGET AUDIENCE

The target audience for this policy includes, but is not limited to, faculty, trainees/students, and other members of MD Anderson’s workforce as well as patients, visitors, and the public.

DEFINITIONS

Permanent Display / Modification to Public Space: Any alteration required to display materials in a public space for more than three months.

Examples include:

• Installation of exhibits.
• Awards and plaques.
• Display cabinets.
• Bulletin boards.
• Digital monitors or displays.

Publically Accessible Space: Lobbies, patient care areas (includes, but not limited to, inpatient and outpatient waiting rooms, exam rooms, treatment rooms), corridors, elevators, entrances, chapels, meditation rooms, retail areas, conference centers, office areas that receive visitors, and cafeterias; any other food service areas, vending areas, grounds, building exteriors, skywalks, pedestrian bridges, overpasses, and open areas visible to the general public; and any other areas designated from time to time as public space by the Space Committees. Workforce-only spaces, such as closed-door break rooms, are not considered publically-accessible space.

Signage: Any material that is intended to be displayed in a public space to provide directional, regulatory, or other messaging related to departmental or institutional needs.

Examples include:

• Exterior signage.
• Building or destination identification (e.g., room numbers).
• Access Wayfinding directional signage.
• Temporary directional signage.
• Research posters and framed pieces that are not part of the institutional art program.

Temporary Display: Any material that is intended to be posted in a public space for no more than three months. Examples are time-bound fliers and posters.

PROCEDURE

1.0 Permitted Displays in Public Place

1.1 The following are the proper use of brand and identity:

A. All displays in public spaces should meet the graphic and editorial standards of the institution. Brand standards can be found on Brand Central (mdabrandcentral.com).

B. The tone and style of the content displayed must adhere to the guidelines in Brand Central, comply with institutional policies, and be appropriate for patients and the general public to view. Questions about content may be directed to Internal Communications, 713-792-1620.

C. Faculty, trainees/students, and other members of MD Anderson’s workforce should use the templates available on Brand Central or request professional design services to develop Temporary Displays and Signage to ensure compliance with brand standards.

D. Displays that require permanent modifications to public space should be designed by professional design services, such as Medical Graphics and Photography or with the approval of Access Wayfinding or Communications.

E. Any displays or materials that do not adhere to brand standards are subject to immediate removal.
1.2 The following are prohibited materials and displays:

A. The posting, distribution, or display of materials promoting approved departmental/divisional fundraising activities in publically-accessible space is prohibited. This includes, but is not limited to, departmental/divisional fundraising activities on behalf of Adopt-a-Patient/Family, the annual SECC Campaign, the MD Anderson Caring Fund, and food collection efforts on behalf of the Houston Food Bank Campaign. Display of such materials is allowed in employee-only space. Institutionally-sponsored fundraising activities such as the annual wreath auction may be displayed in Publicly Accessible Space. Prohibited materials found posted on walls, in lobbies, or other patient or public areas will be removed and discarded.

B. The posting or distribution of materials promoting external organizations, their events, or fundraising activities is prohibited in public space. Materials found posted on walls, in lobbies, or public areas will be removed and discarded. Materials using the MD Anderson brand for co-sponsored events must follow all requirements of this policy.

2.0 Permitted Temporary Displays

2.1 All fliers and posters must have a disposal date on the bottom left corner.

2.2 Fliers and posters that do not have a disposal date are subject to immediate removal.

3.0 Posters, Banners, and Other Large Displays

3.1 Internal Communications oversees content and manages approvals for the institution’s official poster program.

A. Posters in the program are designed by professional design services such as Medical Graphics and Photography and installed by Facilities Management for Temporary Display in MD Anderson’s public spaces.

B. The length of time posters are to be displayed varies based on demand for slots, but is generally no more than four weeks.

C. The posters must fit into wall-mounted fixtures in designated locations approved by the institution’s Patient Care and Prevention Facilities, Research and Education Facilities and Administrative Facilities, and Campus Operations Space Committees.

D. The requestor must complete the Request for Posters in a Public Space Form and e-mail or fax it to Internal Communications, 713-794-1118, to request a temporary poster installment.

E. Faculty, trainees/students, and other members of MD Anderson’s workforce should not display materials on stanchions without express permission from the appropriate Facilities Customer Advocate, as these may obstruct corridors, block egress, or pose a trip hazard to patients, visitors, and employees.

F. Facilities Customer Advocates should request guidance from Communications.

3.2 Educational posters created by reliable national and local medical education, patient education, or patient advocacy organizations do not meet our brand standards, but may be displayed in exam rooms and clinic areas.

Educational posters created by MD Anderson must be designed by professional design services such as Medical Graphics and Photography. Care providers are responsible for
ensuring the information displayed is accurate, appropriate, and up-to-date. Questions about such materials may be directed to Internal Communications, 713-792-1620.

3.3 Banners and other large displays should adhere to the following:

A. Display of banners from external and internal organizations that recognize our employees or services must be coordinated through Communications, which is responsible for ensuring the content of the banner is appropriate for a general audience. Banners to promote days, weeks, or months identified to increase public awareness about a disease, condition, or job function is not permitted.

B. Creation of banners and other displays must be performed by professional design services such as Medical Graphics and Photography and with the approval of Communications.

C. The appropriate Facilities Customer Advocate is responsible for managing the placement of such materials to ensure the display complies with patient safety standards.

3.4 Temporary directional materials and day of the event fliers should adhere to the following:

A. Directional Signage and fliers to promote events held in reserved public spaces or institutional conference spaces must be coordinated and approved in advance by the appropriate Facilities Customer Advocate.

B. These materials may not promote departmental or divisional fundraising activities. (See Section 1.2 Prohibited Materials and Displays.) These materials must be posted and removed the same day as the event. Any event flier not removed on the day of the event is subject to immediate removal.

4.0 Permitted Signage

4.1 Signage must be requested and approved by submitting a Request for Posters in a Public Space Form to Wayfinding@mdanderson.org.

4.2 Signage not approved through the Request for Signage in a Public Space Form process is subject to immediate removal.

4.3 Non-date-specific research data, including but not limited to, academic research posters and performance improvement project posters, should be displayed for up to six months, but must not be displayed in Access Pathway corridors.

Note: Materials should not contain graphics, photographs, or data that could be disturbing to patients, families, or visitors.

5.0 Permitted Permanent Modification to Public Space

5.1 Faculty, trainees/students, and other members of MD Anderson’s workforce must request modifications that are not time bound and are intended to be permanently affixed to a wall or surface through the Facility Asset Request process. (See the Facility Asset Request (FAR) Policy (UTMDACC Institutional Policy # ADM0975).)

5.2 Digital signs, displays, and monitors require permanent modifications to public spaces and a plan for maintaining content, which must be developed in coordination with the Communications Office.
Note: These are subject to approval through the Facility Asset Request process. Content displayed must meet the graphic and editorial standards of the institution (see Section 1.1).

5.3 Vending machines and racks for selected newspapers or periodicals are approved as an amenity for patients, families, and visitors.

Note: The current approved list of newspapers and periodicals and their locations are available on the Facilities Management Web site.

5.4 Permanent modifications to public spaces that have not been approved through the Facility Asset Request process are subject to immediate removal.

6.0 Contacts

Brand standards contacts are:

6.1 mdabrandcentral.com.

6.2 Creative Communications, 713-745-5054.

6.3 Marketing, 713-792-1909.

6.4 Internal Communications for editorial standards, 713-792-1620.

6.5 Content: Internal Communications, 713-792-1620.


6.7 Facilities Customer Advocates, 713-563-5000.
ATTACHMENTS/LINKS

Brand Central
Facilities Management
Internal Communications
Internal Communications Poster Guidelines
Request for Posters in a Public Space Form
Wayfinding@mdanderson.org

RELATED POLICIES

Art Program Policy (UTMDACC Institutional Policy # ADM0233).
Charitable Activities, Charitable Expenditures, and Solicitation Policy (UTMDACC Institutional Policy # ADM0115).
Decorations Policy (UTMDACC Institutional Policy # ADM0212).
Facility Asset Request (FAR) Policy (UTMDACC Institutional Policy # ADM0975).
Public and Retail Space Use Policy (UTMDACC Institutional Policy # ADM0234).

JOINT COMMISSION STANDARDS / NATIONAL PATIENT SAFETY GOALS

None.

OTHER RELATED ACCREDITATION / REGULATORY STANDARDS

None.

REFERENCES

None.
POLICY APPROVAL

Approved With Revisions Date: 10/30/2013
Approved Without Revisions Date: 
Implementation Date: 10/30/2013
Version: 9.0

RESPONSIBLE DEPARTMENT(S)

Administrative Facilities & Campus Operations