

# ScholarWorks@GSU

## No Excuses Get Tested Campaign

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Decent Exposure is a student-run campaign to raise awareness and promote Georgia State University's Health Clinic Sexually Transmitted Infection (STI) testing. We are a team of Graphic Design BFA students with a passion for designing for social good. Through our campaign and efforts we were able to raise enough awareness and start a conversation that caused STI testing at Georgia State University Health Clinic to be more affordable for everyone.

When considering what our design campaign for Georgia State would be about, we found ourselves discovering campus services we weren't even aware of. Alarmingly, most of our group members and peers had no idea where the GSU Health Clinic was, or that they were able to test for STI's for a relatively low price. This seemed like too important a service to only have a generic hard-to-find sub-page on GSU's Health website. Our designers put their heads together and came up with an expansive campaign spanning print, web, digital, and physical media.

To start with, we needed data. Design projects are only as good as the research backing them. Working with the Office of Student Affairs, we were able to obtain anonymized data about the number of male & female students using the Health Clinic in general, as well as the specifics about how many people were utilizing the STI testing services. We found the numbers to be appalling low, especially since our research had also revealed Georgia's abysmal rates in preventable STI's. We quizzed ourselves: Why is no one utilizing this service? We came up with two solutions: 1. People don't know the clinic exists or where it is, and 2. there are an unlimited amount of excuses not to go get tested.

In our actual campaign, we addressed these two questions over and over again to drive the point home. Our social media campaign centered around different themes of student health and how the clinic can remedy and assist. The other part of the social campaign was centered around way-finding to raise awareness of where the clinic physically is on campus. Additionally, these points were hammered home in a campus-wide poster campaign, an

article in The Signal, and digital adverts on monitors around campus. These efforts culminated into a courtyard event outside of the student center. Pairing up with an existing health fair, we were able to engage students with a game that enabled them to win posters, shirts, and buttons centered around the Health Clinic. While giving these materials away, we were also able to distribute information about the Health clinic. Through these exhaustive efforts, we were able to bring together disparate parts of the University and have them communicate with each other in new ways. As a direct result of these efforts, the GSU Health Clinic started its own internal conversation about the pricing of STI testing. From there, they ultimately made the decision to create affordable STI testing for all GSU students. We consider this campaign to be an enormous win for Georgia State, the Health Clinic, the student body, and the State of Georgia.