



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

Designmatters Fellowship  
Spring 2018

Shu Ou  
Product Design



My main task was to help coordinate and rollout an STD campaign in the City of Long Beach. Prior to my involvement, the campaign materials were initially developed in a Designmatters studio in the Summer of 2017. However, these concepts were not 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 was to throw myself into the neighborhoods of Long Beach. Prior to starting my fellowship, I conducted field research 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 programs 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 fellowship, I worked closely with the team to develop and refine content to communicate the sexual health problems associated with STD/HIV.

## Phase I: The Challenge

This was the first time Long Beach Health Dept. rolled out an STD campaign. We worked on these three parts:

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

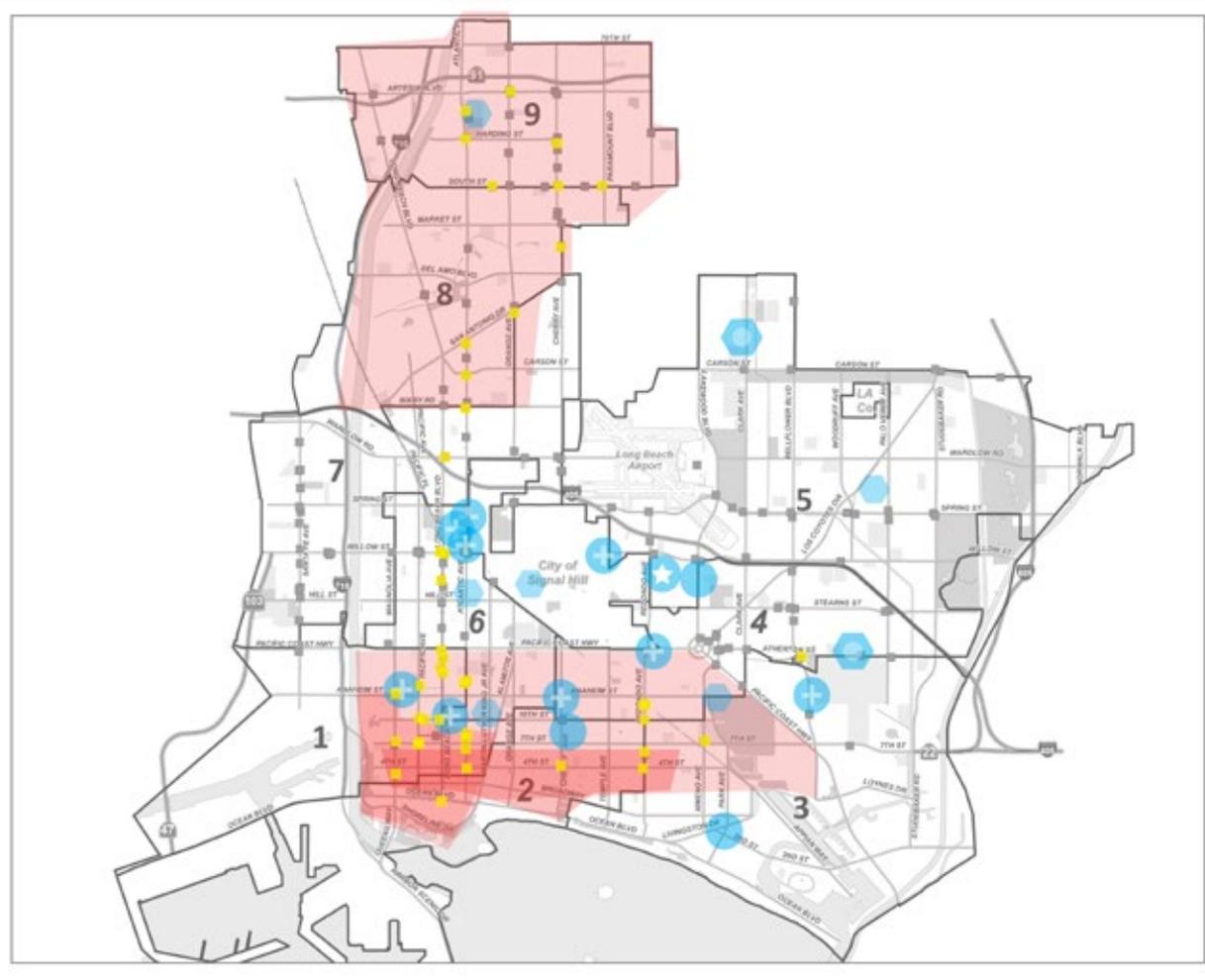


## Field research with the team

The first week we went into 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 materials.

Using this stage to touch base with local communities was very helpful for us to refine the language we use in the campaign, and develop content inclusively.





## 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 of the key partners; organizations/clinics/schools. This plan also included the public advertisement platforms available to us. This map became the foundation for us to search out these contacts.

### 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.

**Know More Syphilis**



**What is syphilis?**

Syphilis is an STD caused by a bacterium called *Treponema pallidum*.

- + Syphilis was nearly eradicated in 2000 but since then Long Beach has seen a steady increase. Rates have greatly increased among some groups such as men who have sex with men.
- + Syphilis can be cured with antibiotics. If left untreated, syphilis can cause permanent damage to the heart, brain, and other organs. *Mercury syphilis can*

**Why is it serious?**

If left untreated, syphilis can affect the heart, brain and other organs.

- + Damage becomes apparent in the final stage of syphilis, known as tertiary or late syphilis. This stage often occurs decades (10 years or more) after infection.
- + Complications can include damage to the skin, bones and internal organs; neural problems including swelling of the brain, blindness, seizures, and insanity; and damage to blood vessels and the heart. These complications can lead to death

**What are the symptoms?**

Syphilis is an STD with stages.

**Primary Syphilis:** A painless sore (or chancres) called a chancre appears on, and, or inside the penis, vagina, mouth, anus. The chancre appears 10-90 days after exposure. Many people never notice the chancre because it may be inside the vagina or somewhere less visible. Chancres generally last 2-5 weeks and can disappear on their own.

**Secondary Syphilis:** A few weeks after the chancres disappear, a rash may appear on the body, hands, and/or soles of your feet.

**Latent Syphilis:** Symptoms usually disappear on their own and the person is less likely to transmit to sex partners. However, the disease is still in the body and can cause serious complications.

**Early Latent:** Usually no symptoms and less likely to transmit to sex partners. A subcategory of latent syphilis. When the initial infection has occurred within the previous 12 months.

**+ If you have any symptoms, ask your doctor about a test for syphilis.**

**It will remain in the body and can cause serious damage if untreated.**

**Could I have it?**

**Get checked.**

**Ways to protect yourself:**

- + Latex, polyurethane condoms offer some protection, but may not be 100% effective.
- + Infected pregnant women with syphilis can pass it to their unborn child during pregnancy.

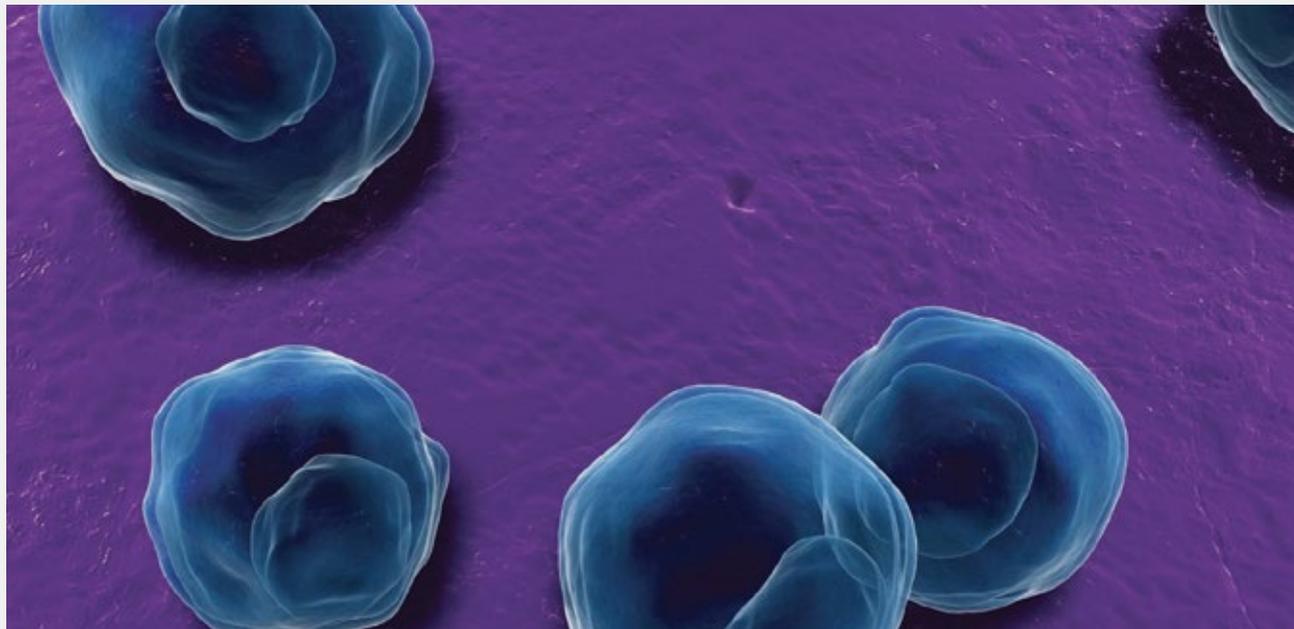
**Get checked.**

**Ways to protect yourself:**

- + Latex, polyurethane condoms offer some protection, but may not be 100% effective.
- + Infected pregnant women with syphilis can pass it to their unborn child during pregnancy.

## Refine graphics and develop content

I worked with the team to develop the content of the campaign brochures. We wanted to make sure this information was in line with the facts from the Centers for Disease Control and Prevention (CDC) and the Health Dept. reports, but at the same time, keep the conversational lingo from the initial design.





## Getting ready for mass production

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

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



## 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	Paninsula High School For The Arts

	A	B	C	D	E		
14	1	Item	Material	Size	Quantity	Est. \$	
15	2	KnowMore					
17	3	Bus shelter	Backlit material	70"x48"	16	1,427.41	
18	4	Bus Card	24 Point C15, Laminated	28"x11"	300	1,945.68	
19	5	Indoor (L) posters	illustration board	24"x36"	68	1607.16	
20	6	Indoor (S) posters	semi-gloss(or silk) digital print paper	12"x18"	350	333.85	
21	7	brochure	semi-gloss(or silk) digital print paper	11"x17"	3600	4152	
22	8	Condu		8.5"x11"	1500	775.93	
23	9	Sticker KnowMore			Week 5 (2/25-3/2)	Week 6 (3/4-3/10)	Week 7 (3/11-3/17)
24	10	Banner Planning	Construct geographic plan		List out priority tier		(3/14)LB HIV Planning group
25	11		Confirm with public work		Bus shelter/LB transit		
26	12		Field connection			Reach out to field	Confirm location
27	13	Medium posters	Convert to different format	Define / Convert to different format(size)			
28	14		Remake pattern	Remake pattern			
29	15		Logo Kerning	Logo Kerning			
30	16	Other medium	Banners			Define/design spec	
31	17		Packaging	Finalize design/get quote/ est \$			
32	18		Sticker			Confirm diecut	
33	19	LB HIV Planning		Finalize print		Sent Print/Refine presentation	set up
34	20	Public Health Week					Finalize print/Sent Print



## 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 they feel when they talk about sexual health and STDs, 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 where 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.

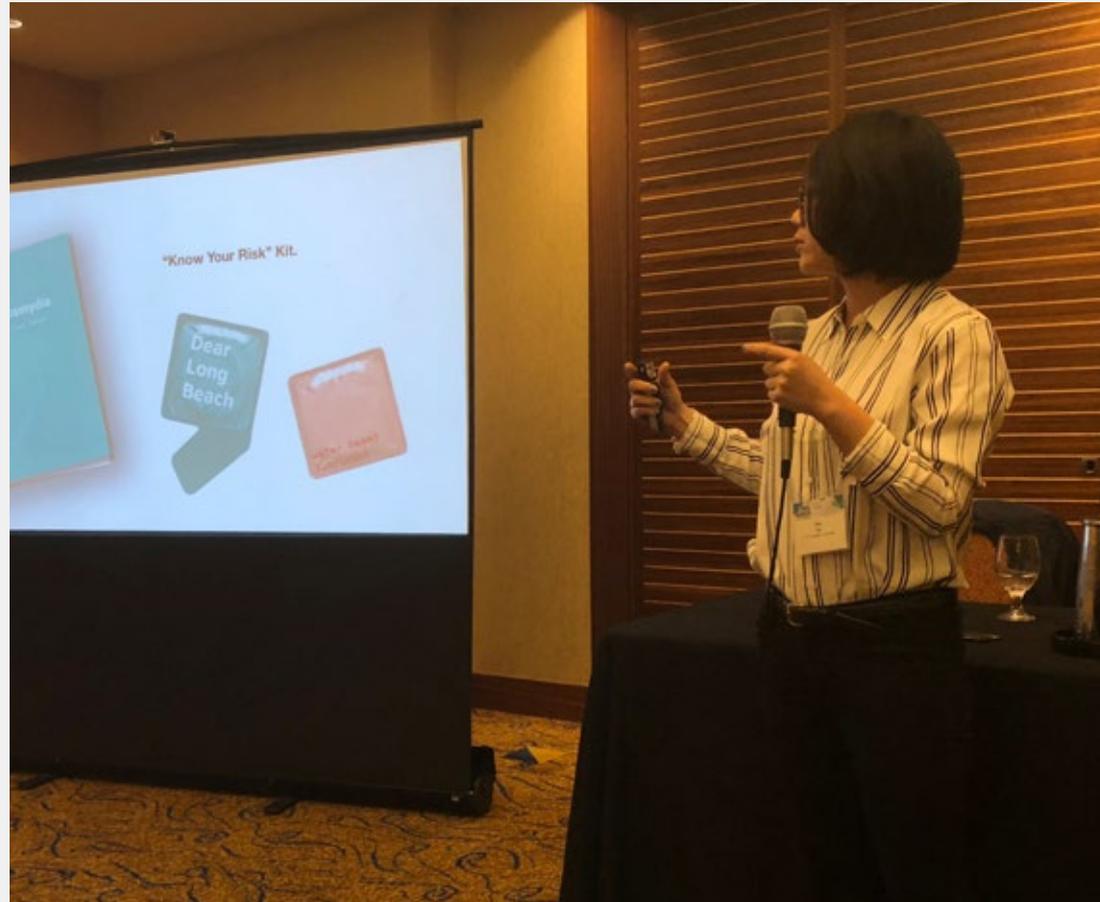


## My Brother's Keeper

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 about the campaign material and their understanding of STDs. 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 an enthusiastic response, critical feedback, and offers 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 communicate 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 stages of campaign development and understand their perspectives.

Also, after attending this conference, we were convinced that the second languages had to be implemented, including Spanish and Khmer versions.



## Other Local Events

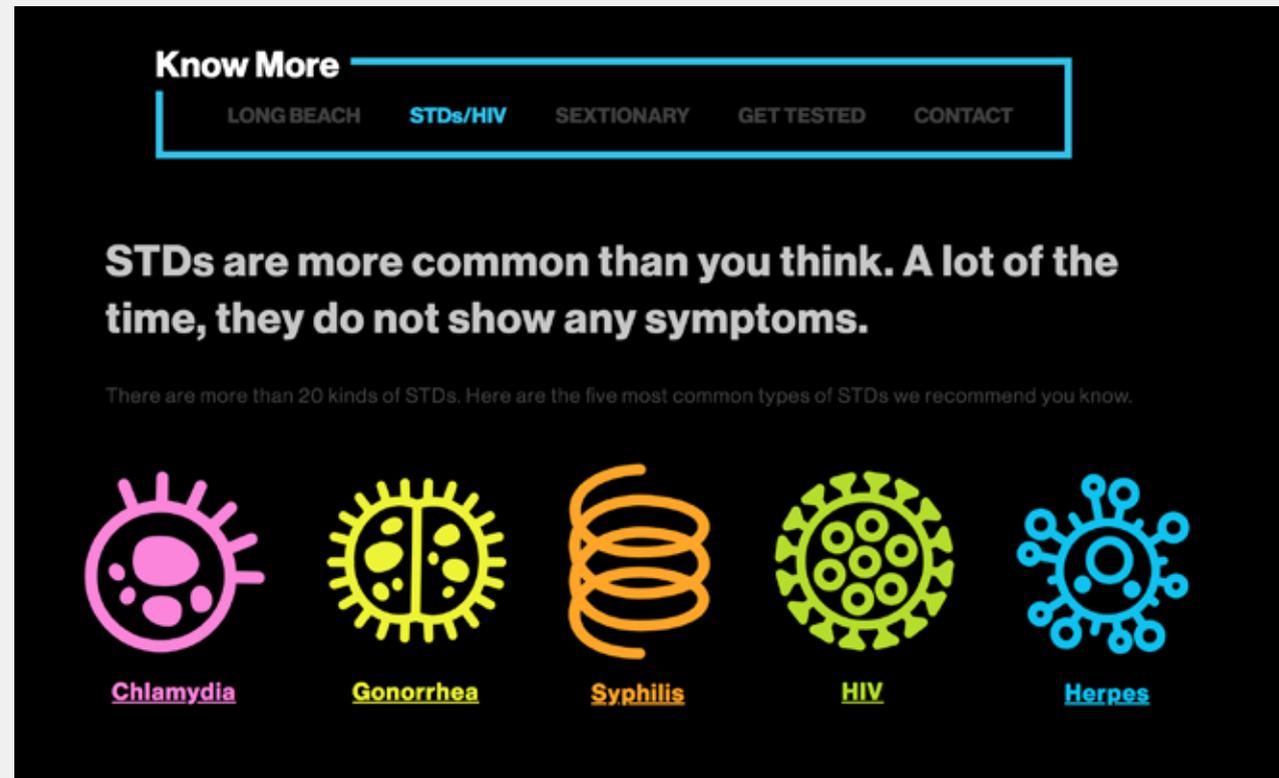
Some other events we joined:

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



## Last Phase: Getting Ready to Launch





## Creating The 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 resources from the health dept.. The website can be seen [here](#).

# 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.

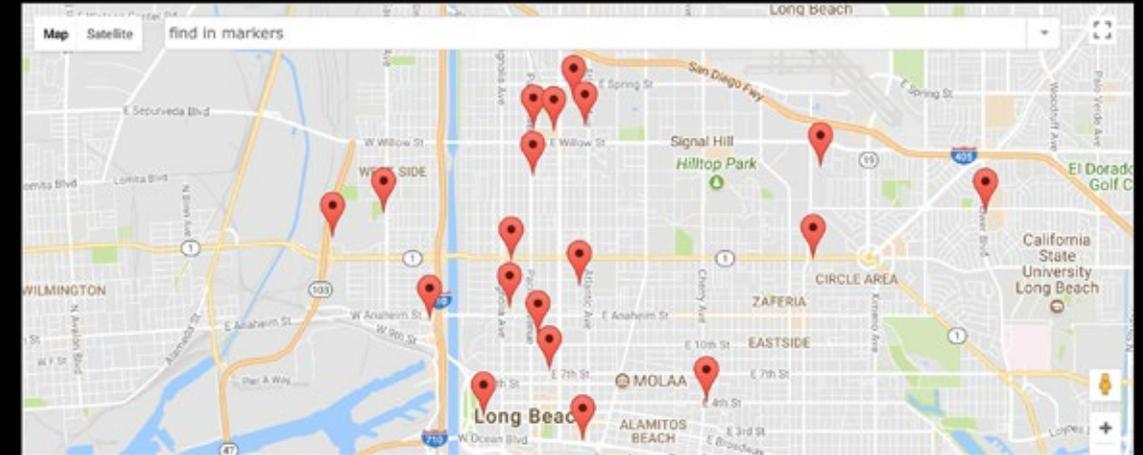
- + HIV is a serious infection.
- + What are the symptoms?
- + Can I get HIV? How do I prevent it?
- + HIV can be managed with medical care.

Syphilis Herpes →  
← STDs/HIV HOME

## 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 mass producing the materials was better suited to 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 the 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 for making the final products up and running!

Last but not least, thank you, Susannah, for coordinating between ArtCenter and the health dept. and for making 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

