

Memorandum of Understanding

LOOK CLOSER AFFILIATE

Purpose: This Memorandum of Understanding sets forth the terms for the organization in the signature block below ("affiliate") to act as a Look Closer Affiliate. Look Closer is a campaign developed by Healthy Mothers, Healthy Babies, The Montana Coalition, Inc. (HMHB) in partnership with the Montana Department of Public Health and Human Services, to raise awareness of perinatal substance use disorders, reduce relevant stigma, encourage pregnant and parenting parents to seek professional help for substance use disorders, and encourage health care providers to communicate compassionately and make appropriate referrals when patients disclose substance use disorders. The Look Closer campaign already includes materials developed for use by organizations statewide ("statewide materials"), which provide "fill-in" spaces for organizations to provide their contact information. The affiliate would like to develop additional Look Closer materials that are customized to its community and/or organization (hereafter "customized materials").

THE AFFILIATE AGREES TO:

1. Abide by the Look Closer Branding Guide, which may be updated from time to time by HMHB and is available on HMHB's website at <https://hmhb-mt.org/look-closer/> or by written request to HMHB;
2. Use statewide Look Closer materials downloaded from the HMHB website as deemed appropriate by the affiliate and in accordance with the Branding Guide;
3. Consistent with the Branding Guide, develop customized materials which may include but are not limited to posters, rack cards, radio ads, television ads, social media posts or ads, videos, emails, and/or other print or electronic media materials;
4. In developing customized materials, obtain HMHB approvals at the following stages:
 - a. Initial approval of concept (e.g., a radio ad featuring a local parent and health care provider telling how the parent asked for and obtained help);
 - b. A reasonable number of interim approvals of draft materials as deemed necessary by the affiliate during the materials development process, with the understanding that any costs of developing materials that HMHB does not approve will be borne by the affiliate; and
 - c. Final approval of any developed material before publication.
5. Inform HMHB of any "good stories" involving a customized version of Look Closer materials.

look closer



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HMHB AGREES TO:

1. Maintain the HMHB website with statewide materials;
2. Inform the affiliate of any changes to the Look Closer campaign statewide, including but not limited to any new materials developed by HMHB; and
3. Respond to a reasonable number of requests for approvals of customized materials in development in a timely manner, and no later than 7 business days.

The affiliate will complete customized materials development and distribution within two years of signing this memorandum of understanding. If more materials are to be developed and/or distributed after that time, the affiliate and HMHB may sign a new memorandum of understanding.

In case of dispute about this contract or its terms, HMHB and the affiliate agree to communicate directly with one another using the contact information below as the first means of resolution. If litigation occurs about this contract, the laws of Montana will apply.

Affiliate Organization: _____

Address: _____

Email: _____

Phone: _____

Liaison: _____

Liaison email: _____

Liaison phone: _____

HMHB

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Lauren Johnson
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406-660-2333

Affiliate Representative Signature

HMHB Representative Signature

Affiliate Representative Printed Name

HMHB Representative Printed Name

Date of Signature

Date of Signature

