



Innovative Creative Solutions for Mission-Driven Clients

ABOUT US

Abt Associates has evolved into an enterprising, mission-driven agent of social change. It is the boldness and insight of its founder and the keen minds of its staff that **Abt's Creative Studio** draws upon to deliver innovative design solutions that further support our mission to improve the quality of life and economic well-being of people worldwide.

Abt's in-house creative studio leverages the collective expertise of our technical staff, coupled with the global reach of our field personnel, to deliver compelling communications products that educate, inform, and affect change among diverse audiences across the globe.

Our commitment to excellence, dedication to achieving our clients' missions as well as our own, and our passion for creativity are the key ingredients to the special blend of services available through **Abt Associates**.

OUR WORK

Finding the perfect mix of products to support a communications campaign, education effort, or social marketing initiative begins with a strategy for materials development. We use a creative brief to guide all product development. This ensures that our visual approach and key messaging aligns with your program goals. It eliminates unanswered questions, false starts, and provides a solid foundation for the creative solutions that follow.

CREATIVE CONSULTING

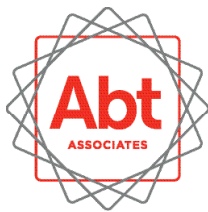
- Creative direction
- Project management and budget administration
- Communications plan development
- Target audience positioning
- Partnership development
- Marketing and dissemination strategies
- Product recommendations
- Social media plans
- Event planning and support
- Message development and testing
- Client pitches and presentations
- Stakeholder engagement strategies
- Communications evaluation/metrics

DESIGN SERVICES

- Concept and product development
- Branding and campaign development
- Website design and development
- Information architecture/mapping
- Usability testing/persona development
- Logo creation
- Color and photo selection
- Custom process graphics and diagrams
- Infographics and data visualization
- Exhibit design and event collateral
- Multimedia and e-learning products
- Video production and voiceover narration
- Script development and storyboarding
- Posters, banners, and other signage

Abt Associates ©

COMMUNICATIONS CAPABILITIES



CREATIVE & INTERACTIVE DESIGN

Abt's award-winning creative studio delivers innovative print and digital solutions through a blend of carefully-crafted messages, visionary designs and thoughtful strategies for targeted dissemination. We help clients translate and transform ideas for diverse audiences by exploring customized, relevant and useful ways to communicate and package information.

Visual Identity & Branding

Abt works to uncover our clients' unique value proposition to create a customer experience that leaves a recognizable and memorable impression among audiences. We infuse market research and an audience-centric approach to develop brand strategies that deliver targeted content, persuade values and behaviors, and position products and programs. We design a visual identity communicate and reinforce the value, tone, voice, and personality of the brand.

Campaign & Product Development

Abt delivers collaborative, cost-competitive, and cutting-edge creative solutions by finding the perfect mix of products to support your communications campaign or marketing initiative. We begin with a strategy and vision for product development. Our creative brief guides all we do—from brainstorming, to kickoff, to concepts, to launch. We use the brief to ensure brand consistency and alignment with your mission, objectives, and communication goals.

e-Learning Tools & Training

Online training courses have risen to the top of the best ways to reach geographically-dispersed audiences in a time where budgets for in-person instruction and travel have decreased. E-Learning tools allow users to learn anywhere at any time. Abt provides several dynamic features for online tutorials including white boarding, flipbook-style pages, and scrolling features for self-paced or instructor-led sessions. The addition of interactive quizzes, audio clips, and video segments add to the versatility of the virtual learning experience.

Infographics & Data Visualization

With shorter attention spans and competing messages from a variety of channels, infographics are used more every day to display nuggets of information that are to the point, factual, and colorful. Data visualization is the wave of the future and Abt works to develop simple, visual illustrations that quickly convey the meaning behind complex data.

Websites

Technology has revolutionized the way we can share our work with more energy, more personality, and more impact. We produce site designs, information architecture plans, and navigation systems tailored to your audiences to promote usability and accessibility and with 508 compliance. Through content management systems, search engine optimization, and custom-designed layouts, Abt can educate, inform, and build awareness of virtually any topic with a click of the button.

Video Production

Video grabs people. From YouTube viral clips to short commercials on your Facebook feed, videos are how brands, organizations and businesses are getting their messages out to the consumer. Abt leverages the full complement of its in-house studio, visual storytellers, voiceover talent and production expertise to develop scripts and create videos that educate, entertain, and inspire viewers in a format that is cost-effective, mobile-friendly and measurable over time.

Abt Associates ©

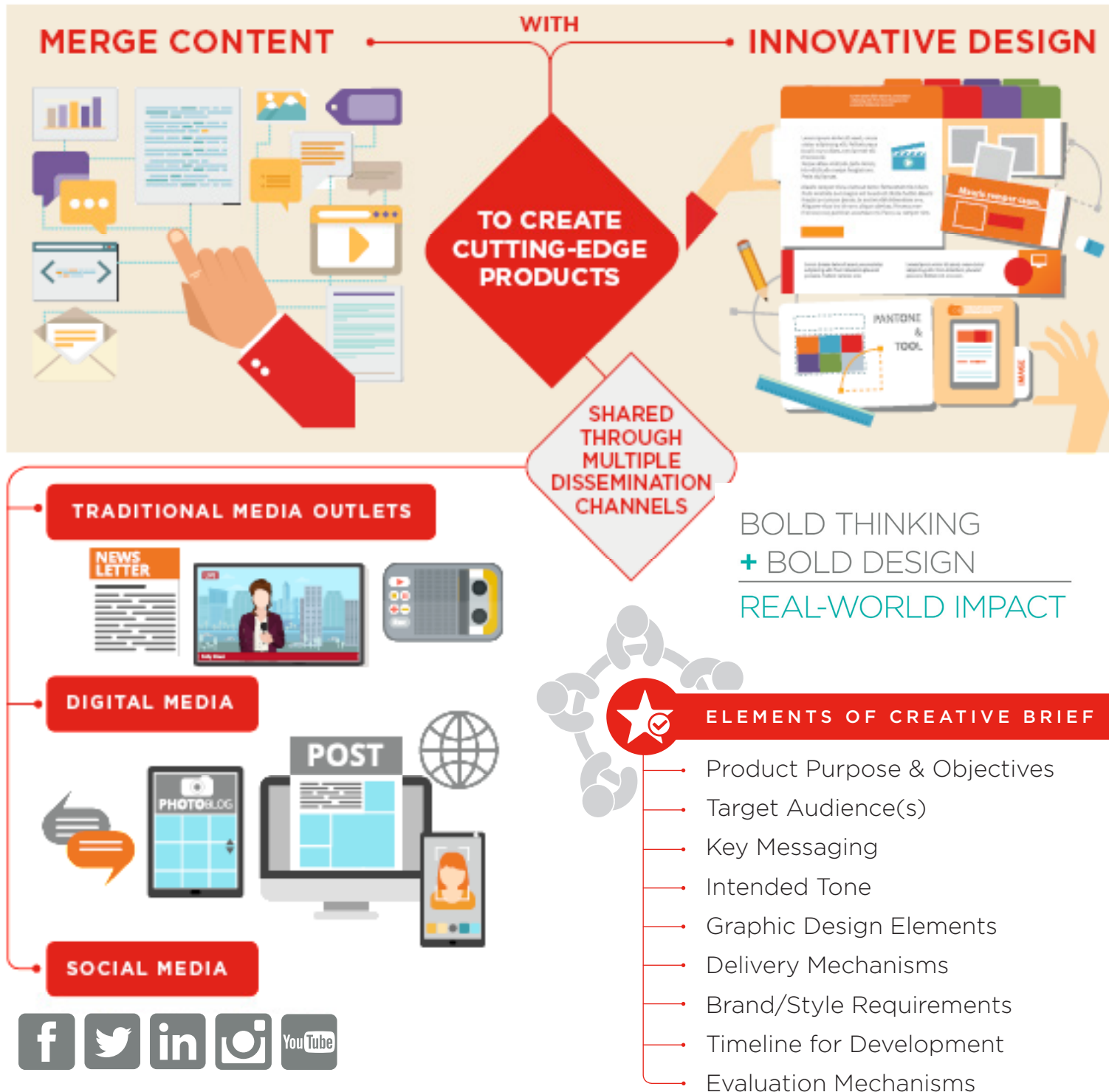
COMMUNICATIONS CAPABILITIES

Designing

Visionary
Communications
Products

Our process delivers:

- Compelling messages, engaging images, and complementary design features that will enhance the appearance of print, digital, and multimedia materials
- Brand and message consistency across clients' programs that aligns with and complements the mission and allows constituents to connect with its messages to achieve communications goals
- Compliance with all client brand identity standards, editorial guidelines, and graphics specifications, and Government Printing Office requirements
- Collaborative, cost-competitive, and customized creative solutions developed with a commitment to excellence and quality



Behavior Change Packages & Toolkits

PRINT & DIGITAL

PRINT AND DIGITAL

The **Abt Team** goes the extra mile to design actionable, user-friendly, and attractive print publications that encourage readers to take notice. Exploring new ways to package traditional reports, training materials, and consumer publications is key to delivering valuable, easily digestible, and visually-engaging information. From factsheets to brochures, to pocket guides and toolkits, we infuse an audience-centric approach to delivering evidence-based insights to a variety of diverse populations.

SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION

Mental Health in My Community Toolkits

Design, Layout, Custom Graphics and Infographics, 508-Compliance

Change Package for Community Organizations

RELEVANT PROJECT CASE STUDY

To help community-based organizations (CBOs) address mental health issues, we designed a change package which included three distinct parts—an information brief, planning and discussion guide with a custom infographic as the hallmark to each guide. This series was unveiled at a White House Press event and shared during various CBO events and SAMHSA-sponsored outreach activities.

3-Part Change Package: Info, Planning, and Discussion Guides



Behavior Change Packages & Toolkits

PRINT & DIGITAL

AGENCY FOR HEALTHCARE RESEARCH AND QUALITY

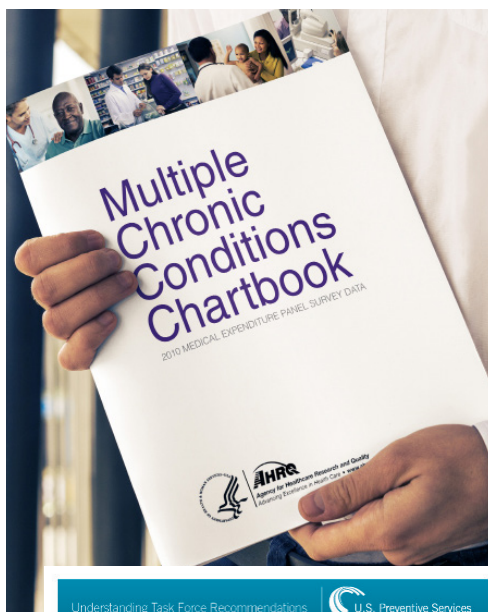
USPSTF Clinical Preventive Services and Multiple Chronic Conditions Toolkits

Design, Layout, Custom Graphics and Infographics, 508-Compliance

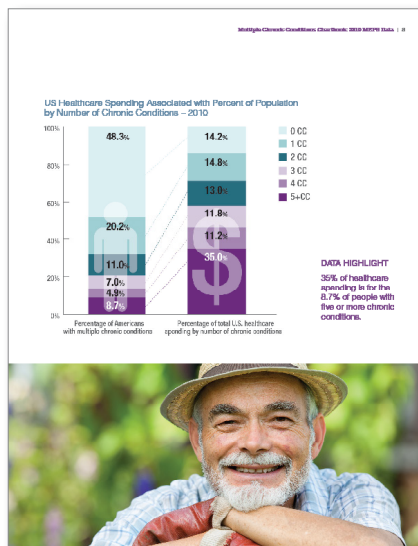
Change Packages for Healthcare Providers and Health Practitioners

RELEVANT PROJECT CASE STUDY

Abt's creative team developed a series of dissemination materials on over 25 different topics in support of several AHRQ initiatives designed to achieve the Nation's prevention and wellness goals. We created toolkits, project summaries, web page content, infographics, and trainee case studies used during stakeholder meetings and other events with federal partners, professional provider organizations, and health policymakers.



28-Page Chartbook



Understanding Task Force Recommendations U.S. Preventive Services Task Force

Screening for Depression in Children and Adolescents

The U.S. Preventive Services Task Force (Task Force) has issued a **final recommendation statement** on **Screening for Depression in Children and Adolescents**.

This final recommendation applies to children and teens up to age 18 who have not been diagnosed with major depressive disorder (MDD). This recommendation focuses on screening for MDD and does not address screening for other depressive disorders, such as minor depression. The Task Force focused on MDD because of the serious impact that MDD can have on the life of a child or teen, including an increased risk of suicide.

What are depression and major depressive disorder?

Depression is a condition that causes a person to have feelings of sadness that do not go away. Depression can affect thoughts, feelings, behavior, and physical health.

Major depressive disorder (MDD) is a serious form of depression that lasts for two weeks and interferes with a person's ability to function at home, school, and interact with friends and family.

Screening for Depression in Children and Adolescents

What is the U.S. Preventive Services Task Force?

The Task Force is an independent, volunteer panel of national experts in prevention and evidence-based medicine. The Task Force works to improve the health of all Americans by making evidence-based recommendations about clinical preventive services, such as screenings, counseling services, or preventive medicines. The recommendations apply to people with no signs or symptoms of the disease being discussed.

To develop a recommendation statement, Task Force members consider the best available science and research on a topic. For each topic, the Task Force posts draft documents for public comment, including a **draft recommendation statement**. All comments are reviewed and considered in developing the final recommendation statement. To learn more, visit the **Task Force Web site**.

Grade	Definition
A	Recommended
B	Recommended
C	Recommendation depends on the patient's situation
D	Not recommended
I statement	There is not enough evidence to make a recommendation.

Click Here to Learn More About Depression

- Depression (Medical Fact)
- Depression in Children and Adolescents (National Institute of Mental Health)
- Get Your Teen Screened for Depression (YouthLink.org)
- National Suicide Prevention Hotline (SuicideHotline.gov)



USPSTF Draft Recommendation: Statin Use for the Primary Prevention of Cardiovascular Disease in Adults

Population: 40 Years Old or Older, No Sign, Symptoms, or Past History of CVD, Low-Density Lipoprotein (LDL) Cholesterol Level Less than 190 mg/dl

40 to 75 Years Old	76 Years Old and Older
At Least One Risk Factor for CVD (i.e., Dyslipidemia, Diabetes, Smoking, or Hypertension)	
10-Year Risk of a Cardiovascular Event that is 10% or Greater*	10-Year Risk of a Cardiovascular Event Between 7.5% and 10%*
B Grade Recommended	C Grade Recommendation depends on the patient's situation
	I Statement There is not enough evidence to make a recommendation for or against use

*This can be calculated using the American College of Cardiology / American Heart Association cardiovascular risk calculator: http://my.americanheart.org/professional/StatementsGuidelines/PreventionGuidelines_UCM_457638_SubHomePage.jsp

Facts about Depression

Depression can have many different symptoms and can range from mild to severe. MDD is a serious form of depression that interferes with the ability of children and teens to carry out their daily activities, relate to others, and grow up to be people with MDD usually experience periods of time when they feel sad most of the time and where they have lost interest in activities that they used to enjoy. Some children and adolescents with MDD may worry about school or family matters. Children and teens with MDD have an increased risk of depression and other mental health problems when they become adults. They also have a higher risk of suicide.

Risk factors for MDD in children and teens include a family history of depression, having had depression before, having other mental health, behavioral problems or a chronic medical illness, being overweight or obese, and being fearful of MDD is higher for teens than for children.

Other factors also can increase the risk of MDD. These factors include childhood abuse or neglect, exposure to traumatic events (including natural disasters), doing poorly in school, uncertainty about sexual orientation, loss of a loved one, end of a romantic relationship, family conflict, and having low socio-economic status.

Click Here to Comment on the Draft Recommendation

The Task Force will review comments on the draft recommendation statement from September 8 to October 5, 2015.

All comments will be considered in developing the final recommendation statement.

February 2016 Task Force FINAL Recommendation Statement

Comment Period from September 8 to October 5, 2015 Task Force DRAFT Recommendation Statement

Behavior Change Packages & Toolkits

PRINT & DIGITAL

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD)
Annual Homeless Assessment Report to Congress

Report Branding, Infographics & Illustrations, and 508-Compliance

Reference Guide and Summary Report for Multiple Stakeholders

RELEVANT PROJECT CASE STUDY

To highlight annual homelessness trends in a report to Congress, Abt's creative team designed a two-part report including a user-friendly reference-style flip guide with enhanced charts, custom infographics and illustrations, and a tiered-tab structure to organize and present findings relevant to key audiences.

Templated Data Sections by Population



Infographics to Illustrate Homeless Demographics by Population

Communications Support for EPA

U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA)

Award-Winning Design, Layout, Custom Infographics and Social Media, 508-Compliance

RELEVANT PROJECT CASE STUDY

Abt Associates supported publication of the USGCRP's *The Impacts of Climate Change on Human Health in the United States: A Scientific Assessment* report by developing the following items for EPA's Climate Change website: 8 fact sheets; 8 corresponding outreach toolkits with PowerPoint slide shows and social media text/graphics, which were distributed to medical professionals, medical associations, and nonprofit groups; an interactive online quiz that synthesizes highlights of the report and educates citizens about the health risks of climate change in the United States; and a life stages health infographic that visually illustrates how everyone can be impacted by climate change throughout their lifetime. Abt Associates also developed accessible, large-font versions of the fact sheets and managed the Spanish translation of the fact sheets and short messages for the outreach toolkits. This campaign won a 2016 Gold MarCom award for a "research/study marketing campaign."



Communications Support for EPA

Tool and Fact Sheet Design, Layout, Custom Infographics

Climate and Clean Energy Coalition (CCAC) support

RELEVANT PROJECT CASE STUDY

Abt supports EPA's Climate Change Division (CCD) in its role as a lead partner of the Climate and Clean Air Coalition's Municipal Solid Waste Initiative. Abt supports the Waste Initiative in a wide range of technical, outreach and communications, capacity building, and resource development activities. We assist EPA with numerous outreach and communications activities, including producing case studies, fact sheets, posters, and infographics. We help plan and facilitate workshops and trainings for cities, to share information about best practices and technologies. We also help EPA disseminate information about its work and accomplishments under this program.



Communications Support for EPA

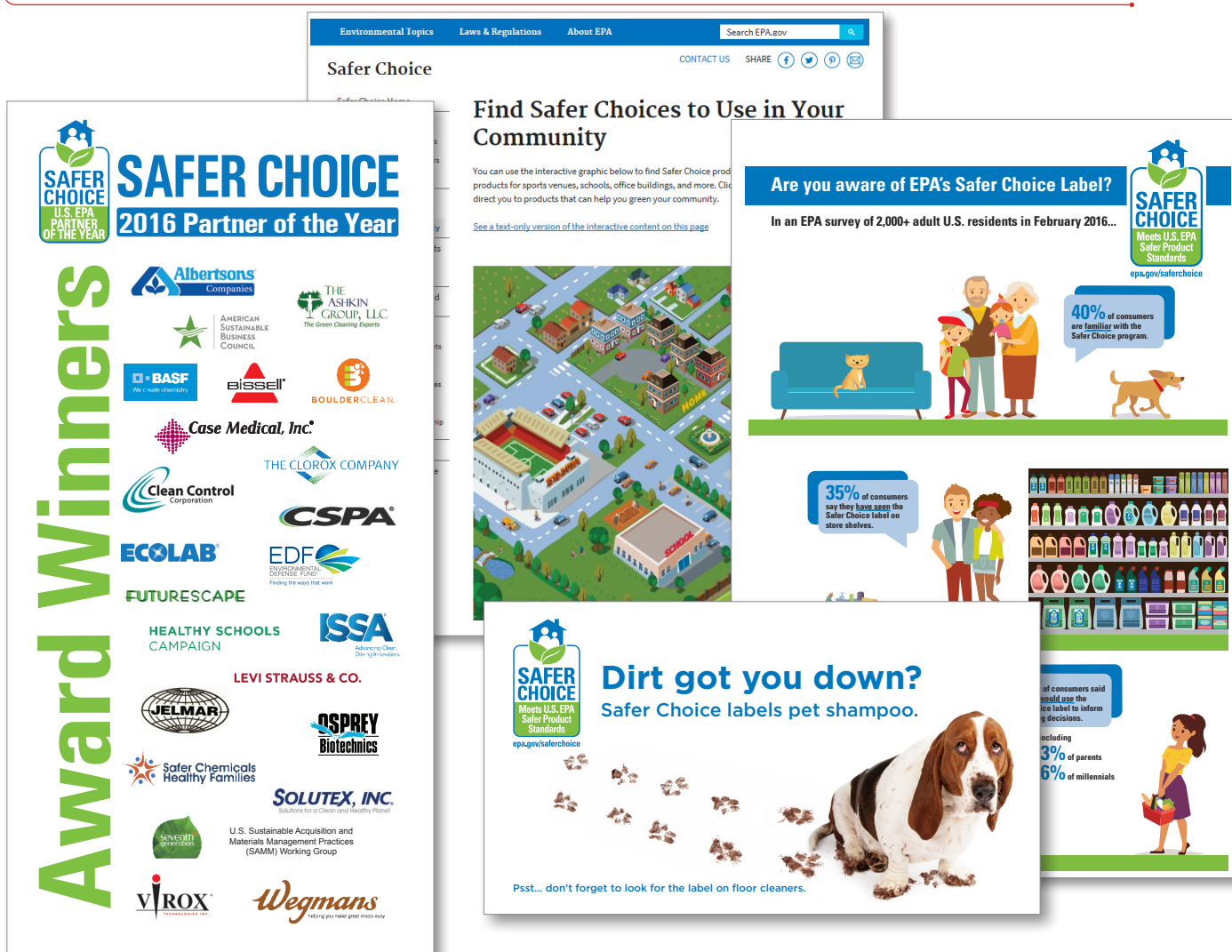
U.S. ENVIRONMENTAL PROTECTION AGENCY (EPA)

Website Design, Digital Publications, Social Media Assets, Conference and Event Materials

Safer Choice Program Support

RELEVANT PROJECT CASE STUDY

Abt Associates provides comprehensive communications support to EPA's Safer Choice Program, including research and planning, web design and development, digital and print materials, and social and interactive media. We also assist the Safer Choice Program in conducting partner outreach at conferences and trade shows, and in designing and implementing awards programs, such as the 2015 and 2016 Safer Choice Partner of the Year Awards. Abt supported EPA's effort to redesign the DfE label by gathering input on design options across multiple channels, including consumer focus groups, an online survey, and interviews and listening sessions with partners and stakeholders. The result is a new label that better conveys the scientific rigor and benefits of the program. The new Safer Choice label launched in 2015 and can be found on more than 2,000 consumer and institutional chemical-based products.



Behavior Change Packages & Toolkits

PRINT & DIGITAL

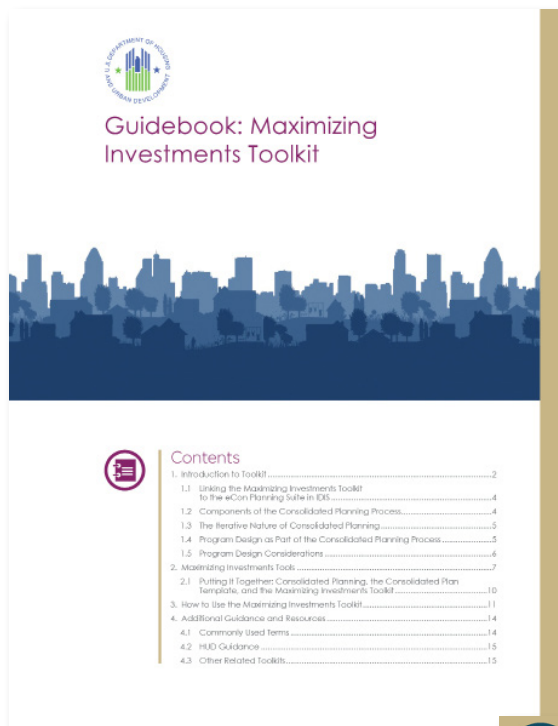
U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD)
Maximizing Investments Toolkit

Design, Layout, Custom Graphics and Infographics, 508-Compliance

Guidebook and Resource Publications for CDBG Grantees

RELEVANT PROJECT CASE STUDY

Abt's creative team designed this Toolkit to help grantees identify local housing and community development needs and determine how to use available resources most effectively to address those needs. We created an overarching toolkit with planning templates, checklists, resource sheets, and custom diagrams to help guide the process.



1.2 Components of the Consolidated Planning Process

Stage	Description
Consulting with Stakeholders	Grantees are required to provide opportunities for public participation and consultation while developing the Consolidated Plan. Grantees must summarize their citizen participation efforts, including efforts to broaden public participation, and summarize citizen comments or views on the plan, including comments not accepted and the reasons why they were not accepted.
Evaluating Performance	Tracking progress throughout the program year can help grantees identify and address issues that could otherwise lead to difficulty satisfying commitment and expenditure requirements. Tracking progress also gives grantees an opportunity to evaluate the effectiveness of their programs.
Determining Needs	The grantees should define the varying needs within the community in the areas of affordable housing, community development, and homelessness through a needs assessment and a market analysis.
Setting Priorities	The level of community need will likely always be greater than the resources available to meet the need. Accordingly, the first step of the Strategic Plan is to prioritize needs. Priority needs should be addressed by the goals outlined in the Strategic Plan.
Determining Resources	The grantees should identify the financial and organizational resources available to address priority needs, knowing that the level of resources available will play a key role in determining strategies and goals.
Setting Goals	Once priorities have been established, grantees must develop a set of goals based on the availability of resources and local organizational capacity.
Administering the Program	Grant administration and project implementation are critical to the success of programs. By assessing how programs are administered, grantees can ensure efficient and effective program operation.

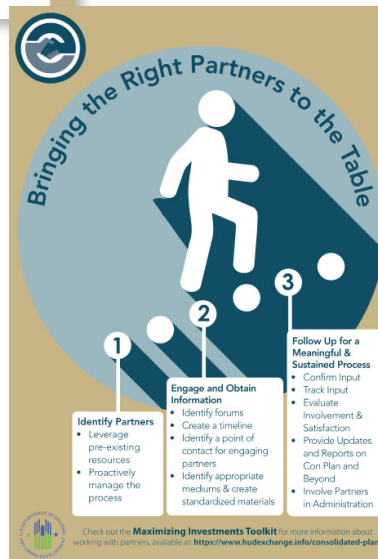
Icons Used Throughout Toolkit



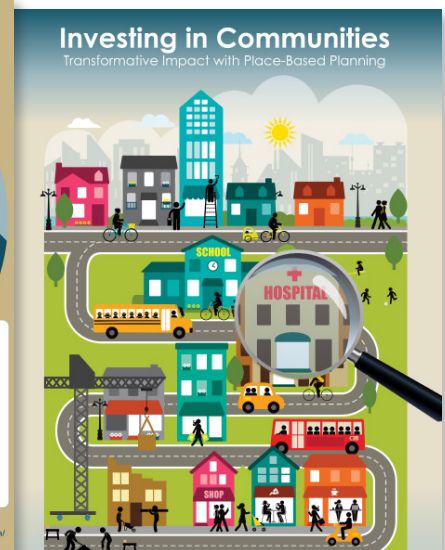
24-Page Toolkit



Custom Process Diagram



Posters for Grantee Offices



Focus investment where funds can make a difference
Build on assets • Link initiatives • Leverage resources • Set vision, goals, strategy for next 3-5 years

Youth Behavior Change Campaigns

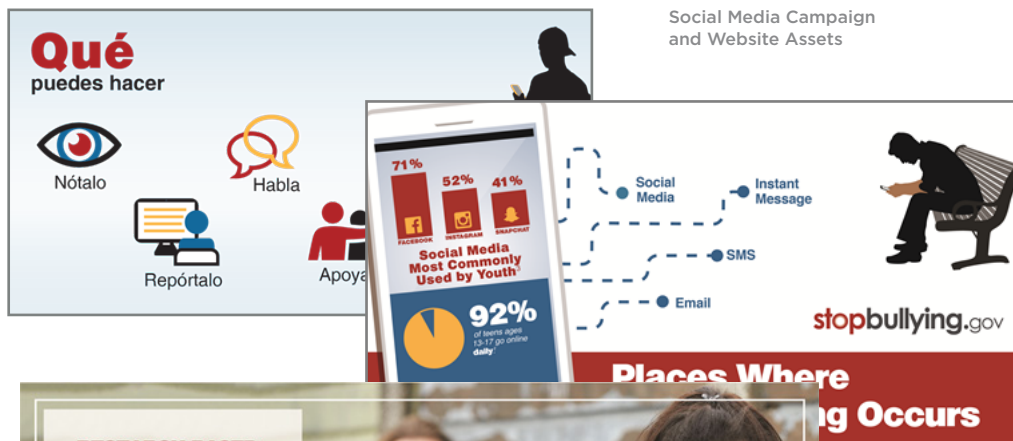
PRINT & DIGITAL

U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES

Health Resources and Services Administration

Design, Layout, Custom Graphics and Infographics, Social Media Assets

HRSA Stopbullying.gov Prevention Program



FACT SHEET stopbullying.gov

The Consequences of Bullying

It is important for parents and people who work with children and adolescents to understand that bullying can have both short- and long-term effects on everyone involved. While most research on bullying has been about children and adolescents who have been bullied, those who bully others are also negatively impacted, as are those who are both bullied and bully others, and even those who are not directly involved but witness bullying.

Children Who Have Been Bullied

Research has found that children and adolescents who have been bullied can experience negative psychological, physical, and academic effects.

Psychological Effects

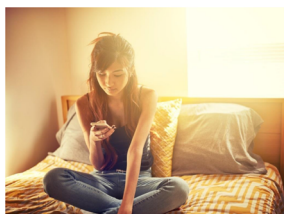
The psychological effects of bullying include depression, anxiety, low self-esteem, self-harming behavior (especially for girls), alcohol and drug use and dependence, aggression, and involvement in violence or crime (especially for boys). While bullying can lead to mental health problems for any child, those who already have mental health difficulties are even more likely to be bullied and to experience its negative effects.

Cyberbullying – bullying that happens with computers or mobile devices – has also been linked to mental health problems. Compared with peers who were not cyberbullied, children who were cyberbullied report higher levels of depression and thoughts of suicide, as well as greater emotional distress, hostility, and delinquency.

Physical Effects

The physical effects of bullying can be obvious and immediate, such as being injured from a physical attack. However, the ongoing stress and trauma of being bullied can also lead to physical problems over time. A child who is bullied could develop sleep disorders – such as difficulty falling asleep or staying asleep – stomachaches, headaches, heart palpitations, dizziness, bedwetting, and chronic pain and somatization (i.e., a syndrome of distressful physical symptoms that cannot be explained by a medical cause).

Being bullied also increases cortisol levels – a stress hormone – in the body, which typically happens after a stressful event. Stress from bullying can impact the immune system and hormones. Imaging studies show that brain activity and functioning can be affected by bullying, which may help explain the behavior of children who have been bullied.



Bullying and Suicide

Bullying is a risk factor for depression and thinking about suicide. Children who bully others, are bullied, or both bully and are bullied are more likely to think about or attempt suicide than those who are not involved in bullying at all.

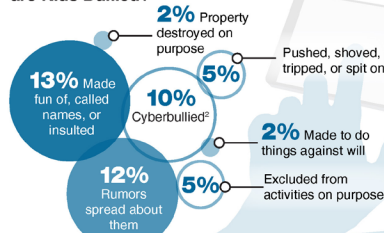
A Snapshot on Bullying in America

WHAT is Bullying?

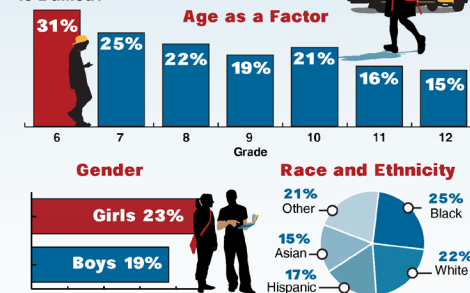
Bullying is **unwanted, intentional, and repeated** aggressive behavior among school-aged children that involves a real or perceived power imbalance – and if it happens with computers or mobile devices, it is called cyberbullying.



HOW are Kids Bullied?



WHO is Bullied?



IMPACTS of Bullying^{3,4,5}



PATHS to Prevent Bullying⁷



Learn More

Learn more about bullying and prevention at www.StopBullying.gov.

*Bullying may be a contributor to suicide. To learn more or get help: suicidepreventionlifeline.org or 1-800-273-8255.

¹U.S. Department of Education, press releases, new data show decline in school-based bullying." U.S. Department of Education, accessed August 2017, <http://www.ed.gov/newsroom/releases/2016/08/20160821-school-based-bullying>.
²StopBullying.gov, "Cyberbullying Facts," Cyberbullying Research Center, accessed August 2017, <http://stopbullying.gov/facts>.
³SAHMSA: Bullying and Suicide, "Substance Abuse and Mental Health Services Administration, accessed August 2017, <http://www.samhsa.gov/bullying-and-suicide>.
⁴StopBullying.gov, "Who is At Risk, Effects," U.S. Department of Health and Human Services, accessed August 2017, <http://www.stopbullying.gov/who-is-at-risk-effects>.
⁵First Street: Understanding Bullying, "Centers for Disease Control and Prevention, accessed August 2017, <http://www.cdc.gov/violenceprevention/firststreet/index.html>.
⁶The National Academies Press, Preventing Bullying Through Science, Policy, and Practice (Washington, D.C. 2016), 219-235.

Primary data is from the 2015 School Crime Supplement, U.S. Department of Education, unless otherwise noted.

stopbullying.gov

Consumer Education

PRINT & DIGITAL

Substance Abuse and Mental Health Services Administration (SAMHSA)

Report/Factsheets/Social Media Ad:

Design, Layout, Custom Graphics and Infographics, 508-Compliance

Surgeon General's Report on Alcohol, Drugs, and Health

RELEVANT PROJECT CASE STUDY

Abt is providing technical, logistical, and materials development assistance to SAMHSA in developing The Surgeon General's Report on Alcohol, Drugs, and Health. We conducted a literature reviews, managed review and clearance processes, designed, edited, and revised the Report to address comments, and provided a production-ready copy for printing by the Government Printing Office. Abt also prepared collateral materials to help translate and disseminate the report to key audiences, including fact sheets for a variety of stakeholder groups, and a promotional Toolkit consisting of infographics, social media materials for Facebook and Twitter, blog posts, listserv and other resources that other government agencies and interested organizations can use.



Communicating Best Practices

PRINT & DIGITAL

Centers for Medicare & Medicaid Services (CMS)

Program Identity:

Design, Layout, Custom Graphics and Infographics, 508-Compliance

Strategic Innovation Engine

RELEVANT PROJECT CASE STUDY

The Strategic Innovation Engine (SIE) advances CMS' six quality goals by rapidly moving innovative, evidenced based quality practices from research to implementation throughout the QIN-QIO program and the greater health care community. In addition to heading up the evaluation process, Abt leads the communications effort to identify, evaluate and spread these innovations. We developed the graphic identity, design and produce numerous collateral materials, disseminate eblasts and e-newsletters, and manage a Linked-In account. We created and maintain a stakeholder database of national organizations whose members are likely to submit applications and provide them with a toolkit of promotional materials, including social media posts, infographics, blog posts, newsletter articles and letters to encourage engagement.



Risk Communications Campaign

ZIKA READINESS - PUERTO RICO

Centers for Disease Control and Prevention (CDC)

Zika Readiness Digital Outreach Campaign in Puerto Rico

Design, Layout, Custom Graphics and Infographics, Animation

Prevention Messaging for Men with Pregnant Partners

RELEVANT PROJECT CASE STUDY

Zika virus can be sexually transmitted through vaginal, anal and oral sex, becoming the first mosquito borne virus that is linked to birth defects and can be transmitted sexually. The risk for sexually transmitted Zika can be eliminated by abstinence and reduced by correct and consistent use of condoms. Abt is currently working with CDC to develop a social marketing campaign targeting men with pregnant partners in high-transmission areas of Puerto Rico to (1) raise awareness, understanding and acceptance of the sexual risk and prevention of Zika and (2) promote acceptability and motivation to use of condoms among men with pregnant partners.



Risk Communications Campaign

ZIKA READINESS MATERIALS

Centers for Disease Control and Prevention (CDC)

Zika Print and Digital Outreach Campaign

Design, Layout, Custom Graphics and Infographics, Animation

Prevention Messaging for Multiple Audiences



Don't Bring Zika With You
Pack Smart. Protect Yourself.

- Wear long-sleeved shirts and long pants.
- Use insect repellent and reapply often. Keep using repellent for 3 weeks after you get home.
- Use door and window screens to keep mosquitoes outside.

U.S. Department of Health and Human Services
Centers for Disease Control and Prevention
www.cdc.gov/zika

Respuesta de los CDC al **ZIKA**

PREVENGA EL VIRUS DEL ZIKA

- Cúbrase la piel y use repelente de insectos
- Bote el agua acumulada
- Evite que los mosquitos entren a su casa
- Use condones

Aprenda más en espanol.cdc.gov/zika

EL ZIKA ESTÁ EN NUESTRA COMUNIDAD

Nosotros no conocíamos a alguien con Zika.

Nosotros como abuelos estamos protegiendo a nuestra hija y a todos los bebés en nuestra comunidad con estas medidas:

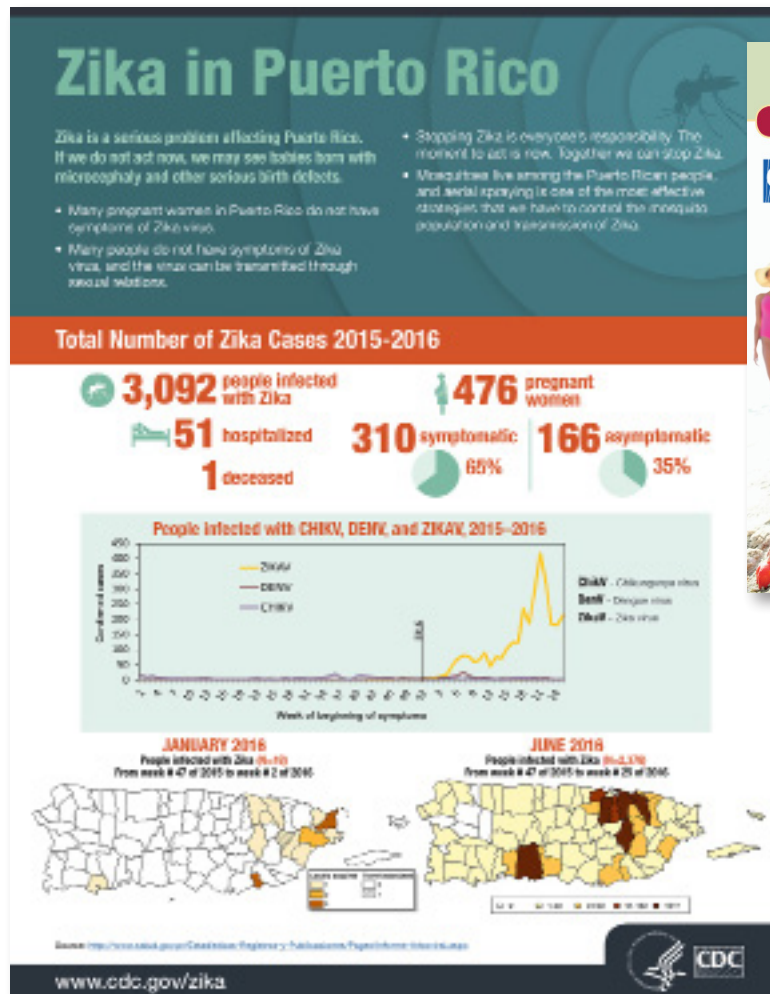
- Remueve el agua acumulada
- Usa repelente contra insectos
- Con pareja embarazada, usa condones
- Cúbrete cuando estés afuera.

¡Tú también puedes!

detenezika.org

DETEN EL ZIKA


#STOPZIKA



Get Zika Updates for Your Trip

Text **TRIP** to 855-255-5606

CDC



Condoms. My New Habit.

With Zika in Puerto Rico, we can't afford to take chances. I use condoms every time I have sex to protect my pregnant partner and developing baby from possible birth defects.

STOP ZIKA

helpstopzika.org



Zika is Here in Puerto Rico

I didn't know anyone worried about Zika.

Until I met Guillermo and Maria. The effects of Zika on an unborn child can be devastating. I take action to protect their baby and my family.

You can, too!

espanol.cdc.gov/zika



Health Communications Campaign

NATIONAL PREVENTION WEEK



U.S. Department of Health and Human Services
SUBSTANCE ABUSE AND MENTAL HEALTH SERVICES ADMINISTRATION (SAMHSA)
National Award-Winning Integrated Digital Campaign
National Recovery Month



RELEVANT PROJECT CASE STUDY

Abt employed a combination of traditional and digital approaches to reach community based organizations, coalitions, schools, local governments and national organizations to generate community interest and involvement. Activities included online promotion in the form of a video and social media postings; interactive photo-based initiatives called the “I Choose” Project and #ChoosePrevention social media activity; development of tips and templates to assist local communities in their outreach to local and online media; and a Prevention Pledge on Facebook to generate interest and spur involvement. All materials, in English and Spanish, were placed on our National Prevention Week website. At least 103 community organizations in 43 states and territories hosted more than 185 prevention-related events as part of National Prevention Week 2015. In addition, SAMHSA collaborated with 30 national organizations and federal agencies to extend the reach of National Prevention Week. Promotion of the initiative by SAMHSA’s partners reached more than 2 million people nationwide. National Prevention Week activities.

Digital Products

HUD EXCHANGE TRAINING SERIES

U.S. DEPARTMENT OF HOUSING AND URBAN DEVELOPMENT (HUD)
Community Development Block Grant Program

Design, Web Development, Custom Animation, Narration, Infographics, and Video Production

15+ Products Developed 2016-2018

RELEVANT PROJECT CASE STUDY

Abt's creative team designed and produced multimedia training products using a variety of formats to provide CDBG grantees with information, tools, and resources to develop strategies, leverage best practices, and implement CDBG programs more effectively.



**CDBG Grant Lifecycle:
Part 1 Planning Tutorial
Developed Using PREZI**



**HUD Continuum of Care
Program Video Tutorial
Developed Using
Screenflow**



**Multimedia Scrapbook Celebrating
CDBG's 40th Anniversary and
Program Achievements
Developed Using Articulate**



**CDBG Formula and
Appropriation Process
Training Developed
Using Videoscribe**



**HUD Family Self-Sufficiency Program
Video Tutorial and Animation
Developed Using Adobe Muse**

Digital Products

WEBSITES

Technology has revolutionized the way that we can share our work with more energy, more personality, and more impact. We produce web layouts, information architecture plans, and navigation systems that promote usability and ensure accessibility. Through content management systems, learning collaboratives, or custom-designed websites, the **Abt Team** can educate, inform, and build awareness of virtually any topic with a click of a button.



Health Resources and Services Administration (HRSA)
Ryan White HIV/AIDS Part A Action Portal
Password Protected Login



Abt Associates on behalf of
National Institute of Justice
DemandForum.net



U.S. Agency for International Development (USAID)
Africa Indoor Residual Spraying (AIRS) Program
<http://www.africaairs.net/>



U.S. Department of Education
Find the Fit
Password Protected Login

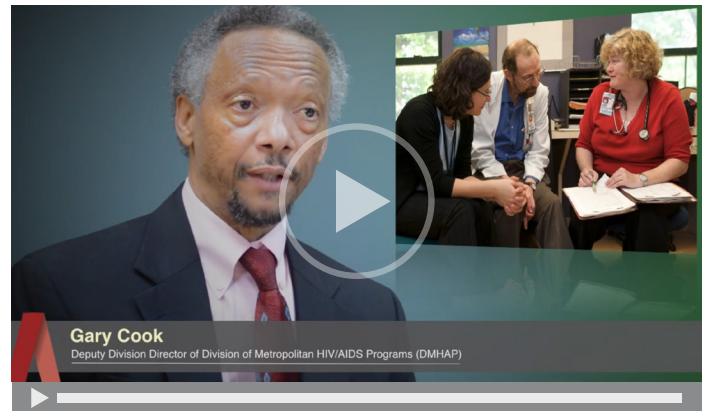


U.S. Agency for International Development (USAID)
Health Finance and Governance (HFG) Program
<https://www.hfgproject.org/>

Digital Products

VIDEOS

Everyone is watching videos these days. From YouTube viral clips to short commercials or promos to sell, educate, or persuade behavior change, videos are how brands, organizations, and businesses are getting their messages out to the consumer. The **Abt Team** is using videos as a primary storytelling method that is easy to share, easy to search, and allows for real-time feedback. Videos educate, entertain, and inspire viewers in a format that is cost-effective, mobile in design, and measurable over time. Our promos to drive traffic to webinars, introductions to key initiatives by senior officials, or testimonials that communicate the value of programs or services are all examples of how video can be used effectively.



Health Resources and Services Administration (HRSA)
Introductory Video:
Ryan White HIV/AIDS Part A Action Portal

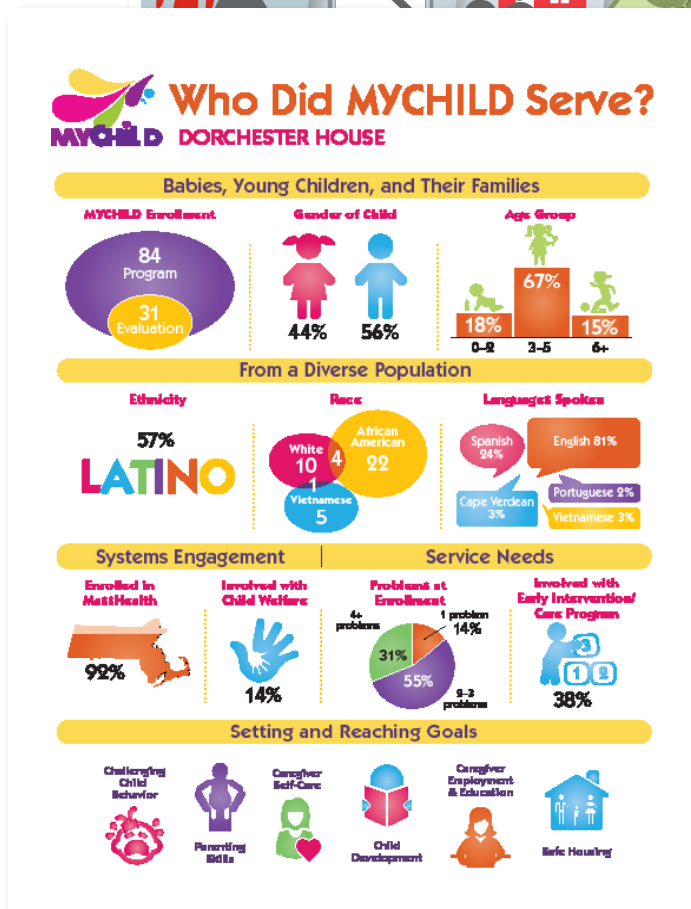
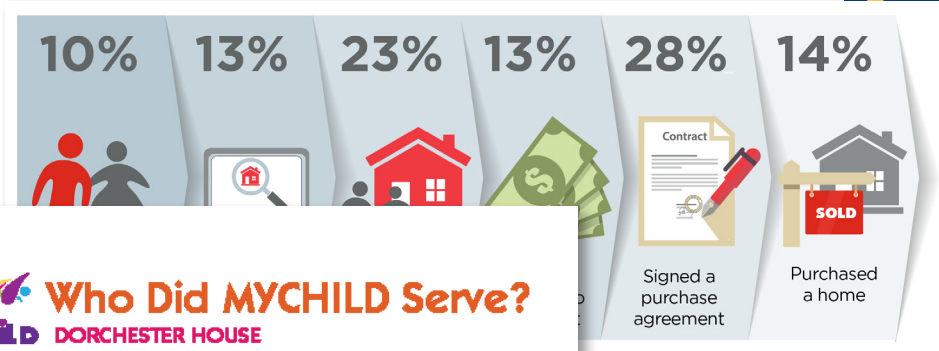
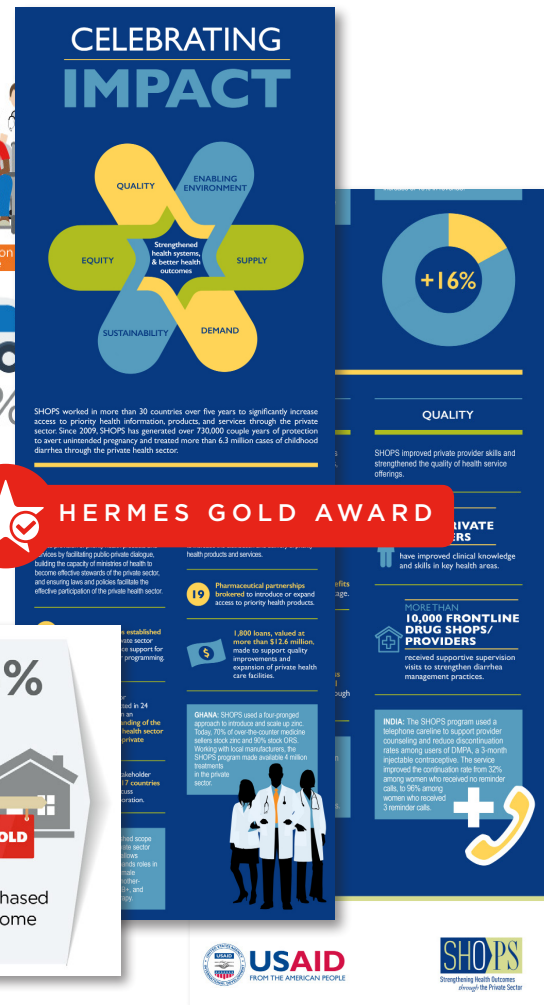
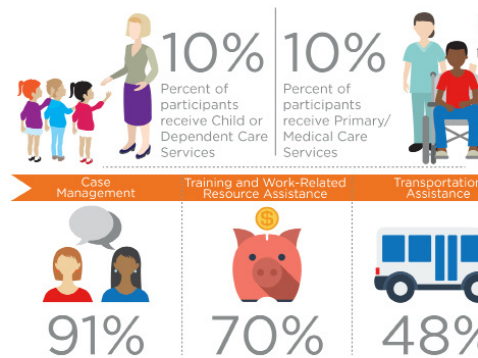


Substance Abuse and Mental Health Services Administration (SAMHSA)
Promotional Video:
SAMHSA's National Prevention Week

Published Products

INFOGRAPHICS

With shorter attention spans and competing messages from a variety of channels, infographics are used more every day to display nuggets of information that are to the point, factual, and colorful. Data visualization is the wave of the future and our team works to develop simple, visual graphics that quickly convey the meaning behind complex data. The **Abt Team** uses infographics across a variety of media in print and digitally.



Bold Ideas. Real Results.

Abt Associates is an engine for social impact, dedicated to moving people from vulnerability to security. Harnessing the power of data and our experts' grounded insights, we provide research, consulting and technical services globally in the areas of health, environmental and social policy, technology and international development.

WORK WITH US

bdu@abtassoc.com

PARTNER WITH US

abtassociates.com/registry

JOIN OUR TEAM

abtassociates.com/careers

abtassociates.com

Key Focus Areas



Environment
& Energy



Food Security
& Agriculture



Governance
& Justice



Health



Housing,
Communities
& Asset Building



Workforce
& Economic
Mobility

Cross-Cutting Core Capabilities



Communications
& Behavior Change



Data Capture
& Surveys



Digital
Transformations



Research, Monitoring,
& Evaluation



Technical Assistance
& Implementation

For more information:

Julie Sabol, Director, Abt Creative Services
301.634.1789, Julie_Sabol@abtassoc.com



Innovative Creative Solutions for Mission-Driven Clients