

## Design Matters! Integrating Design into Public Health Communications: 2 Case Studies

### HEALTH COMMUNICATION MATTERS! WEBINAR SERIES September 3, 2015

#### Design Thinking Tool-Kit Resources

- [The Field Guide to Human-Centered Design](#). IDEO. Design Kit. 2015
- [Frog Collective Action Toolkit](#). Frog Design. 2015

#### Case Studies:

- [Project U: HIV-AIDS Awareness Campaign](#) with LAUSD. [Project U website](#).
- [Es Tiempo Campaign](#)

#### Health Literacy

- [Health Literacy: Undervalued by Public Health? A tool for public health professionals](#). Tammy Pilisuk. August 2011.

#### Resources shared by Participants:

- [Take Control Philly Campaign](#). Philadelphia Department of Public Health. 2015.
- [Supporting Our Women: Pacific Islander Women's Pap Testing Project](#). Weaving an Islander Network for Cancer Awareness, Research, and Training (WINCART). 2015

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Questions? Please email the Center for Public Health Practice (CPHP) at [cphp@berkeley.edu](mailto:cphp@berkeley.edu).