

COMMUNICATIONS MANUAL

Updated 5/18/2018 - Jessica Santos



Table of Contents

Tools

Fact Sheet

Boiler Plate of Information

Policies

Computers & Electronic Communication

'Do Not Photograph' Camper Policy

Employee Internet and Social Media Policy

HIPAA Privacy Policy

Letterhead Policy

Photo/Video Release Policy – Campers and Families

Photos/Video Release Policy – Volunteers and Staff

Staff Social Media Policy

Stewardship Photo Use Policy

Style Guides

External Style Guide

Internal Style Guide

Media

Media Protocol

Press Release Template

Is It Newsworthy?



Request Forms & Agreements

Communication Request Form Links

Logo Use Form

Logo Use Guidelines

Photo and Video Use Agreement

Templates

Letterhead Template

Word Document Template

Crisis Communication

Crisis Communication Plan

TOOLS





“The Painted Turtle is more than a camp. It’s a place where children with serious medical conditions can just be kids.”

- Camp Physician

At Camp, anything is possible.

Every aspect of the adaptive programming — from a wheelchair-friendly high ropes course to exceptional on-site medical care — is designed to allow all campers to fully participate in activities. All programs are completely free of charge, as **no camper or their family will ever pay to attend The Painted Turtle.**

Since opening in 2004, The Painted Turtle has served more than 53,000 campers and family members through year-round camp programming. As a member of the SeriousFun Children’s Network founded by **Paul Newman**, The Painted Turtle is part of a network of the finest multi-disease medical camps and programs — serving hundreds of thousands of children and families around the globe.



Each year, more than 6,000 children and their families enjoy single-day to week-long programs where they get a healthy dose of good old-fashioned camp fun. The magic takes place in Lake Hughes, located just north of Los Angeles, and extends throughout California with a variety of outreach programs.

Serving **90+ medical conditions**, including:

- ♥ hemophilia/Von Willebrand disease/with inhibitors
- ♥ cerebral palsy ♥ cystic fibrosis
- ♥ Crohn’s Disease & ulcerative colitis
- ♥ kidney & liver disease ♥ solid organ transplants
- ♥ muscular dystrophy ♥ spina bifida
- ♥ skeletal dysplasia (dwarfism)

Year-round programming includes:

- ♥ Summer Sessions
- ♥ Family Weekends
- ♥ Outpost, in-hospital camp program
- ♥ Leadership development program
- ♥ Seasonal day events



www.thepaintedturtle.org

The Painted Turtle is a nonprofit 501(c)(3) organization with Federal Tax ID# 95-4612481.



Boilerplate Proposal

The Painted Turtle is sincerely grateful for **FUNDING NAME/S** dedication to our mission. Through incredible support like yours, over 53,000 children with serious illness and their families have participated in our camp programs. We greatly appreciate the opportunity to request a grant in the amount of **\$\$\$** to support campers in 2018.

Letter from a Camper Parent

At age 7, my son was diagnosed with Systemic Juvenile Arthritis. It was a rough start trying to find a medication that would ease his agonizing joint pain, inflammation, high fevers, and very uncomfortable rash. We finally found something that his body responded well to for a while, but when he had a relapse, we knew this wasn't going away.

Then we found The Painted Turtle and attended a Family Weekend. My son had an unforgettable time—and so did we! Seeing other kids that had his condition made him feel like he belonged. He felt so much love and freedom, and when he returned for a Summer Session, he had the time of his life enjoying all the activities and friends he made. By the end of the week, he was so sad to leave!

Thank you to The Painted Turtle for making such a difference in my son's life; for giving him something to smile about amidst doctor appointments and medications, as he gets infusions every 3 weeks and takes another medication weekly. He can't wait to return to Camp this year!

Mission Statement: The Power of the Camp Experience

The mission of The Painted Turtle is to provide a year-round, life-changing environment and authentic camp experience for children with chronic and life-threatening illnesses. The Painted Turtle supports children's medical needs, inspires them to reach beyond their illnesses, and provides care, education, and respite for their families. All campers and families attend completely free of charge.

At The Painted Turtle, campers have the opportunity to celebrate childhood through a fun, safe, and empowering experience. Camp instills in them the skills, confidence, and knowledge about their own medical care that are needed to increase their chances for more positive medical and daily outcomes. Because time spent receiving treatment can lead to frequent absences from school and missed opportunities to interact with peers, developing strong social support can be especially challenging for children with serious illness. At Camp, children are surrounded by others with similar diagnoses who understand the challenges they face. The resulting sense of belonging and inclusion is conducive to forming social connections that transcend camp days.



Organization History and Statement of Need

The Painted Turtle is a member of the SeriousFun Children's Network founded by actor and philanthropist Paul Newman. The network's 30 camps and programs are considered the world's finest multi-disease medical camps and programs, and have served more than 1,000,000 children and family members throughout 5 continents and in over 50 countries. The Painted Turtle, comprised of a 173-acre site and a state-of-the-art medical facility called the Well Shell, was the sixth camp in the network and is located just north of Los Angeles in Lake Hughes, CA. Though a network member, The Painted Turtle does its own fundraising and has its own 501(c)(3) charitable designation and Board of Directors. The Painted Turtle upholds a standard for camp safety and best practices through an [American Camp Association](#) accreditation and is both a Four Star Charity on [Charity Navigator](#) and a Silver Participant on [GuideStar](#).

Prior to opening our gates in 2004, The Painted Turtle collaborated with the California Children's Hospital Association, Center for Child Health Outcomes, and Family Voices to assess the need for a medical specialty camp in California. The study revealed that there were 17,000 underserved children with chronic illnesses across the state who would benefit considerably from a positive camp experience by developing the skills and self-confidence necessary to reclaim their childhood and achieve their highest potential. Every year, The Painted Turtle identifies more children with increasingly complex medical conditions and creates sessions that safely accommodate all of their needs.

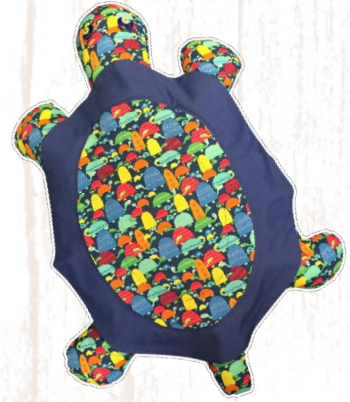
Populations Served

The Painted Turtle welcomes children from all ethnic, racial, and socio-economic backgrounds. Campers come from Southern, Central, and Northern California and surrounding areas. More than 40% of campers are from low-income households, and over 50% are of minority ethnicities. Campers consist of children who have more than 90 different medical conditions, including:

severe allergies ♥ arthritis ♥ cerebral palsy ♥ congenital adrenal hyperplasia ♥ craniofacial disorders ♥ cystic fibrosis ♥ epilepsy ♥ gastrointestinal disease and transplant ♥ genetic conditions ♥ hemophilia/von Willebrand disease ♥ inflammatory bowel disease ♥ kidney disease and transplant ♥ limb loss and deficiencies ♥ liver disease and transplant ♥ lupus ♥ metabolic conditions ♥ mucopolysaccharidosis ♥ muscular dystrophy ♥ neuromuscular diseases ♥ ostomies ♥ paraplegia ♥ Perthes disease ♥ PKU (phenylketonuria) ♥ primary immunodeficiency diseases ♥ pulmonary hypertension ♥ rheumatic conditions ♥ skeletal dysplasia (dwarfism) ♥ spina bifida ♥ thalassemia ♥ total parenteral nutrition/gastrointestinal tube feeding ♥ urea cycle disorder



Because we recognize that chronic medical conditions affect the whole family, we also serve parents, siblings, and other family caregivers. As one parent shared, *“Having such a special camp weekend with families who truly understood our journey made our daughter’s surgery a few days later a little easier on everyone. When she was recovering, we talked about Camp and the fun we had. She snuggled the turtle pillow she went home with and it seemed to make things just a little bit better.”*



Programs

At The Painted Turtle, anything is possible. Every aspect of the adaptive programming—from a wheelchair-friendly ropes course to exceptional on-site medical care—is designed to allow all campers to fully participate in activities. All programs are “challenge by choice,” meaning staff celebrates the courage of all campers who try new things and challenge their comfort zones. Through teaching valuable skills such as teambuilding, problem solving, and independence, the intentional programming offers children the opportunity to develop their true potential in a safe environment with positive reinforcement. All recreational activities and facilities are universally accessible to campers with disabilities and are used year-round:

Adaptive Sports ♥ Archery ♥ Arts & Crafts ♥ Boating ♥ Fishing ♥ Horseback Riding
Gym & Rock Climbing Wall ♥ Music & Performing Arts ♥ Ropes Courses ♥ Silly Olympics
Swimming ♥ Team Building Initiatives ♥ Woodshop

The Medical Specialty Camp Program provides an authentic, recreational camp experience and the highest quality of medical care to children ages 6-17 with serious illness and their families. We host week-long Summer Sessions exclusively for children with similar medical conditions. Family Weekend programs are held every spring and fall and give families an opportunity to experience Camp together. All sessions are overnight, medical condition-specific, and welcome



up to 130 campers. Additionally, we host day camps to which all families and conditions served are invited. In the summer, we also offer a Leadership Program where 17- and 18-year-olds who have previously attended Camp can further their experience through a variety of leadership training activities. This program provides a week of community, education, and growth for teenagers at a critical stage of transition to adult independence and bridges the gap between aging out as campers and becoming eligible to apply for a volunteer position at 19.

The Painted Turtle Outpost brings the camp experience into 22 hospital sites, medical centers, and clinics, as well as to various community events throughout California. With the use of camp props, games, and activities, hospital playrooms and similar spaces are transformed to resemble

the look and feel of The Painted Turtle. This program is available to any child in the hospital, allowing them to be transported to “Camp” and forget about their illness for a little while.

In 2018, we plan to serve 2,600 children and family members through 8 Summer Sessions, 10 Family Weekends, and 2 day camps. Additionally, we plan to serve another 3,200 campers through The Painted Turtle Outpost.

Medical Compliance

The Painted Turtle never wants children at Camp to feel as though they are in a medical or hospital environment. The Well Shell’s bright colors and murals create a fun, whimsical environment in which doctors and nurses wear casual and festive camp attire, rather than scrubs or lab coats. Even so, these expert staff and volunteers are equipped to serve children with intensive care needs, including hemodialysis, peritoneal dialysis, home ventilators, tracheostomy tubes, and central venous catheters. The Well Shell is open around the clock to promote everyone’s health and happiness throughout their session.

Nursing staff distribute all campers’ medication during mealtime, normalizing their need to abide by specific regimens rather than isolating them from peers. They work around the medical needs of campers to ensure they miss as little programming as possible. At the same time, if campers have a specific home schedule for treatment, it is followed at Camp so as not to disrupt their routine. The Painted Turtle also applauds all newly acquired medical care skills through staff and peer recognition of the camper’s accomplishment or effort. For example, when a camper with hemophilia learns to self-infuse for the first time, they are given the special “big stick” award to celebrate this milestone at an all-Camp ceremony.

Volunteers

Because The Painted Turtle’s staff is small relative to the vast number of campers served, volunteers’ contributions of time, talent, and enthusiasm are vital to running our programs. Last year, 1,050 program and medical volunteers gave 43,574 hours of service to help staff successfully and safely serve campers on-site. Another 134 volunteers gave 576 hours to take Camp into hospitals and clinics across the state, and 1,202 volunteers gave 4,444 hours to help staff events, prepare and clean the site, and assist with administrative services.



2017 Outcomes

It was another successful year for The Painted Turtle! The following highlights our proudest accomplishments:

- ♥ We welcomed 2,863 children and family members at 8 Summer Sessions, 10 Family Weekends, and 6 day camps – including 3 off-site events.



- ♥ One of the spring sessions was Camp's first ever Pulmonary Hypertension Family Weekend. We welcomed 78 campers to this session, a majority of campers with extremely high acuity. Nursing staff set up oxygen stations throughout Camp in case campers needed to rest due to their medical condition. As reference, Camp is usually staffed with 6-8 medical volunteers per session, but we staffed more than 25 in order to safely serve this group of campers!
- ♥ The Special Diagnoses Summer Session was in high demand in 2016, and 20 campers were placed in an alternate session. In response to this overwhelming need, we held a second Special Diagnoses Summer Session in 2017 and served 141 campers with high to very high acuity. In 2018, the names of these sessions will be further specified based on diagnosis and level of nursing care: Spina Bifida, Ataxia, Orthopedic, and Metabolic Conditions Summer Session and Neuromuscular and Genetic Conditions Summer Session.
- ♥ The Painted Turtle Outpost served an additional 3,206 campers through outreach to 22 hospitals and clinics across the state of California. Outpost staff brings the magic of camp to children in the hospital and completed 149 visits in 2017. Last year, we were excited to introduce two additional hospital sites to the roster of locations—Kaiser Permanente Los Angeles Medical Center and Rady Children's Hospital Rehab/Ortho Clinic.

Impact of the Camp Experience on Children

The Painted Turtle seeks to improve self-confidence, courage, optimism, and self-care amongst campers. Staff measures the impact of programs through camper and family self-assessments, volunteer observations and evaluations, and program and medical staff reports. Some of the 2017 camper evaluation outcomes include:

- ♥ 98% of campers had experiences at The Painted Turtle that they will remember all year
- ♥ 99% of campers made new friends at Camp
- ♥ 96% of campers tried new things at Camp
- ♥ 98% of campers felt comfortable being themselves at Camp
- ♥ 95% of campers felt better when they were at Camp
- ♥ 87% of campers learned new ways of taking care of themselves at Camp

Through the SeriousFun Children's Network, The Painted Turtle also participated in a camper outcomes study conducted by The Child Study Center at Yale University School of Medicine.

Camp's impact on personal growth and resilience was found through the following:

- ♥ **Camper Quality of Life** – After Camp, there was a significant decrease in the frequency of psychosocial problems.
- ♥ **Illness-Related Stress** – There was a significant decrease in illness-related stress and symptoms, like distress and avoidance.

- ♥ **Positive Coping Strategies** – Parents and caregivers reported a significant increase in positive coping strategies, such as goal attainment and adaptability.
- ♥ **Friendships and Social Support** – There was a significant increase in friendship satisfaction.
- ♥ **Happiness** – Camper-rated happiness with regard to their health and ability to do activities they enjoy was significantly higher following Camp.

2018 Budget & Recognition Opportunities

The Painted Turtle’s 2018 Operating Budget is \$4,675,000. Funding from **FUNDING NAME** would be deeply appreciated and recognized on social media channels. As none of The Painted Turtle’s extraordinary campers will ever pay to attend Camp, we sincerely thank you for your consideration of this request.



“The best part about my friends at The Painted Turtle is that we understand each other without having to say anything.”

- Camper

POLICIES



The Painted Turtle

Computers and Electronic Communication



Date Created: 11/2/2015

Updated: 5/16/2018

Summary:

This policy is intended to protect the Company's computer systems and electronic information.

Definition of Computers and Electronic Information:

For purposes of these policies, the following definitions apply: "Computers" are defined as desktop computers, laptops, handheld devices (including but not limited to iPhones, Black berries, smart phones, iPads, and other electronic tablets and cell phones), computer software/hardware and servers.

The Painted Turtle also uses various forms of "electronic communication." "Electronic communications" includes e-mail, text messages, telephones, cell phones and other handheld devices (such as cell phones, Blackberries or smart phones or writing tablets or iPads), fax machines, and online services including the Internet. "Electronic information" is any information created by an employee using computers or any means of electronic communication, including but not limited to, data, messages, multimedia data, and files.

Policy Outline:

- Computers and all data transmitted through The Painted Turtle servers are Company property owned by the Company for the purpose of conducting Company business. These items must be maintained according to The Painted Turtle rules and regulations. Computers must be kept clean and employees must exercise care to prevent loss and damage. Prior authorization must be obtained before any Company property may be removed from the premises.
- All electronic communications also remain the sole property of The Painted Turtle and are to be used for Company business. For example, email messages are considered Company records.
- Electronic information created by an employee using any computer or any means of electronic communication is also the property of The Painted Turtle and remains the property of The Painted Turtle.
- Information stored in The Painted Turtle computers and file servers is the property of the Company and may not be distributed outside the Company in any form whatsoever without written permission.
- Violation of any of the provisions of this policy, whether intentional or not, will subject The Painted Turtle employees to disciplinary action, up to and including termination.

Monitoring of Company Property

The Painted Turtle reserves the right to inspect all Company property to ensure compliance with its rules and regulations, without notice to the employee and at any time, not necessarily in the employee's presence. The Painted Turtle computers and all electronic communications and electronic information are subject to monitoring and no one should expect privacy regarding such use. The Company reserves the right to access, review and monitor electronic files, information, messages, text messages, e-mail, Internet history, browser-based webmail systems and other digital archives and to access, review and monitor the use of computers, software, and electronic communications to ensure that no misuse or violation of Company policy or any law occurs. E-mail may be monitored by the Company and there is no

expectation of privacy. Assume that e-mail may be accessed, forwarded, read or heard by someone other than the intended recipient, even if marked as "private."

Employee passwords may be used for purposes of security but the use of a password does not affect the Company's ownership of the electronic information or ability to monitor the information. The Company may override an employee's password for any reason.

Employees are not permitted to access the electronic communications of other employees or third parties unless directed to do so by The Painted Turtle management.

Prohibited Use

All existing Company policies apply to employee use of computers, electronic communications, electronic information, and the Internet. This includes policies that deal with misuse of Company assets or resources. It is a violation of The Painted Turtle policy to use computers, electronic communications, electronic information, or the Internet, in a manner that: is discriminatory harassing or obscene; constitutes copyright or trademark infringement; violates software licensing rules; is illegal; or is against The Painted Turtle policy. It is also a violation of policy to use computers, electronic communications, electronic information, or the Internet to communicate confidential or sensitive information or trade secrets.

The display of any kind of sexually explicit multimedia content, message, or document on any Company computer is a violation of the Company's policy against sexual harassment.

This description of prohibited usage is not exhaustive and it is within the discretion of The Painted Turtle to determine if there has been a violation of this policy. Employees that engage in prohibited use will be subject to discipline and/or immediate termination.

This Electronic and Social Media policy is not intended to limit the ability of employees to discuss with other employees the terms and conditions of their employment, including such topics as wages, job performance, workload, supervisors, or staffing.

The Painted Turtle

DO NOT Photograph Camp Policy

Date Created: 6/19/2015

Updated: 5/17/2018



Summary:

This policy is used when a camper parent/guardian has requested that photographs not be taken of their child while attending camp.

Policy Outline:

1. Camper Parent selects that they do not want their child photographed while on camp on the "TPT Camper Application."
2. Camper Admissions Team can check in with the parent to see if it is ok for camper to be featured in the end of the session slide show.
3. Camper Admissions Team notifies Camp Program Team prior to the start of the session, they are to include a photo of the camper if possible to be shared.
4. Camp Program notifies Camp Photographer and any other subsequent photographers who will be taking photos that session (i.e Sherry Immel) as well as the Communications Coordinator.
5. Camp Program team alerts staff at all staff meeting or through Bale meetings
6. Communications Coordinator will notify Development Team for visitor days.
7. When camper arrives, campers nametag is marked with the DO NOT PHOTOGRAPH sticker/symbol, to be determined by Camp Program Staff.
8. If Camper is ok to be featured in the slideshow a few select photos will be chosen for this purpose but labeled DO NOT USE, NO PHOTO RELEASE .
 - a. When all session photos are sent down to the Communications Coordinator they will clearly be marked, DO NOT USE, NO PHOTO RELEASE.
 - b. The Communication Coordinator will then add that camper photo to DO NOT USE spreadsheet and store photos in the DO NOT USE FOLDER in CAMP Photographs on wordshare
 - c. The session Slideshow will be clearly marked by the Camp Photographer, DO NOT USE Externally, Features Camper with no photo release.

9. If no photos are to be taken whatsoever, the camp photographers will refrain from taking any photos of the camper. They will double check at the end of the session to be sure no photos of the camper were taken accidentally. If some are found they will be deleted.

The Painted Turtle HIPAA Privacy Policy

Date Created: 11/23/2016

Updated: 5/16/2018



HIPAA Privacy Policy

1. PURPOSE

- a. To establish a standard for the protection of health information of campers, volunteers and staff in spoken and in both paper and electronic form.

2. SCOPE

- a. This policy applies to all of The Painted Turtle's employees, management, contractors, student interns/externs, and volunteers.
- b. It describes the organization's objectives and policies regarding maintaining the privacy of Protected Health Information (PHI).
- c. We at The Painted Turtle have a strong desire to become compliant as a "trusted partner" of HIPAA-covered entities.

3. DEFINITIONS

- a. HIPAA: Health Insurance Portability and Accountability
- b. PCP: Primary Care Provider
- c. PHI: Protected Health Information
- d. Doc's Hut: secured medical records room

4. RESPONSIBILITIES

- a. Well Shell Assistant or other designated Well Shell personnel
 - (1) Works under the Medical Director to implement privacy training and testing to designated individuals, as described in Section 10 of this policy
 - (2) Documents the delivery of privacy training to designated individuals
 - (3) Collects all confidentiality agreements
 - (4) Receives and processes privacy complaints
 - (5) Ensures retention of HIPAA policies and procedures, complaints, and investigative materials to meet compliance requirements

- (6) Recommends and provides administrative and physical safeguards for the protection of camper, staff and volunteer health information
- b. Medical Director
 - Establishes goals and objectives
 - Responsible for the development and implementation of privacy policy and training.
 - Updates training requirements as needed.
 - Recommends and provides administrative and physical safeguards for the protection of camper, staff, and volunteer health information
 - Processes individual rights requests
 - a. Right to access/copy protected health information (PHI)*
 - b. Right to amend PHI*
 - c. Right to restrict use/disclosure*
 - d. Right to confidential communications*
 - e. Right to an accounting of disclosures*
 - f. Right to file a complaint*
- c. Well Shell Coordinator
 - a. Processes all requests for medical information from staff and volunteers
 - b. Oversees secure storage of staff and volunteer medical charts
- d. Camper Admissions and Database Manager
 - a. Processes all requests for medical information from campers and camper families
 - b. Oversees secure storage of camper medical information
 - c. Provides database permission levels for staff and safeguards to maintain privacy of PHI for staff, volunteers and campers
- e. Directors/Management
 - (1) Approve privacy policy and plan for implementation
 - Work with Medical Director regarding implementation and oversees training for staff in their respective departments
 - Enforces privacy training program as described in Section 10 of this policy
 - confirms appropriate destruction of paper and electronic documents in a timely manner by direct report employees
 - (5) responsible for secure storage of PHI paper or/and electronic documents
- f. Employee responsibilities
 - (1) Understand and comply with organization's policies regarding camper, volunteer and Painted Turtle staff confidentiality and privacy policies
 - (2) Annually sign The Painted Turtle's Confidentiality Agreement

(3) If designated, will also complete Training and Post Test

5. DESIGNATED RECORD SET

- a. Active camper files which are pending commencement of a particular session are to be stored in the office of Camper Admissions, while active camper files for sessions which have concluded are to be stored in the Doc's Hut until scanned to data base and destroyed
- b. Staff files are to be stored in locking file cabinets located at the Well Shell Coordinator's desk or in Doc's Hut.
- c. Volunteer and Summer Staff files are to be stored in the Doc's Hut
 - (1) If the file remains inactive for a period of 7 years, the file will be removed from the Doc's Hut and destroyed
- d. Doc's Hut will be locked and Well Shell will be locked when medical team is not present.

6. NOTICE OF PRIVACY PRACTICES (NPP) & MINIMUM NECESSARY POLICY

The Painted Turtle expounds upon its privacy practices at the bottom of page nine on the camper application page entitled "Authorization and Release Form", where permission is given for The Painted Turtle medical staff to release medical records as necessary.

7. USE AND/OR DISCLOSURE OF PROTECTED HEALTH INFORMATION

- a. Routine uses
 - (1) Data Acquisition and Processing
 - a. Processing applications and registering campers for a particular session (completed by a Medical Team Staff member or volunteer)
 - b. Obtaining medical information from applicants for staff and volunteer positions (completed by Program staff and some Medical staff, as well as one Facilities position.)
 - c. Reviewing medical information for all staff, volunteers and campers (completed by Medical and Nursing Directors, and summer nurses, as well as some Program Staff for limited positions)
 - d. Communicating with camper families in Spanish for the purpose of application completion (completed Medical Team members, and by one additional Administrative position)

- e. Inputting medical history, current condition and restrictions of the said camper (completed by Painted Turtle Medical and Nursing Directors and staff nurses only)
- f. Processing of medical forms and documentation for staff members or volunteers, i.e. physical exam form, medical history, immunization records, titer results, TB questionnaire (completed by Well Shell Coordinator, Well Shell Assistant, and Medical and Nursing Directors)

Assessment and Treatment Notation

- i. Treatment is provided by licensed members of medical team only, which includes year round medical staff, as well as seasonal staff and volunteers.
 - ii. All treatment notes are placed in the camper or staff medical file, which will be stored as described above.
- b. Process for disclosing camper, volunteer or staff information
- (1) The Painted Turtle will provide only the minimum necessary information when requested or required. This information will be disclosed to the minimum number of appropriate personnel for purposes of providing care and safety.
 - (2) A member of the Painted Turtle, staff or volunteer alike, will disclose camper information **only after** having verified that it is an authorized adult with whom they are about to disclose PHI to and confirmed the reason for needing said information.
 - (3) Paper and electronic documents containing PHI will be kept in a secure location
 - (4) Paper and electronic documents will be destroyed or shredded at the end of each camp session and confirmed destroyed by supervisor.
- c. Personal representatives
- (1) While the Privacy Rule's right of access belongs primarily to the individual who is the subject of the PHI, the Privacy Rule also generally requires that persons who are legally authorized to act on behalf of the individual regarding health care matters be granted the same right of access
 - a. Parents generally have the right to make health care decisions for their children and so are by default considered the personal representatives

for decisions about PHI access, use and disclosure for un-emancipated minors

Minors' rights

- b. Even when the parents serve as the parental/personal representative, a minor's PHI is subject to three important general expectations:
 - (1) minor controls PHI associated with treatment that does not first require parental consent
 - (2) the parent does not control PHI when a court determines or other law authorizes someone other than the parent to make treatment decisions for a minor; and
 - (3) the parent does not have rights to PHI when a parent/personal representative agrees to a confidential relationship between a healthcare provider and a minor

8. INDIVIDUAL RIGHTS

- a. Right to access/copy PHI
- b. Right to amend PHI
- c. Right to restrict use or disclosure
- d. Right to confidential communications
- e. Right to an accounting of disclosures
- f. Right to file a complaint

9. SAFEGUARDS FOR THE PROTECTION OF PHI

- a. Administrative safeguards
 - (1) Background checks
 - (2) Minimum required information to the minimum number of persons on camp
 - (3) Confidentiality training for appropriate staff
 - (4) Yearly signature on confidentiality agreements by staff and volunteers
 - (5) Require permission before disclosing private medical information to a third party
- b. Physical safeguards
 - (1) Locked file cabinets
 - (2) Locked file room (The Doc's Hut)
- c. Technical safeguards
 - (1) Database usernames and passwords
 - (2) Equipped permission levels of "The Shell" Database
 - (3) Password protected computers on camp site
 - (4) Automatic time out on staff computers

10. WORK FORCE TRAINING

- a. Training will consist of completing The Painted Turtle's HIPAA training module and successful completion of the HIPAA Training Post Test to designated departments and individuals, listed below:
 - (1) The Painted Turtle CEO
 - (2) Program Team (see addendum for those included)
 - (3) Admissions & Database Manager
 - (4) Camper Admissions Coordinator
 - (5) Camper Admissions Assistant
 - (6) Well Shell Coordinator
 - (7) Well Shell Assistant
 - (8) Administrative Coordinator
 - (9) Facilities Coordinator
 - (10) Personal Floatation Devices (P.F.D.)
 - (11) Leadership Coordinator
 - (12) Cabin Life Coordinator
 - (13) Turtle Life Assistant (T.L.A.)
 - (14) Well Shell volunteers that have access to camper records

11. AGREEMENTS

- a. All new staff members of The Painted Turtle are required to sign a confidentiality and non-disclosure agreement prior to commencing work
- b. All existing staff members will sign a confidentiality and non-disclosure agreement annually
- c. All volunteers (medical and nonmedical) are to sign a Voluntary Service Agreement, annually, which includes a section titled "Confidentiality" whereupon they agree to maintain camper confidentiality

12. SANCTIONS

- a. A HIPAA Breach Notification log will be kept in the Well Shell's HIPAA protocol binder should a breach of PHI occur

The Painted Turtle Letterhead Policy

Date Created: 4/22/2013

Updated: 5/16/2018



Summary:

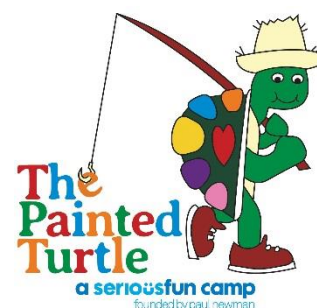
When to use Board Letterhead verses Partnering Hospital Letterhead

Policy Outline:

Official Painted Turtle policy is to **use** the version of our **letterhead with the Board of Directors** names for most purposes. This is the one we have printed. The version with the Partnering Hospitals should be reserved for Well Shell correspondence and the occasional letter to a Founding Hospital.

We are sending some printed Board letterhead up to camp. Please discard any old letterhead you have laying around and delete old letterhead template files.

The Painted Turtle Photo/ Video Release Policy for Campers & Families



Date Created: 11/23/2016

Updated: 5/16/2018

Summary:

Updated photo and video release policy included in Camper and Family applications to The Painted Turtle. Implemented in 2017. Exact language included in application can be found below.

Consent Agreement:

I understand that as a condition of Applicant attending The Painted Turtle, I give The Painted Turtle my permission and approval to use my image, name, biographical information, and/or audio recording (and/or my child's image, name, biographical information, and/or audio recording if subject is a minor) as part of its fundraising efforts, advertising, publicity, promotion, or any other use. I understand and agree that photographs, video footage, and statements of me, my child/children, and family may appear in any media format now known or hereafter invented including, but not limited to, print materials (e.g. brochures, letters, posters, camp albums)videos, emails, online presentations, and/or social media without compensation. I hereby grant permission to The Painted Turtle to share my and/or my child's image, name, biographical information, contact information, and/or audio recording with their respective affiliates including, but not limited to, SeriousFun Children's Network, Inc., health partners, corporate partners, and authorized news media. I hereby waive any right to inspect and approve the uses to which it may be applied. Nothing herein will constitute any obligation of The Painted Turtle to use any of the above rights.

The Painted Turtle respects the privacy of its campers and their families and does not give permission for unauthorized visitors to photograph campers. If your child is involved with a child protective agency (e.g. Child Protective services, Department of Children and Family Services), further steps will be taken to gain permission regarding the use of your child's images by The Painted Turtle.

The Painted Turtle

Photo/ Video Release Policy for Volunteer & Staff

Date Created: 11/23/2016

Updated: 3/29/2017



Summary:

Updated photo and video release policy included in Employee, Summer Staff and Volunteer applications to The Painted Turtle. Implemented in 2017. Exact language included in application can be found below.

Consent Agreement:

I understand that as a condition of Applicant attending The Painted Turtle, I give The Painted Turtle my permission and approval to use my image, name, biographical information, and/or audio recording as part of its fundraising efforts, advertising, publicity, promotion, or any other use. I understand and agree that photographs, video footage, and statements of me may appear in any media format now known or hereafter invented including, but not limited to, print materials (e.g. brochures, letters, posters, camp albums)videos, emails, online presentations, and/or social media without compensation. I hereby grant permission to The Painted Turtle to share my image, name, biographical information, and/or audio recording with their respective affiliates including, but not limited to, SeriousFun Children's Network, Inc., health partners, corporate partners, and authorized news media. I hereby waive any right to inspect and approve the uses to which it may be applied. Nothing herein will constitute any obligation of The Painted Turtle to use any of the above rights.

The Painted Turtle Staff Communications, Internet & Social Media Policy



Date Created/Updated: 5-16-2018:

Summary: The purpose of this policy is to protect the safety of our campers, volunteers, and staff as well as the reputation of The Painted Turtle.

Policy Outline:

Parents place the direct care of their children in our hands. That is why it is vital that we always represent the camp in the most positive light. Once you say you are a staff member, volunteer, or online supporter of The Painted Turtle, the general public may view you as an ambassador or spokesperson of camp. We ask that you agree to following guidelines when using forms of internet communication to talk about camp. If any of the guidelines outlined below are violated, it is grounds for disciplinary and/or legal action including termination from your camp position.

Photographs:

- Pictures and/or names of campers should **NEVER** be used in any internet communication. This policy is meant to protect the child and you. **Staff members and volunteers are not to post photos of campers or mention campers by name on the Internet** (i.e. Facebook, Instagram, Twitter, Snapchat, Whatsapp, etc.).
- Consider the privacy of our campers, including the fact that some campers may not feel comfortable sharing their medical conditions with people at school or in their communities. Be aware that even when posting “staff photos,” campers could be pictured in the background. These photos should not be posted to public areas.
- I will not post or use pictures and/or names of campers on the internet or in public publications. I realize this policy protects not only the campers but myself as well.

Creating a link to The Painted Turtle website:

- I will request and receive prior written approval from the camp before posting a link to the camp’s website.

Use of The Painted Turtle logo:

- You must request and receive permission to use The Painted Turtle logo.

Using the name “The Painted Turtle” online or in publications:

Once you have identified yourself as being associated with The Painted Turtle in a social networking profile, website, group page, or blog, anything and everything you say even if you state otherwise can then be seen as a reflection of camp.

We ask that you do not identify yourself as being associated with The Painted Turtle unless you have agreed to the following:

As a member of The Painted Turtle community, I agree to be respectful of the camp, its program, the campers and its employees in all communications in my profile, blog, or other internet sites and communities. This includes the following:

- a) I will not use obscenities, profanity, or vulgar language.
- b) I will not engage in harassment or intimidation.
- c) I will not post comments that are derogatory with regard to an individual person's race, gender, religion, sexual orientation, or disability.
- d) I will not engage in sexually explicit, suggestive, humiliating or demeaning comments.
- e) I will not post pictures or discuss behaviors that are prohibited by camp policy, including but not limited to alcohol or drug use, sexual behavior, delinquent behavior, destruction of property harassment, or intimidation.
- f) **I will not accept campers into my private profiles.** Parents will be notified, per policy that staff members are not permitted to "accept" campers when asked to join their networks.
- g) In addition to the above, please do not post anything that would represent The Painted Turtle in a distasteful way.
- h) In the event of a crisis (fire, allegation, incident/accident on camp, etc...) that involves The Painted Turtle, I will not comment, share photos or information regarding the crisis on any social media or personal channels of communication.
- i) I will not share internal information about The Painted Turtle including staff, donors/donations, affiliations etc.... I can use the "share" feature to share information from The Painted Turtle social media channels if I have met the above guidelines.

Contact Information:

I understand that I may not give my cell phone number, email, screenname, blog URL, personal handle, personal social networking information, or other contact information to a camper unless that camper has received parental permission documented by The Painted Turtle.

Once I identify myself as a Painted Turtle Staff member/volunteer/online community supporter, I understand that the general public may see me as ambassador or spokesperson of the camp. I understand that is therefore a condition of my employment/involvement that I agree to and adhere to the guidelines outlined above. I understand that if any of the guidelines outlined in this measure are violated, it may result in disciplinary and/or legal action, including possible termination of my employment/involvement.

Technology Tip: Consider your Privacy Settings:

When using social networking sites, consider utilizing privacy settings. Many have access to your social networking websites and will use these to learn more about you.

I have read and understand the above guidelines and agree to these terms.

Name: _____ Date: _____

The Painted Turtle

Stewardship Photograph Use Policy

Date Created: 2/10/2016

Updated: 5/17/2018



Summary:

In order to protect the privacy of our campers and their families, we ask that corporations/foundations/community organizations only use the photos provided by The Painted Turtle for internal communications.

Policy Outline:

1. Photos may be provided to a corporations/foundations/community organizations for stewardship purposes as thank you, grant report, etc...
2. Provide the corporations/foundations/community organization with the above summary wording when photos are sent that they may only use the photos for internal communications.
3. If the corporations/foundations/community organization would like to use for an external purpose they must complete and submit a photo use agreement provided by The Painted Turtle.
4. Please use the following language when sending photos to corporations/foundations/community organizations.

In order to protect the privacy of our campers and their families, we ask that (name of corporations/foundations/community organization) only use the photos I have included for your internal communications needs. If you would like to use any of the photos for external communication purposes further approval is needed. Please fill out and submit the attached photo use agreement. Please note photographs with camper images should never be used on social media sites unless permission from The Painted Turtle is given.

STYLE GUIDE



External Style Guide

For questions and clarification please contact: **Jessica Santos**, Communications Manager
310-451-1353 x 109 or jessicas@thepaintedturtle.org

HOW TO REFER TO THE PAINTED TURTLE

In all print publications and electronic materials, the complete name of the organization is:

“The Painted Turtle”.

Subsequent references should be: **“The Painted Turtle, A SeriousFun Camp”** or **“Camp”**.

***Note: Avoid abbreviating “The Painted Turtle” in formal print and online documentation. If you must shorten it, please use “TPT” and not “PT”.

MISSION STATEMENT

Official

The Painted Turtle seeks to reach beyond illness, to inspire children with life-threatening diseases to become their greater selves. It is our mission to provide a year-round, life-changing environment for these children and their families - one that allows children to participate in an authentic camp experience by supporting their medical needs and offers their families care, education, and respite.

Alternate

The Painted Turtle’s mission is to provide a year-round, life-changing environment and authentic camp experience for children with chronic and life-threatening illnesses. The Painted Turtle supports children’s medical needs, inspires them to reach beyond their illnesses, and provides care, education and respite for their families. All campers and families attend free of charge.

Condensed

The Painted Turtle seeks to reach beyond illness, to inspire children with chronic and life-threatening illnesses to become their greater selves.

LANGUAGE & MESSAGING

What we ALWAYS want to convey throughout our messaging:

- Providing **life-changing** opportunities through the camp experience to children with serious medical conditions and their families
- Giving kids the opportunity to celebrate the simple joys of childhood
- Free of charge to campers and families – everything, including accommodation, food, and medical assistance are provided at no cost to the family. The Painted Turtle is supported entirely by donations and fundraising efforts of individuals, foundations, corporations, and community groups.
- Year-round programs available for campers and families – Summer Camp sessions, Family Weekend programs, and Outpost (bringing the camp experience to hospitals)
- Making a lasting/life-long impact by offering children a place to build a community where they are not alone in their illness.
- Empower kids to gain independence and have the ability to make their own choice

*** shorthand phrasing to use regularly: “serious medical conditions”

*** secondary descriptor if needed: “chronic and life-threatening illnesses”

We must use PEOPLE-FIRST language when referring to our campers.

This means putting the child before the illness.

Examples:

Correct: “child with autism”

Incorrect: “autistic child”

Correct: “children with serious medical conditions”

Incorrect: “wheelchair-bound children”

WORDS we do NOT USE to describe medical conditions:

- children suffering from medical conditions
- seriously ill child, seriously ill children (or ANY phrase that puts the medical condition before the camper)
- hemophiliac, diabetic (or ANY term that aims to identify a person based on their diagnosis)
- terminal
- victim

- damaged
- handicapped
- disabled
- disorder (e.g. use “craniofacial condition” rather than “craniofacial disorder”)
- There are MANY others not listed that fall in this category. For questions, please contact Jessica.

Medical Condition Language we can use to describe our work:

- children with serious medical conditions
- kids with serious medical conditions
- life-threatening medical conditions
- life-threatening illnesses
- life-threatening diseases
- chronic illnesses
- chronic conditions
- children with special medical needs
- children with life-altering medical conditions
- children facing medical conditions
- children coping with serious illness
- children affected by serious illness
- child who uses a wheelchair

Internal Style Guide

Purpose of this Style Guide

The Painted Turtle is all about bringing happiness to children who need a place where they can just be kids! To best serve our campers, we want to create an awareness of our programs outside of our organization that will heighten support and involvement.

This style guide will help our staff communicate a consistent message about The Painted Turtle. Following these guidelines when writing or editing collateral materials published by or sent electronically from The Painted Turtle will:

- Ensure that all documents, regardless of department, adhere to our organization's image and policy
- Improve consistency within and among our publications and online content
- Enhance our ability to produce effective communication materials as a team
- Help us further develop our brand and establish useful parameters without restricting creativity

HOW TO REFER TO THE PAINTED TURTLE

In all print publications, mailings, brochures and other official printed and electronic materials, where you need to include the complete name of the organization, use the following name:

"The Painted Turtle".

Subsequent references should be: **"The Painted Turtle, A SeriousFun Camp"** or **"Camp"**.

***Note: We should avoid abbreviating "The Painted Turtle" in our formal print and online documentation. If you must shorten it, please use "TPT" and not "PT".

This guideline should be followed for the text, return address and other usages. This also applies to official directory listings of The Painted Turtle on external web sites or publications.

LOGO

The Painted Turtle's identity relies heavily on our logo. We have several different logo variations; this guide will help you decide which logo to use and how to properly use it. Our guidelines apply to all uses of the logo.



Primary Logos



Primary Logo

The Painted Turtle has one official logo, pictured above in its acceptable multi-color color combination.



Horizontal Primary Logo

As an alternative to our official logo, we have a horizontal version of our logo, pictured above.

Secondary Logos:

- The secondary logos should be used when there is a need for a one-color TPT logo, an outlined version, or need to put the logo on a background that is not white.



Secondary Outline Logo



Secondary Circle Logo

Resizing Logos

- All TPT logos **MUST** be kept in their original shape (if you need to resize, do so proportionally – do not stretch or skew).
- To resize while maintaining proportions: after placing the logo graphic, hold the **SHIFT** key while sizing from the bottom left or right corners
- Always use clear resolution logos. The logo should never appear blurry or fuzzy.
- To maintain legibility, logos should never be printed smaller than 1-inch (height).

Placing Logos

- The Painted Turtle logo should always be used on a **white** background to ensure all parts of the logo are visible. Logo **cannot** be placed on top of multicolored backgrounds unless prior approval.
- Please leave at least ¼-inch between a logo and document edges, content, images, etc.
- Do not alter The Painted Turtle Logo in any way. Do not rotate, add embellishment, remove any part of the logo, etc. If you are worried about legibility, reach out for assistance. We are happy to help!
- **External Logo Use:** Should someone outside the organization request to use our logo, a logo use agreement form must be filled out and approved by the Communications Department. The form can be found here. <W:\Communications\Logos\Logo Use Forms and Guidelines>
- The logo, and only the logo, may be used for The Painted Turtle publications, mailings, fliers, and other materials. The Painted Turtle's logo must be used **in its entirety** and not altered in any way. **Do NOT remove, add or change any of the lettering or graphics.** If you reduce or enlarge the logo, you **must maintain the proportions.** Outside parties (i.e., 3rd party events, community engagements, board members, regional advisory



boards, etc.) must follow these same guidelines of usage.

Logos are available in this folder:

<W:\Communications\Logos\CURRENT\2017 TPT Logo> (various file types of logo)

If you have difficulty downloading the logos, contact Jessica Santos at jessicas@thepaintedturtle.org.

OFFICIAL TPT COLORS

Found in: <W:\Communications\Logos>



1. **Light green** (arms, legs, text)
2. **Dark green** (shell background)
3. **Ecru** (hat & tummy)
4. **Brown** (fishing pole & shoes)
5. **Orange** (shell & text)
6. **Blue** (shell & text)
7. **Yellow** (shell)
8. **Purple** (shell)
9. **Pink** (shell)
10. **Red heart** (shell & text)



5
PMS 158 C
C8 M62 Y100 KO
R226 G123 B35
HEX #E27B21

6
PMS 2173 C
C79 M34 Y0 KO
RO G140 B209
HEX #008CD1

7
PMS 129 C
C5 M16 Y93 KO
R244 G206 B41
HEX #F4CE29

8
PMS 7664 C
C76 M100 Y12 K2
R99 G44 B130
HEX #632C82

9
PMS 211 C
C5 M62 Y2 KO
R231 G129 B177
HEX #E781B1

10
PMS 7621 C
C15 M100 Y98 K5
R199 G33 B39
HEX #C72127

SeriousFun Logo Colors



1
PMS 300 C
C84 M45 Y0 KO
RO G123 B195
HEX #007BC3

2
PMS 2202 C
C72 M15 Y0 KO
RO G170 B231
HEX #00AAE7

Background & Border Colors



1

PMS PROCESS BLUE C
C100 M31 Y0 K0
R0 G136 B207
HEX #1288C9

2

PMS 158 C
C3 M60 Y100 K0
R245 G130 B31
HEX #008CD1

FONTS

Found in: <W:\Communications\Fonts>

The two official **HEADER** fonts of The Painted Turtle are Averia Serif Libre (header) and Gotham Bold (sub header).

Averia Serif Libre

We should use Averia Serif Libre for titles, headlines, and other main highlighted text found on TPT collateral materials.

Gotham Bold

We should use Gotham for sub headers.



There are three official **TEXT** fonts of The Painted Turtle: Palatino Linotype, Gotham Light, and Calibri.

Palatino Linotype

Body font used in formal correspondence, forms, and other text-heavy documents (i.e. acknowledgement letters, staff manual, policy documents, etc).

Gotham Light

We should use Gotham Light as our primary digital body font and for collateral materials (i.e. brochures, flyers, postcards, etc).

Calibri

Use this secondary digital body font in instances when Gotham is not available, i.e. emails, e-blasts, and other digital materials.

MISSION STATEMENT

Officia006C

The Painted Turtle seeks to reach beyond illness, to inspire children with life-threatening diseases to become their greater selves. It is our mission to provide a year-round, life-changing environment for these children and their families - one that allows children to participate in an authentic camp experience by supporting their medical needs and offers their families care, education, and respite.

Alternate

The Painted Turtle's mission is to provide a year-round, life-changing environment and authentic camp experience for children with chronic and life-threatening illnesses. The Painted Turtle supports children's medical needs, inspires them to reach beyond their illnesses, and provides care, education and respite for their families. All campers and families attend free of charge.



Condensed

The Painted Turtle seeks to reach beyond illness, to inspire children with chronic and life-threatening illnesses to become their greater selves.

Current Tag Line:

“an innovative camp for children with serious illnesses and their families.”

LANGUAGE & MESSAGING

What we ALWAYS want to convey throughout our messaging:

- Providing **life-changing** opportunities through the camp experience to children with serious medical conditions and their families
- Giving kids the opportunity to celebrate the simple joys of childhood
- Free of charge to campers and families – everything, including accommodation, food, and medical assistance are provided at no cost to the family. The Painted Turtle is supported entirely by donations and fundraising efforts of individuals, foundations, corporations, and community groups.
- Year-round programs available for campers and families – Summer Camp sessions, Family Weekend programs, and Outpost (bringing the camp experience to hospitals)
- Making a lasting/life-long impact by offering children a place to build a community where they are not alone in their illness.
- Empower kids to gain independence and have the ability to make their own choice

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This means putting the child before the illness.

Examples:

Correct: "child with autism"

Incorrect: "autistic child"

Correct: "children with serious medical conditions"

Incorrect: "wheelchair-bound children"

WORDS we do NOT USE to describe medical conditions:

- children suffering from medical conditions
- seriously ill child, seriously ill children (or ANY phrase that puts the medical condition before the camper)
- hemophiliac, diabetic (or ANY term that aims to identify a person based on their diagnosis)
- terminal
- victim
- damaged
- handicapped
- disabled
- disorder (e.g. use "craniofacial condition" rather than "craniofacial disorder")
- There are MANY others not listed that fall in this category. For questions, please contact Jessica.

Medical condition language we can use to describe our work:

Current references we use on the TPT website:

- | | |
|---|---|
| ● Children with serious medical conditions | ● Children with special medical needs |
| ● Kids with serious medical conditions | ● Children with life-altering medical conditions |
| ● Life-threatening medical conditions | ● Children facing medical conditions |
| ● Life-threatening illnesses | ● Children coping with serious illness |
| ● Life-threatening diseases | ● Children affected by serious illness |
| ● Chronic conditions | ● Child who uses a wheelchair |

CAPITALIZATION

When to capitalize the conditions we serve:

- Capitalize medical conditions we serve only when describing a session: Kidney session, Skeletal Dysplasia and MPS session, etc.



- Do not capitalize medical conditions when stating who we serve: “We serve campers with kidney transplant and disease, liver transplant, etc.”
- Partially capitalize medical conditions when the official name of the condition requires. Current examples of this among the conditions we serve include: von **Willebrand** factor. More examples may come up as programs expand.
- Capitalize medical conditions on the Camp Calendar.

The following programs are always capitalized and referred to as follows:

- Family Weekend programs: i.e., Kidney Family Weekend, etc.
- Summer Sessions
- The Painted Turtle Outpost, our Hospital Outreach program
 - Note: when describing our Outpost program, it should always be referred to as “**The Painted Turtle Outpost**” or “**Outpost**” for short. It should not be NOT referred to as “The Painted Turtle Hospital Outreach Program” or “HOP” in order to emphasize that we take elements of camp to hospitals AND community events.

When to capitalize staff positions:

- Capitalize when referring to a person in the specific position: i.e., “Our Camp Director has a background in...”
- Do not capitalize when referencing a general position: i.e., “The role of a camp director involves...”

When to capitalize places on camp:

- Capitalize when referring to the specific name of the place on camp as it is called: i.e., “We’re heading to the Dining Hall after lunch...” or “This activity will start on Cabin Row...”
- Do not capitalize when referencing a location as a general area: i.e., “We’ll be going by the cabins before dinner...”

REFERENCE LINKS:

- Style Guide: <W:\Communications\Style Guide & Procedures>
- Fonts: <W:\Communications\Fonts>



- Logos: <W:\Communications\Logos\CURRENT\2017 TPT Logo>
- Organization collateral materials: <W:\Communications\Collateral Materials>

E-MAIL SIGNATURES

E-mail signatures should look just like the example below. The easiest way to ensure your signature is correct is to copy this example and adjust the information. The Painted Turtle logo and/or other icons like Facebook, Instagram, & Twitter, etc. are not to be used in your signature.

Jessica Santos

Communications Director

The Painted Turtle
1300 4th Street, Suite 300
Santa Monica, CA 90401
Phone: 310-451-1353 Ext. 109
Fax: 310-451-1357
Jessicas@thepaintedturtle.org
www.thepaintedturtle.org

E-MAIL FONT

The official Painted Turtle email font for the body of the email is Calabri 11. The signature is Calabri 10.

E-MAIL Add-Ons

On occasion, we will use e-mail banner add-ons below our signatures to promote an event, announce a matching grant, or inform people of a special communication alert. You will be directed to add an Add-On by the Communications team. Prior approval must be given by the Communications team when adding your own Add-On.



Voicemail Greeting

As you set up your voicemails, just like our consistent email signatures, we ask that you use the below language as your standard voicemail greeting.

In your most friendly and welcoming camp voice....

Hello, you have reached (your name, title) at The Painted Turtle. I am either away from my desk or on another line, please leave me your name and number and I will get back to you as soon as possible. Thank you and have a wonderful day.

Feel free to add additional language if necessary just before the "Thank you" i.e. *just a reminder I am in the office on Tuesday-Thursday from 8:30am-2:30pm.*

Usage of camp photos or Logo for external requests:

In the event someone requests the use of our photos, the following needs to be done.

1. Have the requestor fill out a photo/logo release form where the company or organization will confirm that << COMPANY NAME/REQUESTOR>> agrees to the following:
 - Please give us photo credits which read: "Photo by The Painted Turtle".
 - Please confirm that these will be used for a one-time use only and will not be used for any purposes or publications other than this article/piece <<name of piece>> airing/running on <<date>>, without first contacting The Painted Turtle to request written permission for additional use.
 - A final copy of the piece/publication using the photo will be given to The Painted Turtle to review and approve before it goes to print.
 - Photos will not be published online or distributed externally through any other public media formats (i.e. website, social media, e-communications, etc.).
2. Email completed for the Communication Manager who will then request approval from Lou.
3. Once approval is given, photos are watermarked with a specific code, logged by the Communications team and sent back to you to deliver.

TPT OFFICIAL LETTERHEAD

You can find the official TPT letterhead here:

<W:\Forms\Official TPT Letterhead>

TPT WORD DOCUMENT TEMPLATE/FORM

You can find the internal TPT Word Document Template/Form with the TPT header here:

[W:\Forms\](#)

QUOTE DATABASE LOGIN INFORMATION

Website: www.evernote.com

Login: thepaintedturtlecamp@gmail.com

Password: ilovecamp

MEDIA





Media Call Response Protocol

It is imperative no staff member or volunteer ever answers media inquiries or provides any information to a reporter. Please follow the below protocol should you receive a media request (phone call or email).

- **Phone Response:**

“Thank you for your call. Our Chief Executive Officer is our primary spokesperson for The Painted Turtle on this matter. May I please take your name and phone number and I will have them get back to you as soon as possible.”

- **Do not answer any questions.** You may be pressed with questions. Simply repeat:

“I have taken down your information and I will pass it along to our Chief Executive Officer.”

- **Do not give out any personal cell phone numbers (Chris, April, Jessica, Brianne)**

- **Collect the following information from the reporter and offer to forward their request to camp’s Communications point person: Jessica Santos 310-451-1353 X 109 or jessicas@thepaintedturtle.org**

Reporters Name _____

Name of News Outlet _____

Phone Number _____

Email Address _____

What is the inquiry regarding? _____

What is the reporter’s deadline? _____

- **Once the above information is taken, respond:**

“I have taken down your information and inquiry, and the appropriate person will get back to you as soon as possible.”

- **Immediately (within one hour) forward the information to Jessica Santos via email and phone call.**

CC/send to Brianne in the event Jessica is unavailable



FOR IMMEDIATE RELEASE

Name
Phone
Email

(Title)

LAKE HUGHES, CA, DATE –Brief Intro

Story

(Information about The Painted Turtle)

The Painted Turtle is a member of the Serious Fun Children’s Network, an international family of camps founded by Paul Newman. The Painted Turtle is the only camp of its kind in California, serving children across the state with a variety of serious illnesses. It is located in the Angeles National Forest, nestled between the Antelope and Santa Clarita valleys.

Through 8 week-long Summer Camp Sessions and 12 Family Weekend programs, The Painted Turtle provides life-changing experiences for 3,000 children, ages 7-16, with serious medical conditions and their families. In addition, The Painted Turtle reaches another 3,000 children each year in hospitals across California through its hospital outreach program, The Painted Turtle Outpost.

With the on-site support of some of California’s top pediatric medical professionals, The Painted Turtle’s adaptive programming makes it possible for children with serious medical conditions to enjoy traditional summer camp activities such as fishing, boating, horseback riding, archery, high ropes, arts and crafts, woodshop, and much more. Through these programs campers gain self-confidence and independence and form a community of friends with other children who face similar medical challenges. Each session is medical-condition specific. Throughout the year The Painted Turtle welcomes children with over 70 different illnesses.

Medical conditions served at The Painted Turtle this year include: cerebral palsy, spina bifida, kidney disease and transplant, liver disease and transplant, primary immunodeficiency diseases, rheumatic diseases, skeletal dysplasia (dwarfism), hemophilia, inflammatory bowel diseases, neuromuscular disorders, genetic and metabolic conditions, and many more.

To learn more about The Painted Turtle visit our website at www.thepaintedturtle.org
(Could include your contact info here as well if they are interested in your organization)

###

About The Painted Turtle

One of Paul Newman’s SeriousFun Camps, The Painted Turtle’s mission is to provide a year-round, life-changing environment and authentic camp experience for children with chronic and life-threatening illnesses. The Painted Turtle supports children’s medical needs, inspires them

to reach beyond their illnesses, and provides care, education and respite for their families. All campers and families attend free of charge.

Since 1988, The SeriousFun Children's Network of camps has improved the lives of more than 1,000,000 children and their families from over 50 countries and throughout all 50 United States. The Painted Turtle is an independent not-for-profit organization dependent on the generosity of private donors to serve all children free of charge. Learn more at www.thepaintedturtle.org.

Is It Newsworthy?

1. Timeliness

- Is the story something that relates to current events or breaking news?
- Is it being released on the heels of national or statewide news on the same subject; it is localizing a national or regional story?

2. Impact

- How many people in the community will the story influence or affect?

3. Novelty

- Is there anything out of the ordinary happening?
- Is there something that will challenge our assumptions or beliefs?

4. Currency

- What are people talking about now?
- Is the item something that is occurring in current events or on everyone's lips?

5. Prominence

- Are well-known people or institutions involved?
- Do prominent newsmakers, celebrities, politicians, or other high-profile people play a role in the story?

6. Proximity

- Is the news happening in the community or region where you are pitching the story idea?

7. Conflict

- Is there drama, clashes between people and institutions, etc.?



REQUEST FORMS & AGREEMENTS



Communication Request Forms

These forms allow staff to request communications needs such as website updates, changes or additions, designs for fliers, brochures, t-shirts etc... as well as social media posts. Please fill out the appropriate form to the best of your ability including as much detail as possible, have it approved/signed by your supervisor, and submit it at least two weeks prior to desired completion date. After you fill out this request form, someone from the communications team will contact you to go over details and availability before the request is completed.

[Website Request Form](#)

[Design Request Form](#)

[Social Media Request Form](#)



The Painted Turtle

EXTERNAL LOGO USE FORM

_____ requests permission to use The Painted Turtle logo for the sole
Name of Organization/Individual

purpose of _____
Purpose

to be used on _____.
Date

Describe the project that requires use of the logo. Please include information on distribution, number printed/made, etc.

When will The Painted Turtle be able to review mock-up or draft? _____

Please indicate what type of file is preferred. _____

By signing this document _____ agrees to adhere to the
Name of Organization/Individual

following guidelines in order to use The Painted Turtle logo:

- You agree to use the logo "as is" and will not alter the image in any way.
- You agree to submit to The Painted Turtle a draft or proof of the document or item that will display the logo. If changes are deemed necessary by the camp staff, then you agree to make those changes and again submit a draft or proof until The Painted Turtle is completely satisfied with the use of the logo.
- You will not use the logo for the same or similar events or products in the future. The approval process must be completed for each and every usage.
- Any use of The Painted Turtle logo above and beyond what is set forth in this agreement is prohibited.

Print Name and Title

Signature

Date

Please email, fax, or mail this completed form for approval to
Kaitlyn McQuown, Communications Assistant, kaitlynm@thepaintedturtle.org
The Painted Turtle 1300 4th Street, Suite 300, Santa Monica, CA 90401
Tel: (310) 451-1353 Fax: (310) 451-1357 www.thepaintedturtle.org



The Painted Turtle Logo Use Guide

For questions and clarification please contact: **Kaitlyn McQuown**, Communications Assistant,
(310) 451-1353 or kaitlynm@thepaintedturtle.org

HOW TO REFER TO THE PAINTED TURTLE

In all print publications and electronic materials use the following name: **“The Painted Turtle”**.

Subsequent references should be: **“The Painted Turtle, A SeriousFun Camp”** or **“Camp”**.

***Note: Avoid abbreviating “The Painted Turtle” in our formal print and online documentation. If you must shorten it, please use “TPT” and not “PT”.

LOGO

The Painted Turtle’s identity relies heavily on our logo. We have several different logo variations; this guide will help you decide which logo to use and how to properly use it. Our guidelines apply to all uses of the logo.

Primary Logos



Primary Logo

The Painted Turtle has one official logo, pictured here in its acceptable multi-color color combination.

The Painted Turtle

a seriousfun camp founded by paul newman



Horizontal Primary

As an alternative to our official logo, we have a horizontal version of our logo pictured above.

Secondary Logos

- The secondary logos should be used when there is a need for a one-color TPT logo, an outlined version, or need to put the logo on a background that is not white.



Secondary Outline



Secondary Circle

Resizing Logos

- All TPT logos **MUST** be kept in their original shape (if you need to re-size, do so proportionally – do not stretch or skew. To resize, do so proportionally – do not stretch or skew.
- To resize while maintaining proportions: after placing the logo graphic, hold the **SHIFT** key while size from the bottom left or right corners
- Always use clear resolution logos. The logo show never appear blurry or fuzzy.
- To maintain legibility, logos should never be printed smaller than 1in (height).

Placing Logos

- The Painted Turtle logo should always be used on a **white** background to ensure all parts of the logo are visible. Logo **cannot** be placed on top of multicolored backgrounds unless prior approval.
- Please leave at least ¼ of an inch between a logo and document edges, content, images, etc.

Font Used in Logo

Averia Serif Libre

We should use Averia Serif Libre in our logo, as well as for titles, headlines, and other main highlighted text found on TPT collateral materials.

OFFICIAL TPT COLORS

Logo Colors



- 1. Light green** (arms, legs, text)
- 2. Dark green** (shell background)
- 3. Ecru** (hat & tummy)
- 4. Brown** (fishing pole & shoes)
- 5. Orange** (shell & text)
- 6. Blue** (shell & text)
- 7. Yellow** (shell)
- 8. Purple** (shell)
- 9. Pink** (shell)
- 10. Red heart** (shell & text)

1

PMS 2418 C
C87 M20 Y100 K5
RO G142 B70
HEX #3BA94A

2

PMS 3435 C
C82 M45 Y79 K47
R33 G74 B52
HEX #214A34

3

PMS 7499 C
C2 M0 Y31 K0
R251 G247 B191
HEX #FBF7BF

4

PMS 1815 C
C27 M94 Y90 K25
R148 G41 B39
HEX #942927

5

PMS 158 C
C8 M62 Y100 K0
R226 G123 B35
HEX #E27B21

6

PMS 2173 C
C79 M34 Y0 K0
RO G140 B209
HEX #008CD1

7

PMS 129 C
C5 M16 Y93 K0
R244 G206 B41
HEX #F4CE29

8

PMS 7664 C
C76 M100 Y12 K2
R99 G44 B130
HEX #632C82

9

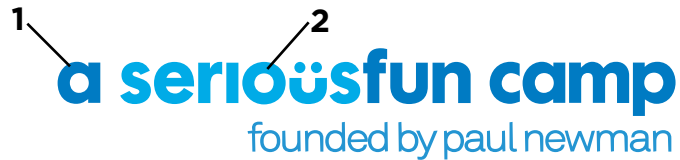
PMS 211 C
C5 M62 Y2 K0
R231 G129 B177
HEX #E781B1

10

PMS 7621 C
C15 M100 Y98 K5
R199 G33 B39
HEX #C72127

OFFICIAL TPT COLORS

SeriousFun Logo Colors



1

PMS 300 C
C84 M45 YO KO
RO G123 B195
HEX #007BC3

2

PMS 2202 C
C72 M15 YO KO
RO G170 B231
HEX #00AAE7

Background & Border Colors



1

PMS PROCESS BLUE C
C100 M31 YO KO
RO G136 B207
HEX #1288C9

2

PMS 158 C
C3 M60 Y100 KO
R245 G130 B31
HEX #008CD1



Photograph/Video Use Agreement

_____ requests permission to use the following
Name of Organization

photographs/video for the sole purpose of _____
Purpose

featured on _____ / _____
Social Media/Website/Newsletter etc... *Date*

The Painted Turtle Photographs/Video requested:

By signing this document _____ agrees to adhere to the
Name of Organization

following guidelines in order to use the above requested photos/videos:

- Confirm that these will be used for **one-time use only** and will not be used for any purposes or publications other than this video/article/online post named above, airing/running on the date above, without first contacting The Painted Turtle to request written permission for additional use.
- A final copy of the video/article/online post using the photo(s)/video(s) provided will be given to The Painted Turtle to review and approve before it is aired or published.
- If you would like to use these photographs/videos for **ANY OTHER PURPOSE**, including publication or marketing, please provide The Painted Turtle with a written request prior to use so we may follow proper publicity protocol internally.
- Photo credit is given to The Painted Turtle when applicable.
- If posting on social media please tag The Painted Turtle: #ThePaintedTurtle
Facebook: @paintedturtlecamp
Instagram: @thepaintedturtlecamp
Twitter: @TurtlePainted

Print Name and Title

Signature

Date

The Painted Turtle
1300 4th Street, Suite 300
Santa Monica, CA 90401
Tel: (310) 451-1353
Fax: (310) 451-1357
www.thepaintedturtle.org

TEMPLATES





FOUNDERS

Paul Newman ♥
Page and Lou Adler
Lani and Herb Alpert
Shelly and Larry Brown
Janet Crown
Gil Friesen*
Jami Gertz and Tony Ressler
Joan and John* Hotchkis
Martha and Bruce Karsh
Nancy and Howard Marks
Sue Ann and Richard Masson
Ann Moss
Jerry Moss
Bill Powers
Carolyn Powers

*In Memoriam

BOARD of DIRECTORS

Lou Adler
Page Adler
Tom Amster
Glenn Bozarth
Larry Brown
Shelly Brown
Melanie Cook
Janet Crown
Jessica Curran
Dr. Lorry Frankel
Steve Gaggero
John Gilbert
Helen Graves
Laurentius Harrer
David M. Hernand
Sue Ann Masson
Nicole Mather
Seth Miller
Carolyn Powers
Eric Pulier
Tony Ressler
Joseph Rice
Mike Van Wyk

Word Document Template

This document template can be used for meeting agendas, reports, notes, etc... Use this document when you want a professional branded look without using letterhead.

This document can be found here on the W under forms [W:\Forms](#)



CRISIS COMMUNICATION



The Painted Turtle Crisis Communication Plan

Purpose: To identify major communication needs in a crisis

1. **Crisis Occurs**
2. **Emergency crisis response plan is activated until crisis is resolved**
3. **Emergency Crisis Team Lead (Camp Director) notifies CEO of crisis**
 - **Provides CEO with all necessary information using the *Crisis Communication Response Intake Form***
4. **Analyze the Crisis – Chief Executive Officer**
 - Write a brief crisis summary
 - Identify key audiences (internal and external)
 - Identify immediate action steps:
 - Notify Board Chair and Camp Attorney, Department Directors, Communications Team, etc.
 - Create a Communications Timeline
 - Draft necessary communication templates and scripts
 - Determine if there are any press inquiries or media deadlines to address
5. **Assemble the Crisis Communications Team (CCT) – Chief Executive Officer**
 - Brief team on crisis
 - Appoint duties (see attachment for team responsibilities)
 - Execute tasks in accordance to the Communications Timeline
 - Conduct an all-staff meeting at the appropriate time
6. **Conduct follow-up meeting with Crisis Communications Team – Chief Executive Officer**
 - Continue to follow-up with any media requests
 - Continue to communicate with internal and external audiences and relay updates, as necessary



Crisis Communication Team Roles and Responsibilities

Chief Executive Officer - Chris Butler

Media spokesperson (verbal and written statements)

Immediate Action Steps

- Write a brief summary of crisis
- Identify key audiences to contact (internal and external)
 - Chairman of the Board
 - Key staff (Directors, Communications Team, etc.)
 - Camp Attorney
- Create the following communication pieces:
 - Communications Timeline
 - Communication to internal audiences
 - Communication to external audiences
 - Key messages
 - Phone call templates/scripts
 - Media response

Assemble Crisis Communications Team

- Execute tasks in accordance to the Communications Timeline
- Conduct an all-staff meeting
- Determine if there are any press inquiries or media deadlines to address
- Engage as spokesperson for all public statements (media, law enforcement, etc.)
- Contact internal and external audiences when appropriate (Board of Directors, staff, camp families, volunteers, etc.)
 - Provide updates to the Chairman of Board, Camp Attorney, and other key figures throughout the crisis
- Contact SeriousFun CEO within 24 hours of crisis
 - SeriousFun will invoke support center protocol, contacting Newman's Own, etc.
- Schedule follow-up meetings to update to the Crisis Communications Team

Director of Camp Programs and Initiatives – April Uyehara

Liaison to campers, parents, summer staff, volunteers, partner groups, & back up spokesperson for CEO

- Deliver messaging to internal audience via email, meetings, phone calls, etc.
 - If campers are on-site, the Medical Team will communicate to parents with the assistance from Director of Camp Programs and Initiatives.
- **Staff and volunteers will not be permitted to call or text using either camp phones or personal cell phones until further notice.** *Staff and volunteers must be briefed on what can be said regarding incident (although what is actually stated cannot be controlled)*
 - Deliver messaging via “One call Now,” if necessary
- Act as the backup spokesperson for CEO to media and law enforcement
- Notify all pertinent Health Organization Partners, and brief them on the situation and how camp is proceeding
- Present internal messaging created by the CEO to all staff who answer phones (WellShell/Administration/Executive Office) and brief them on what information to relay to families who may call
 - All media inquiries and requests should be sent to the Communications Team

Communications Team - Jessica Santos and Brianne Sheldon

Assist CEO in creating all messaging and Communications Timeline, and serve as primary contacts for all media requests

- Assist CEO with creating necessary communication pieces for external audiences
 - Press Release
 - Holding Statement
 - Talking points
 - Email blasts
- Meet with all staff who answer phones (WellShell/Administration/Executive Office) and brief them on the internal Media Call Response Protocol
 - All media inquiries and requests must be sent to Communications Team
 - CEO will address media when appropriate
- Communicate messaging via TPT’s official website and social media channels, as appropriate

Director of Finance and Administration – TBD

Protect the financial interest of the organization

- Contact insurance company, as necessary
- Evaluate any needed financial department support for crisis
- Contact HR consultant (Exalt Resources)

Chief Operations Officer – Allen McBroom

Liaison to on-site Operations Staff

- Communicate the situation to Operations Team
 - **Staff and volunteers will not be permitted to call or text using either camp phones or personal cell phones until further notice.** *Staff and volunteers must be briefed on what can be said regarding incident (although what is actually stated cannot be controlled)*
- Communicate with Medical Director on relaying information to Medical Team
 - **Staff and volunteers will not be permitted to call or text using either camp phones or personal cell phones until further notice.** *Staff and volunteers must be briefed on what can be said regarding incident (although what is actually stated cannot be controlled)*
- Contact site-specific vendors affected by the situation (e.g. electric, gas, water, security companies, etc.)

Associate Director Development – Alexis Madrid

Liaison to Development Staff

- Communicate the situation to Development Team and other Santa Monica staff members
 - **Staff and volunteers will not be permitted to call or text using either camp phones or personal cell phones until further notice.** *Staff and volunteers must be briefed on what can be said regarding incident (although what is actually stated cannot be controlled)*
- Contact donors and other necessary third parties affected by the situation

Medical Director – Dr. Kathy Reynolds

Liaison to on-site Medical Staff

- Communicate the situation to Medical Team and Well Shell volunteers
 - **Staff and volunteers will not be permitted to call or text using either camp phones or personal cell phones until further notice.** *Staff and volunteers must be briefed on what can be said regarding incident (although what is actually stated cannot be controlled)*
- Contact medical partners affected by the situation (hospitals, agencies, etc.)

May 9, 2018

Board Chair - Page and Lou Adler

All communication and messaging must be reviewed and approved by Board Chair before being distributed

- Approve all communication and messaging with the CEO
- Inform Board Members and large donors via phone with the CEO
- Consult with an external PR Firm with the CEO, as needed

Legal Counsel – David Hernand

Protect the legal interest of the organization

- Approve legal messaging, as needed
- Advise on all issues from legal perspective