

Curriculum & Brand Usage Agreement 2024-2025

Please read, complete, and submit, in order to receive or maintain access to Buckle Up for Life's Partner Portal.

Email *

schastain@tularecounty.ca.gov



TULARE COUNTY AGREEMENT NO. 31883

About This Agreement

NOTE: This agreement is not intended to serve as a legally-binding contract. Rather, it provides a programmatic record of the following, for quality control purposes:

- 1) Buckle Up for Life's (BUFL) clear explanation of expectations regarding proper usage of curricula and program branding, to the partner agency.
- 2) The partner agency's subsequent acknowledgement of understanding and intended compliance with stated expectations.

BUFL does reserve the right, however, to revoke access to and use of any and all BUFL program materials (including brand marks, branding/marketing/media resources, curricula, etc.), at any time, should compliance with proper usage not be upheld.

A copy of this agreement may be obtained at any time by contacting buckleupforlife@cchmc.org.

About BUFL Curricula

BUFL provides the following primary educational resources to partner agencies, via the BUFL Partner Portal, for usage with targeted populations:

- 1) Children's Curriculum (lesson plans and interactive activities)
- 2) Teen Presentation (PowerPoint)
- 3) Adult Presentation (PowerPoint)

In addition, BUFL may provide supplemental materials (e.g., safety guides, car seat pacts, infographics, "Safe Readers Collection" child safety books, etc.), from time-to-time, and as resources become available.

BUFL always aims to disseminate research-based, best-practice strategies in educational materials. BUFL may update or edit curricula at any time, based on new data, new industry recommendations and best practices, refreshed media (e.g., photos, videos, etc.), and/or any other need.

Curriculum Usage Agreement (please check all): *

- ☒ I/we agree to always use only the current version of each resource which will always be available from the BUFL Partner Portal. I/we understand that it is important to always use the most up-to-date version of each resource to ensure accuracy and relevancy of recommendations/guidelines, data, photos, logos, etc.
- ☒ I/we agree to use the educational presentations and curricula only as intended. This means education will be delivered by properly trained (CPST) individuals, and will be delivered to the appropriate audience(s).
- ☒ I/we agree not to make changes to the educational presentations and curricula without prior written approval from BUFL. I understand that permission to do so is unlikely and will require justification.
- ☒ I/we agree not to share access to educational presentations and curricula with other organizations external to the BUFL network.

About the BUFL Brand

The BUFL "brand" encompasses the qualities and attributes of our national passenger safety program. Appropriate and consistent usage protects our reputation and the integrity of our services. Even minor variations in visual and language applications can undermine and compromise our brand and mission.

Brand Usage Agreement (please check all): *

- ☒ I/we agree to fully comply with the BUFL Logo Style Guide, found here:
https://drive.google.com/file/d/10IOC-QIn0sliQS7o_wHzil3eXFYgfQVc/view?usp=sharing
- ☒ I/we agree to always recognize BUFL curriculum and associated events as such, and shall not use logos, names or marks of other vendors, companies, funders, safety coalitions, or organizations (except partner's own organization) on any written, printed, or filmed materials or incentives prepared, provided, or associated with the provision of BUFL curricula. Neither curricula nor associated events shall be recognized as offerings or activities of any other organization or safety coalition.
- ☒ I/we agree to use only photographs that have been pre-approved by BUFL in program materials (e.g., flyers, etc.).
- ☒ I/we understand that current media resources (e.g., partner messages, press release template, approved photos, etc.) and branding resources (e.g., Logo Style Guide) are always available from the BUFL Partner Portal.
- ☒ I/we understand that BUFL-branded items (t-shirts, totes, pens, etc.) may only be ordered once a high-quality visual proof has been pre-approved by BUFL. I/we agree to send all requests to buckleupforlife@cchmc.org.
- ☒ I/we agree to appropriately recognize BUFL in verbal communications, as simply "Buckle Up for Life" (not "Toyota's Buckle Up for Life", or "Cincinnati's Buckle Up for Life"). When discussing the program, Cincinnati Children's and Toyota should be equally recognized as partners in developing the program.
- ☒ I/we agree to notify BUFL of any and all local media opportunities (earned or paid) recognizing the program (in advance, when possible); and to share links to placements once available.
- ☒ I/we agree that the terms of permission end effectively on July 31, 2025.

About BUFL Documentation

BUFL follows the child passenger safety best practices of completing proper documentation when conducting car seat checks.

Documentation Usage Agreement (please check all): *

I/we agree to always use proper documentation tools (i.e. paper car seat check forms, NDCF, etc.) when conducting a car seat check.

Next Steps & Annual Renewal

Newly verified BUFL partner agencies will receive initial login access (one login per agency) to the BUFL Partner Portal following successful submission of this completed agreement.

Current partner agencies will be asked to subsequently renew this agreement once per program year (August 1st - July 31st), in order to maintain access to the BUFL Partner Portal. BUFL will contact partner agencies when it is time to renew, and will provide the submission link to do so.

Please only submit this agreement ONCE per agency, per program year.

Should you have any questions about this agreement, or about your access to the BUFL Partner Portal, please contact buckleupforlife@cchmc.org.

Partner Information**Partner Agency Name: ***

Tulare County Health and Human Services Agency (HHSA) Public Health

BUFL Partnership Type: *

See description here: <https://www.buckleupforlife.org/our-partners/become-a-partner/>

- ☐ Registered Partner (formerly "Education Partner")
- ☒ Gift of Safety Partner
- ☐ Community Grant Partner

Primary Contact Person (First and Last Name): *

Staci Chastain

Phone Number: *

5596248481

Acknowledgement and Electronic Signature

By typing my name in the box below, I affirm that I am authorized by my agency to agree on its behalf to the terms of this agreement, and that my agency intends in good faith to carry it out fully.

I further affirm that if my agency does have separate, legally-binding partner contract with BUFL, that agreement supersedes this one in all cases. This Curriculum and Brand Usage Agreement is intended to serve as a supplement to--and not a replacement for--any such formally executed contract. If my agency does not have formal contract in place with BUFL, then this paragraph does not apply.

Please type your first and last name below: *

Staci Chastain

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Approve As To Form:
County Counsel

By: Eric M. Scott
Deputy

Date: 09/04/2024

Matter No: 20241215