



POLICY BULLETIN

No. 21-01

Issued Date: February 25, 2021

Issued By: Ellen DiDomenico, Deputy Secretary
Drug and Alcohol Programs

A handwritten signature in cursive script that reads "Ellen DiDomenico".

Effective Date: February 25, 2021

Subject: DDAP Prevention Manual Modifications

Purpose: The purpose of this policy bulletin is to document modifications made to the DDAP Prevention Manual.

Audience: All SCAs and their contracted prevention providers.

Policy: The modifications listed below have been made to the DDAP Prevention Manual to ensure compliance with the [Taxpayer-Funded Advertising Transparency Act](#), Act of Dec. 20, 2015 (P.L. 497, No. 90), 72 P.S. §§ 4655.1 et seq.
The updated version of the DDAP Prevention Manual is published on our website (www.ddap.pa.gov).

Part 1.04

Text below was added to item C about media:

All DDAP-funded paid advertisements, except media that is funded through Compulsive and Problem Gambling Treatment Fund, must include the statement, "Paid for with Pennsylvania taxpayer dollars." Print ads must visibly display these words and broadcast advertisements must clearly have the statement read aloud during the ad. If the advertisement is broadcast or published free of charge, it does not need to include the statement.

Paid advertisements are defined as

Media in formats such as newspaper ads, paid digital media, radio ads, TV ads, billboards, shopping cart ads, etc. in which a third party is being paid to disseminate, broadcast, publish, or post the media.

Paid advertisements do not include media in formats such as brochures, newsletters, flyers, posters, magnets, stickers, etc. where funds may be spent on printing/creation of the material/item, but not to disseminate, broadcast, publish or post the media.

SGK/JG/ED/JN

bc: SCAs

Ms. Smith

Ms. DiDomenico

Mr. Fellin

Ms. Newell

Mr. Geibel

Ms. Kindt

Admin Services

Business Workflow