

## **Revamp Your Education Material – Carl Sivertsen (Fairfax County Health Dept)**

- a) History of outreach program
  - i) Prior to 1999 – no program
  - ii) 1999-2000
    - (1) Blue flyer
    - (2) Poor quality
    - (3) Worked because it was new and unusual
  - iii) 2003
    - (1) Hired a graphic artist
    - (2) Developed new brochures and materials
  - iv) KAP Study – 2004
    - (1) New materials developed based on results
    - (2) Developed posters
      - (a) Too big
      - (b) Weren't utilized
  - v) 2005
    - (1) Demand for flyers decreased
    - (2) Developed Fight the Bite calendar
  - vi) 2006
    - (1) Demand for calendars was strong
    - (2) Demand for public appearances was high
      - (a) New look every year
      - (b) Big visible cover
    - (3) Demand for brochures continued to decrease
  - vii) 2007
    - (1) Created a new look for brochures
      - (a) New cover
      - (b) New pictures
      - (c) Same message
    - (2) Demand increased
- b) Lessons learned
  - i) Outreach materials have about a 3 year shelf life
  - ii) Improve
    - (1) Paper quality
    - (2) Graphics
    - (3) Pictures
    - (4) Layout
  - iii) Don't get comfortable
  - iv) KEEP IT NEW
- c) 2008
  - i) Continue to use current "new" brochures
  - ii) Plan to change the covers in about 2-3 years
  - iii) Create a booklet to be mailed to residences
    - (1) English versions
    - (2) Spanish versions
  - iv) Fight the Bite calendar – given to schools
- d) Keep your message but give them new life