



Long Beach Department Of Health And Human Services [STD Campaign in Long Beach]

Designmatters Fellowship
Spring 2018

Shu Ou
Product Design



Hello! I'm Shu.

As a Product Design student, I am interested in problems related to social issues and have always wanted to understand how design can be a vehicle to alleviate those causes. This Designmatters Fellowship opportunity at the Long Beach Dept. of Health & Human Services was a perfect opportunity for me to learn how design could be applied on societal needs, and to execute on a city level.



My main task was to help coordinate and rollout an STD campaign in the City of Long Beach. The campaign materials were initially developed in a Designmatters studio class back in Summer 2017 which I wasn't in part of. However, these concepts were never able to go live because of the challenges of refining the materials and coordinating with various stakeholders.

I knew the best way to kick off this fellowship is to throw myself in these neighborhoods of Long Beach. Right before this fellowship started, I went on some field trips and composed a map that documented different characteristics of each area.





Long Beach

The City of Long Beach is well-known for its diverse communities, lovely beach scene, and the city pride. But at the same time, the city is also facing one of the most significant challenges around sexual health—the STD rates in Long Beach are among the highest in the state of California.



The City of Long Beach of Health & Human Services— HIV/STD Surveillance Team

The Long Beach Department of Health and Human Services (Health Department) has over 20 programmes which manage the city's public health issues from epidemic control to environmental health.

I was part of the HIV/STD surveillance team. The team has three primary responsibilities: collect/report data on STD/HIV cases, educate healthcare providers, and provide information for the public. During my time of the fellowship, I worked closely with the team to develop/refine content to communicate the sexual health problem associated with STD/HIV.

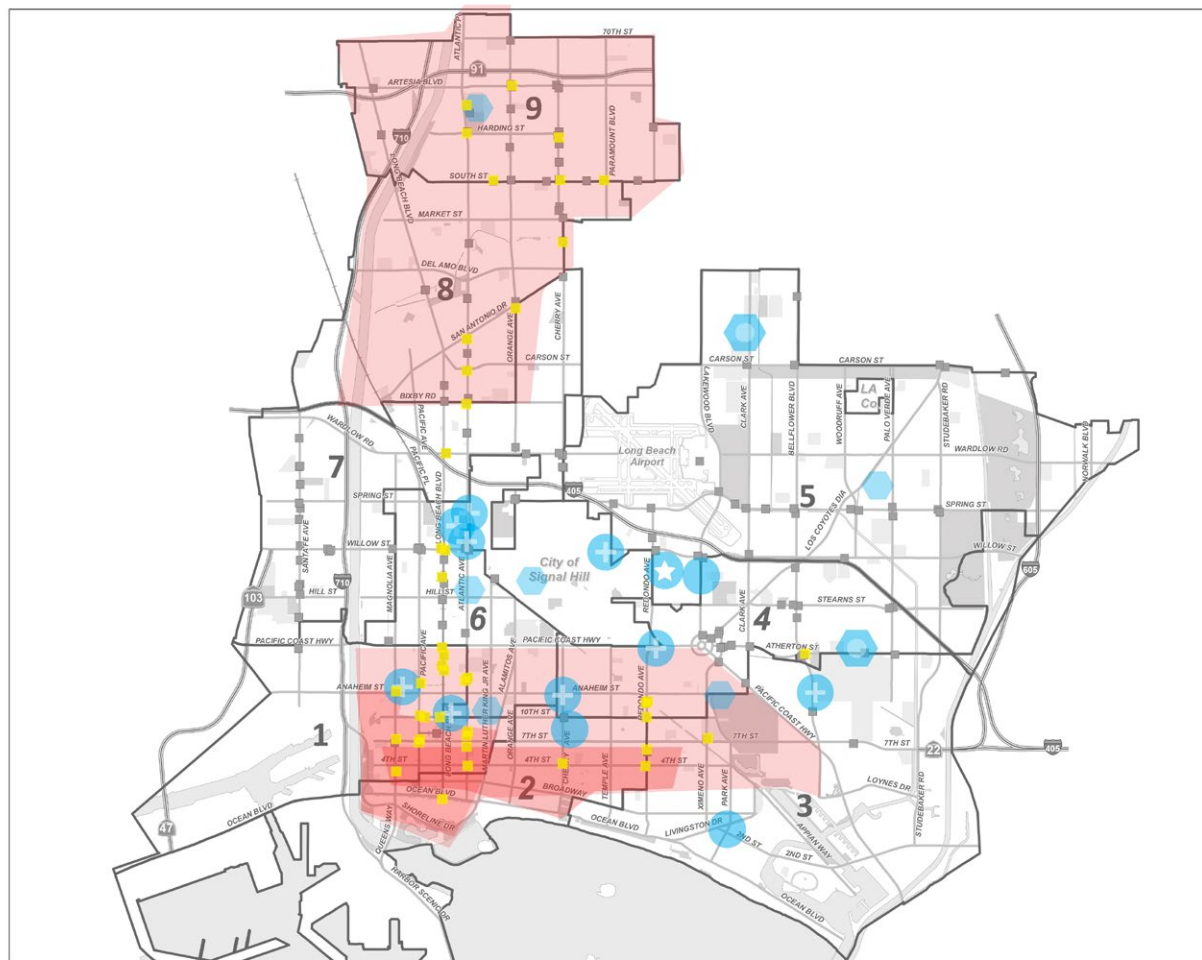
Phase I: The Challenge

This was the first time Long Beach Health Dept. rolled out an STD campaign. Since we needed to figure out most of the things from scratch, we worked on these three parts:

- Implementation plan
- Campaign material refinement
- Connect with key stakeholders

The first week we went to the field as a team and discussed the strategy for this campaign. We visited different zip codes and several communities such as The LGBTQ Center and showed them the original campaign material.

The photograph shows a community center's information area. On the left, a white 'Purcell' hand sanitizer dispenser is mounted on a stand. Above it is a poster featuring the Mona Lisa with the text 'Clean your Hands' and 'Stop the Spread of Germs'. To the right of the dispenser is a bulletin board with several items pinned to it: a 'PUBLIC NOTICE' from the City of Long Beach regarding a public hearing, a 'Purcell' logo, and a 'Purcell' logo. Below the bulletin board is a wooden brochure rack filled with various community resources. The brochures include 'Welcome' cards, 'Buenos dias' cards, 'R&R' cards, and 'PREP' cards. The background shows a window with a view of a city street.



Implementation plan

I proposed a plan to implement the STD campaign based on the understanding of our intended audience. This plan integrated the STD/HIV data from the past two years, the characteristic of each neighborhood, and all the key organizations/clinics/schools. It also included the public advertisement we can utilize. This map became the foundation for us to search out the contact windows.

Focus Area:

- STD/ HIV cases 2015–2016
- DTLB
- LGBTQ+ neighborhood
- North Long Beach

Partner Locations:

- Clinics
- Organization
- School
- Local bars / coffeeshops

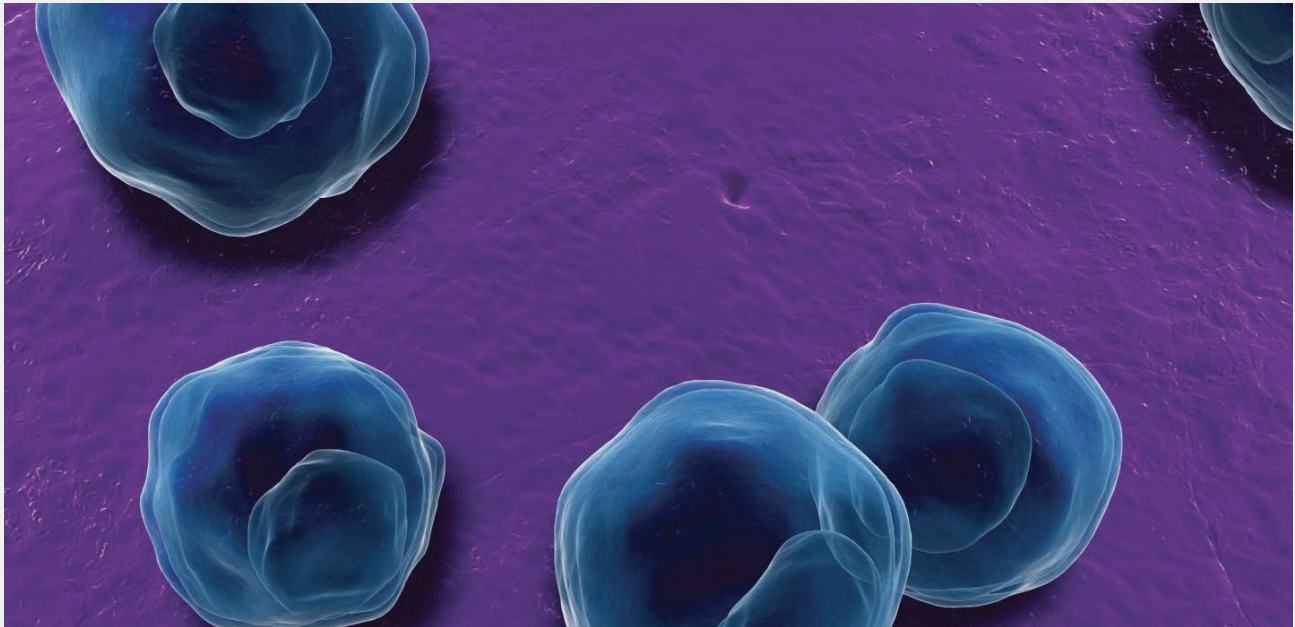
Transportation



Materials refinement

The materials created from the studio class was based on critical primary research. The concepts and directions already solid through iterative processes. However, there were refinements needed to go live in the city. I worked closely with Tyrone Drake, ArtCenter Graphic Design faculty and my Designmatters Fellowship Mentor, to refine these materials.

I worked with the team to develop the core campaign brochures. We wanted to make sure the messaging was in line with the facts from Centers for Disease Control and Prevention (CDC) and the Health Dept. report. At the same time, keep the conversational lingo from the focus groups.

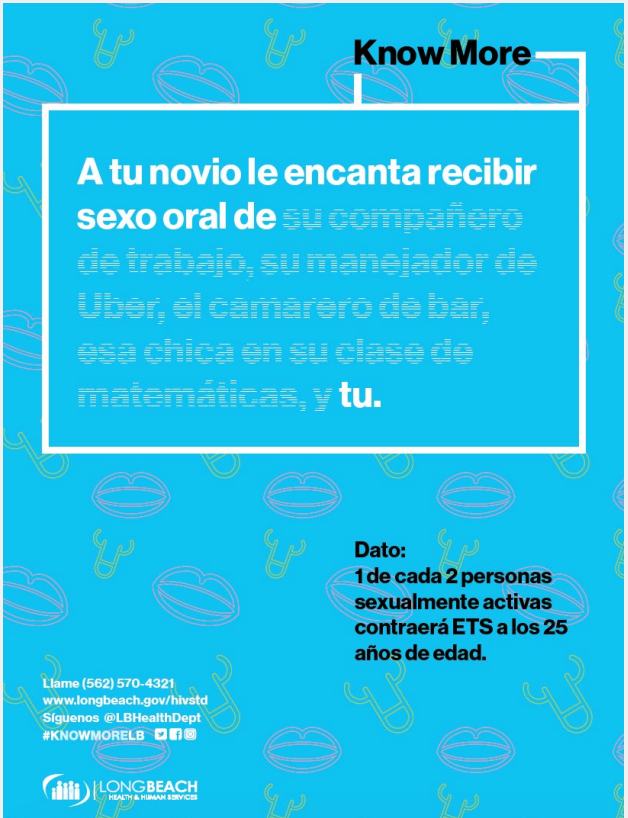
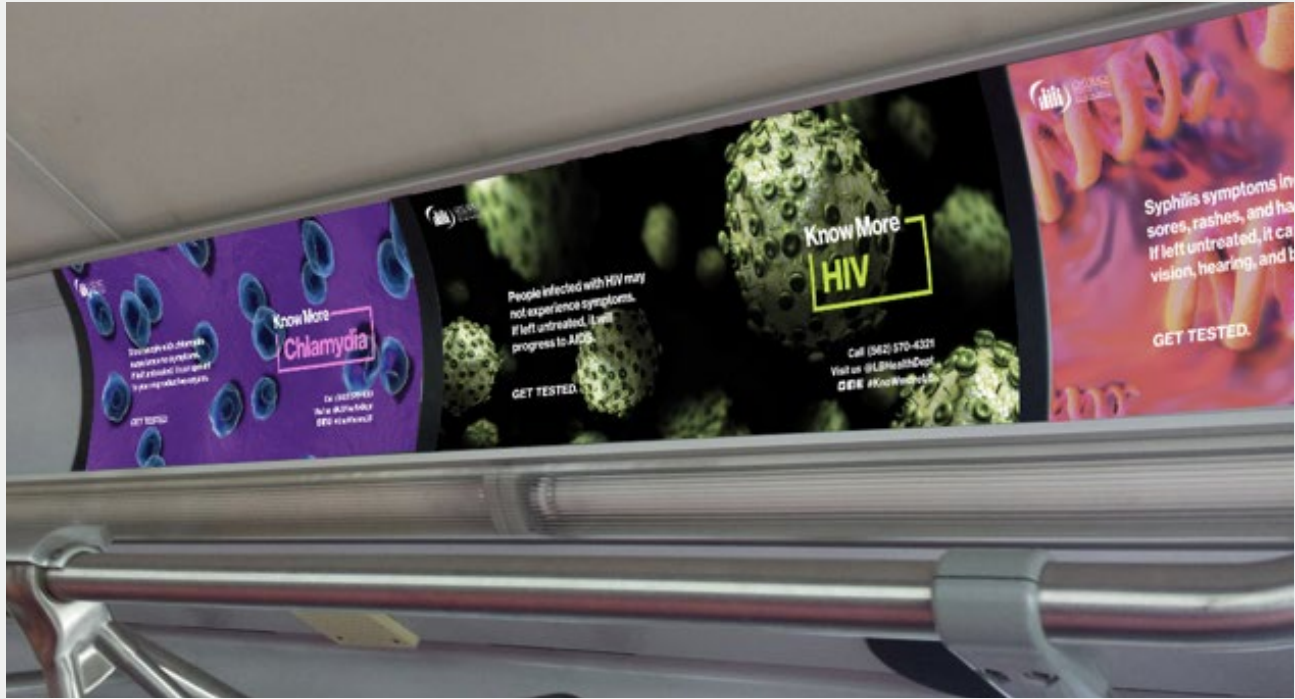




Getting ready for mass production

To ensure these materials are ready for mass production, we worked together with the printers and manufacturers to test out the dimension, die-line, cut pattern, and proper materials.

I'm especially thankful for Harry from Repro Graphics. We together looked at possible samples to manufacture these products and figured out ways to produce these design.



Develop mediums for various purposes:

- Bus shelters, bus cards,
- Size variations to fit in different environments
- Spanish version

* Graphics on the left are early stage photoshopped images to demonstrate the task.

Coordinate the campaign

To have this campaign disseminated in the city, our team connected with people from public work, public transit, and local organizations.

This part of project management is challenging. The approval processes are more complicated to orchestrate within the government sector. I learned a lot about how to communicate and reach out to these stakeholders.

#	Type	Org. Name
1	Community Center	Houghton Park
2	Organization	The Center
3	Organization	The Center
4	Organization	The Center
5	Organization	CD2
6	Community/School	CSULB - Center For Health Quity Research
8	School	CSULB
9	School	Long Beach City College
10	School	Long Beach Poly High School
11	School	Jordan High School
12	School	Wilson High School
13	School	Renaissance High School For The Arts
14	School	
15	School	
17	Clinics	
18	Clinics	
19	Clinics	
20	Clinics	
21	Clinics	
22	Clinics	
23	Clinics	
24	Clinics	
25	Clinics	



Phase II: Having Conversations With Different Communities

During the second half of this fellowship, we started to use these semi-ready campaign materials to have conversations with relevant communities. We attended community events to understand how people respond to these mediums, how people feel when they talk about sexual health and STD, and what might be a broader problem of current sexual education.





Khmer Girls in Action Health Fair

We joined the Wellness Week Health Fair at Poly High. This was the first event we introduced the KnowMore STD campaign. Our first interaction with these high school students was fun and refreshing.

Even though this age group has one of the highest increasing rates in STD, we quickly realized this topic is not under their radar. These campaign materials had become useful tools to make the conversation easy. The experience gave us an idea of what type of mediums work well in a pop-up event like this.



My Brother's Keeper

The health department also provides My Brother's Keeper program, an initiative to keep young adults on track and help them reach their full potential. We joined one of these events and talked about the KnowMore campaign.

In this smaller and closer setting with ten young adults, we had a lot of discussion over the campaign material and their understanding of STD. We also discussed their experiences with sexual education.

This activity was an invaluable experience. These teenagers were more open and wanted to have a conversation about sexual health. This was a topic inadequately discussed in their life. It was also impactful for me to see how design can spark conversations.



Public Health Week

The campaign collaboration between Designmatters and the health department was also featured in Long Beach Public Health Week, an annual conference hosted by Long Beach Dept. of Health & Human Services.

The HIV/STD Surveillance Coordinator, Belinda, and I presented the story of this collaboration and our plan to launch the campaign. We received enthusiastic responses, critical feedback, and people who offered to volunteer in the rollout team.



Public Health Week (Reflection)

Some important critiques:

- How can you make different communities resonate with this campaign? (Communities such as same-sex couples, latino lesbians or transgenders?)
- Are the materials translated into second languages?

The first critique was raised multiple times. There are two campaign concepts created in the Designmatters studio: KnowMore and Dear Long Beach. KnowMore's goal is to introduce the essential lessons of STDs/HIV in a disruptive way, while Dear Long Beach leverages personal experience from various communities to talk about the story about this topic.

Even though Dear Long Beach is a response to connect with diverse constituents, this feedback struck me that: It's crucial to bring key stakeholder on board from the early stage of campaign development and understand their perspectives.

Also, after this conference, we were sure the second languages had to happen including Spanish and Khmer versions.



Other Local Events

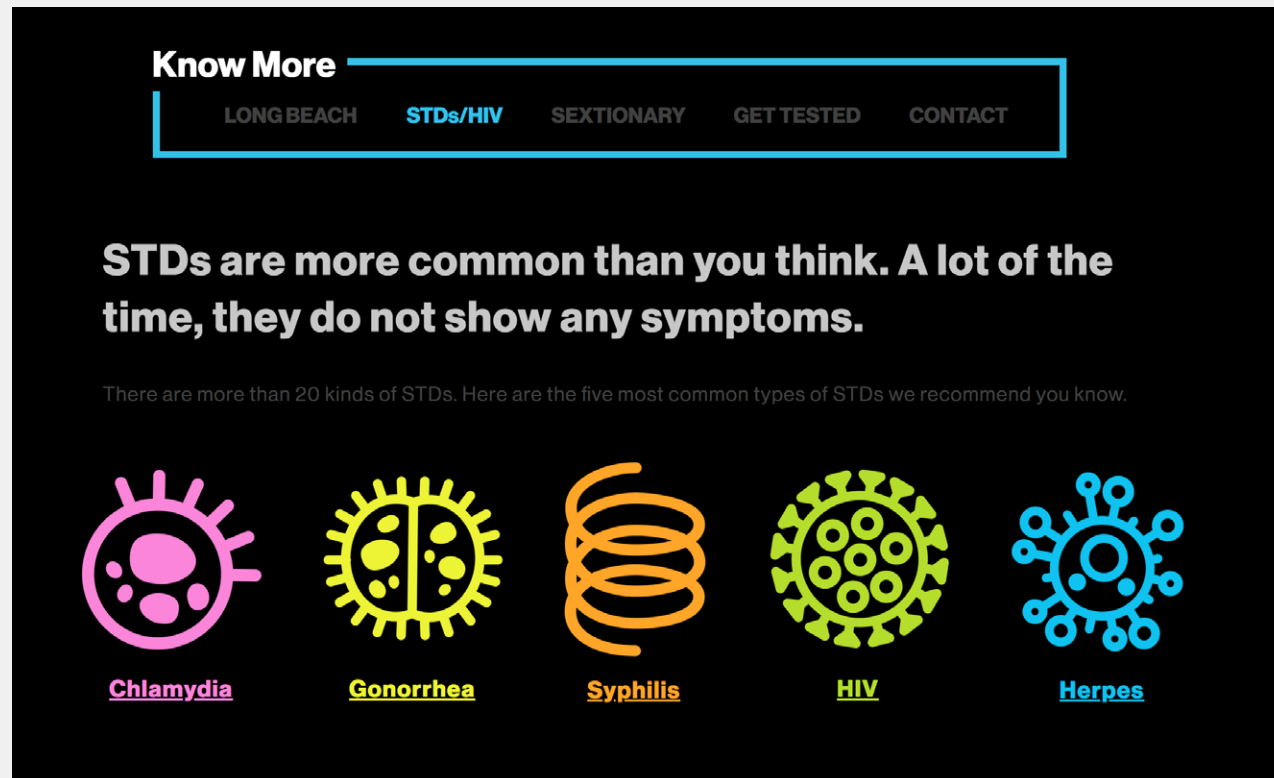
Some other events we joined:

- HIV Planning Group
- Uptown Pop-up event in North Long Beach



Last Phase: Getting Ready to Launch





Creating Digital Platform

Leveraging the initial design language and website concept, I developed a website for the KnowMore campaign. The goal of this website is to provide information about testing locations and the knowledge about STDs.

The website communicates the messages of 1)STD overview in Long Beach 2)introduction of STDs and sexual health 3)testing locations 4) STD/HIV resource from the health dept.. The website can be seen at knowmorelb.com

Know More HIV

The only way to know you have HIV is to get tested.
Find testing locations near you [here](#).

- What is Human Immunodeficiency Virus (HIV)?

HIV is a viral STD that can lead to AIDS. It weakens your immune system and makes it very difficult for your body to fight off infections and diseases. HIV can lead to Auto Immunodeficiency Syndrome(AIDS).

Currently, there is no cure for HIV. Once you have it, it stays for life. However, you can manage HIV with medication.

+ HIV is a serious infection.

+ What are the symptoms?

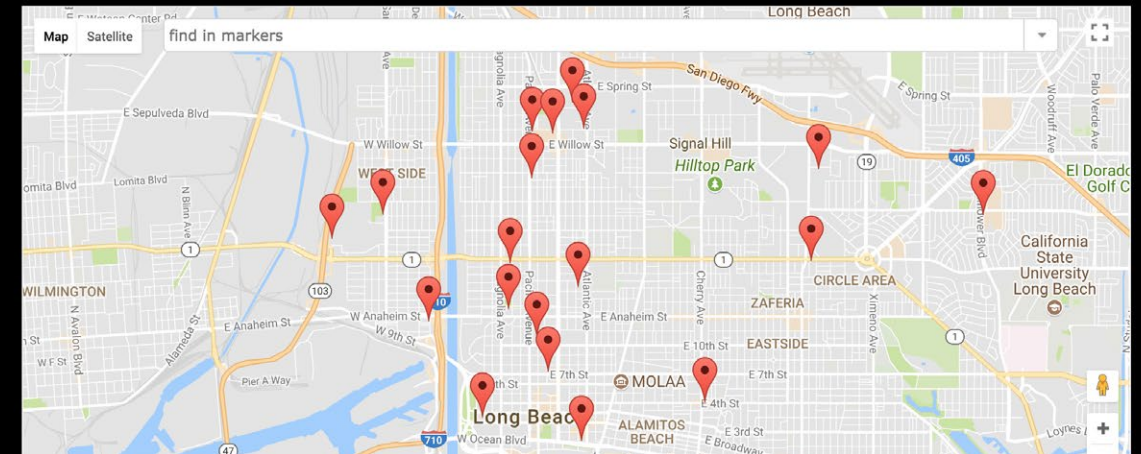
+ Can I get HIV? How do I prevent it?

+ HIV can be managed with medical care.

We can't stress this enough. If you are sexually active, get tested regularly.

You may be able to get free STD testing or testing at a reduced price depending on your health insurance, healthcare aid, or age. Some locations also provide free or low-cost STD testing depending on your income.

Find testing sites near you:



North Long Beach [90805]

North Long Beach has the most recorded chlamydia cases occurred and has one of the highest rates of gonorrhea.

Come find KnowMore in your neighborhood, and know more about STDs! [KnowMore locations](#)

Hover over your neighborhood to know more





Long Beach Pride

We joined the Long Beach Pride right before the campaign launched. This event was the first time we used the actual campaign materials manufactured by vendors. The quality was refined and was able to handle a large quantity for an event like this. The condoms were a great hit.

The Pride was at the end of my fellowship. This campaign still needs HIV/STD Surveillance team to evaluate how effective these materials are after they launch.



Campaign Launch

The KnowMore STD campaign was launched in early June 2018. Materials can be seen at bus shelters, LB transit, and some local clinics/organizations. The team members are still working on disseminating the materials throughout Long Beach.

From talking to a 17-year old kid about STDs to presenting in Public Health Conference, this fellowship was a precious experience for me to figure out how to storytell the message, and more importantly, to listen to the responses from the communities.

Thank you, Belinda and the team for all the teamwork and support. The health department is like a big family.

Thank you, Ty, for all the guidance for the campaign materials.

Thank you, Harry, for prototyping together and make the final products up and running!

Last but not least, thank you, Susannah, for coordinating between ArtCenter and the health dept. and make this collaboration possible.

Thank you!

Long Beach Health Dept.

Belinda Prado
Matthew Franco
Maria Sanchez
Tania Trevino
Dam Meas

Repro Graphics

Harry Roberts

ArtCenter fellowship instructor

Tyrone Drake

Designmatters

Jennifer May
Susannah Ramshaw

