



GERIATRIC SOCIAL WORK INITIATIVE

Hartford SW Scholars & Fellows Grant Recipient Publicity Kit

This Press Kit has been assembled for Hartford Faculty Scholars, Doctoral Fellows, and Pre-Dissertation Awardees to better create and increase visibility for your Hartford Program-related projects.

This information will provide you with the means to produce professional publicity materials in accordance with the John A. Hartford Foundation and Geriatric Social Work Initiative standards.

CONTENTS:

1. [Logo formats](#)
2. [HGSWI Color Palette](#)
3. [Press Release Guidelines](#)
4. [Boilerplate acknowledgement language](#) (for Journal articles)
5. [PowerPoint Presentation Template](#)

Logo Formats

- Both the John A. Hartford Foundation and Geriatric Social Work Initiative logos should be included on all public materials produced in relation to the Hartford Faculty Scholars Program, the Hartford Doctoral Fellows Program, and the Hartford Pre-Dissertation Award Program. These materials include, but are not limited to presentations, posters, papers, handouts, and flyers.

- If you need electronic files (.eps, .tif, .jpg) of these logos, they can be found on the Bandwidth website:
<http://www.bandwidthonline.org/images.asp>
- Be sure to read the section on learning how to use images effectively (found on the Bandwidth webpage using the link above).
- For high quality electronic files and professional printing quality specs of the logos, please contact the Geriatric Social Work Initiative directly.
- When placing and manipulating logos (or photos), please be sure not to “stretch” them out of proportion. Generally, if you need to resize an image you should “grab” the image by the corner instead of in the middle of the top, bottom, or sides. You can also hold down the “control” button when clicking on the corner to ensure that an image resizes in proportion instead of distorting.
- For help determining what size image you need for a particular application (PowerPoint presentation, Web site, brochure etc.), check out the “Pixel Dimensions Related to Print Size” chart at:
<http://www.photoshare.org/phototips/digital101.php> or go to:
<http://www.critterzone.com/magazineresource/magazine-article-graphics-photo-file-properties-image-size-dpi-jpeg.htm>.

Importing into Microsoft Word document:

For Microsoft Word documents and PowerPoint presentations, copy and paste the logos below. If you need to resize, please keep the logos in perspective. If you are unsure how to do this, please ask for assistance from your computer consultant.

Geriatric Social Work Initiative Logos:

GSWI Stacked Logo (http://bandwidthonline.org/pdf/GSWI_Logo.jpg):















Hartford Foundation Logo (<http://www.jhartfound.org/files.htm>):



Hartford Geriatric Social Work Initiative Color Palette

These color description codes will be used by your printer or designer when working with your publicity materials. For a PDF version of the GSWI color palette click [here](#).

Please note that HGSWI stands for the Hartford Geriatric Social Work Initiative, of which the Faculty Scholars Program, the Doctoral Fellows Program, and the Pre-Dissertation Award Program are each a part. Each HGSWI program has been assigned a color for use in its publicity materials. Pre-Dissertation Awardees should use the colors specified for the Hartford Doctoral Fellows Program. The color codes are as follows:

	Print	PowerPoint
HGSWI-Main color	 PMS 2715 PMS 2725 type	 333399 6666CC 9999FF
Faculty Scholars Program	 PMS 1635 PMS 1645 type	 FF6633 FF9966 FFCC99
Geriatric Enrichment Program	 PMS 577 PMS 576 type	 336600 669933 99CC66
Doctoral Fellows Program	 PMS 5435 PMS 5415 type	 333366 669999 99CCCC
Practicum Partnership Program	 PMS 123 PMS 131 type	 FF6600 FF9900 FFCC66
Gero Ed	 PMS 687 PMS 689 type	 993366 CC6699 FF99CC

The chart above includes PMS colors on the left hand side. These are utilized by professional designers and printers to produce materials such as flyers, booklets and other hard copy print items. The second column is potentially more relevant to award recipients as it corresponds with the colors needed for slide presentations. To utilize this information in PowerPoint or Word you will need to select the fill, line, or text color icon(s), and then select “custom”. A screen should come up with boxes to fill in the RGB values. Use the number (values) above in the right hand column under the PowerPoint section.

Press Release Guidelines

In order to promote the contributions your program is making to the field of gerontology through the receipt of your grant from the Hartford Geriatric Social Work Initiative, we strongly recommend that you contact your public affairs office in order to issue a press release, if you have not already.

The Hartford Programs do not require pre-approval of press releases as long as the following guidelines are met. However, we would like to hear about the news you are sharing in your press release. Please be sure to forward the press release or any news articles to someone on the GSA Hartford Program staff.

Basic Press Release Information

Below is a list of basic information that may be helpful to your communications or public affairs office. A press release typically includes the following:

- Acknowledgment of the grant.
- Highlights of the unique components of your plan for the use of this grant funding.
- An alert for prospective students and/or faculty at your university/college and members of the social work community of your involvement in this national movement for gerontological social work.
- An indicator of the sustainable impact that your research will have on the larger social work community.
- Publicity for your social work program and university.

For more guidance and worksheets to help you craft a press release, visit the “Making News” section of BandwithOnline.org: <http://www.bandwithonline.org/learn-making-news.asp>.

Grant Specific Information

Please provide your public affairs office with a summary of your grant proposal and plans for funding. The summary should include the following:

- Highlights of what policy and/or procedures might be affected as a result of your research funded by this grant.
- Details about your research, including: background information, methods of evaluation, and projected outcomes.
- The amount of grant money received.

References

The following is the proper way to refer to the Hartford Foundation, the Gerontological Society of America, and the Hartford Geriatric Social Work Initiative. We ask that you use the full names in first reference and abbreviations for all following reference (approved abbreviations are in parentheses).

- The John A. Hartford Foundation (Hartford Foundation)
- The Gerontological Society of America (GSA)
- The Hartford Geriatric Social Work Initiative (HGSWI)
- The Hartford Faculty Scholars Program
- The Hartford Doctoral Fellows Program
- The Hartford Pre-Dissertation Awards Program

Boiler Plate Language

Per the agreement you signed when you received your Hartford award, “The Hartford Doctoral Fellows or Hartford Faculty Scholars Program (supported by a grant to The Gerontological Society of America from The John A. Hartford Foundation) will be recognized in any publications resulting from the research conducted under the award...”

Below is some guidance on how to acknowledge your Hartford award in journal articles, press releases, and other written materials.

For journal articles:

- **Hartford Doctoral Fellows** - “A dissertation funded by the John A. Hartford Doctoral Fellows Program in Geriatric Social Work, administered by the Gerontological Society of America.”
- **Hartford Faculty Scholars** - “A research project funded by the John A. Hartford Faculty Scholars Program in Geriatric Social Work, administered by the Gerontological Society of America.”

For press releases:

The following two paragraphs describe the Hartford Foundation and GSA. Please include them at the bottom of your press release(s):

About the John A. Hartford Foundation

Founded in 1929, the John A. Hartford Foundation is a committed champion of training, research, and service system innovations that promote the health and independence of America’s older adults. Through its grant making the Foundation seeks to strengthen the nation’s capacity to provide effective, affordable care to this rapidly increasing older population by educating “aging-prepared” health professionals (physicians, nurses, social workers), and developing innovations that improve and better integrate health and supportive services. Mr. John A. Hartford and his brother George L. Hartford, both

former chief executives of the Great Atlantic & Pacific Tea Company, left the bulk of their estates to the Foundation upon their deaths in the 1950s. Additional information about the Foundation and its programs is available at www.jhartfound.org.

About the Gerontological Society of America

The Gerontological Society of America (GSA) is a national nonprofit membership association, which includes more than 5,000 members. Founded in 1945, GSA is the driving force behind the advancement of gerontology both domestically and internationally. The Society also publishes the field's preeminent peer-reviewed journals in biological, psychological, and social sciences. The Hartford Faculty Scholars, Doctoral Fellows, and Pre-Dissertation Awards Programs are administered by the Gerontological Society of America and are funded by the John A. Hartford Foundation.

PowerPoint Presentation Template

We encourage you to use the Hartford Geriatric Social Work Initiative PowerPoint Presentation template for any PowerPoint presentations related to your grant-funded project or research. There are separate templates for the Hartford Faculty Scholars Program and the Hartford Doctoral Fellows Program.

To use the templates, please follow the instructions below:

Hartford Faculty Scholars Program slide template

Right click [here](#) & select “save target as” and save the PowerPoint file on your computer. Once in PowerPoint, double click the slide image to allow you to make edits and add text.

Hartford Doctoral Fellows Program slide template

Right click [here](#) & select “save target as” and save the PowerPoint file on your computer. Once in PowerPoint, double click the slide image to allow you to make edits and add text.

Below is a screen shot of the HGSWI PowerPoint slide template:



Geriatric Social Work Initiative

- The number of older people, particularly the oldest old (85+), is growing, and they need more assistance to remain active and independent.
- Aging-savvy social workers serve as “navigators” and “expeditors,” enabling older adults and families to understand and choose among the array of available health and social services.

