

Educational Materials for MPOX, HIV/AIDS, and STIs

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Background

This MPH Practicum was a Social Media and Outreach campaign in order to increase access and outreach of programs that are offered by the Cleveland Department of Public Health (CDPH). A large portion of the focus was on the LGBTQIA+ community, MonkeyPox (MPOX), and Sexually Transmitted Infections (STIs). These materials were received by the public via Social Media Platforms such as Facebook, Instagram, and Twitter.

Population

The population targeted was all residents of Cleveland, but large portions of the campaign was targeted at the LGBTQIA+ community and those suffering with HIV/AIDS, which in Cleveland is primarily LGBTQIA+ men and Heterosexual Black Women.

Learning Objectives

There were three main learning objectives set out for this Practicum:

1. Creation and Dissemination of Learning and Educational Materials
2. Video and Website Improvement for Educational Material to Strengthen Education Surrounding MPOX
3. Connecting to Local Community Members and Partners

Daily Activities

During this Practicum, I created and disseminated educational materials with the purpose of expanding the knowledge of free resources offered by CDPH. Not only did I create the materials for MPOX, HIV/AIDS awareness and de-stigmatization, and STI testing and de-stigmatization, I also created vaccine clinic flyers which were spread to popular areas around the city. In addition I created, edited, and produced an 18 minute video for CDPH's ELITE emergency preparedness training program which will help train the CDPH executive group for years to come. Many people gave feedback regarding the quality and professionalism of the video.

Deliverables

Here are some examples of deliverable that were created for this social media campaign. The first deliverable is a selection from an Instagram post on MPOX. As the outbreak was new and coming off the end of the COVID-19 Pandemic, the public needed correct information quickly. There was a vast amount of misinformation spread about the virus and we attempted to get true data out there as quickly as we had it and had confidence in it. The second deliverable is a QR code to the ELITE training video. The third and fourth deliverables were created to raise awareness and decrease stigma surrounding HIV/AIDS and STIs. HIV/AIDS and STIs disproportionately affect the LGBTQIA+ community and Black women, hence why the deliverable includes those communities.

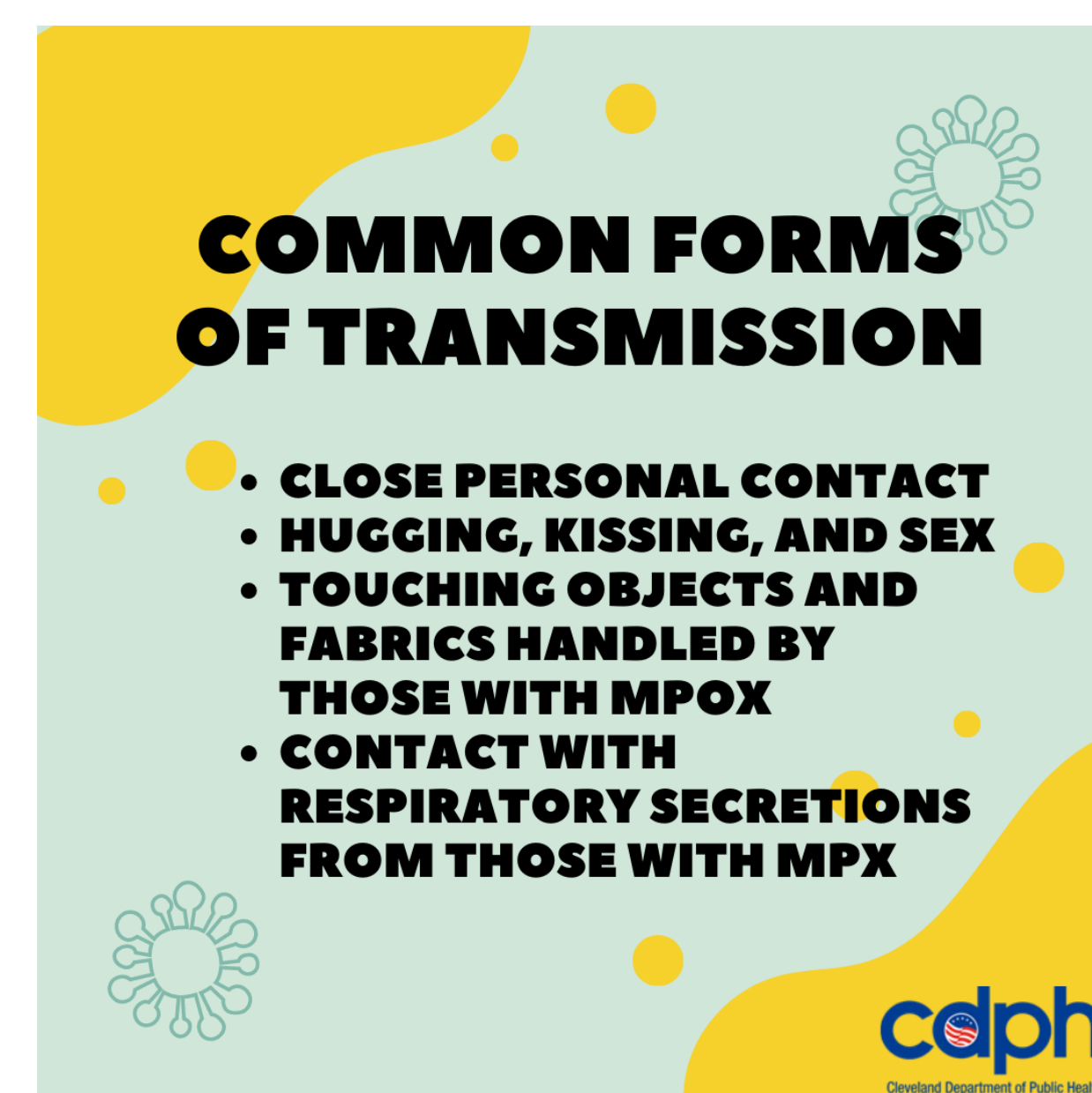


Figure 1. An excerpt from an Instagram post describing common forms of transmission of the MPOX virus.



Figure 2. A QR code link to the ELITE Training Video in Google Drive. This video was made to train upper management in Emergency Preparedness and is the first video in a series of videos.



Figure 3. A Facebook Post showing information about free vaccination clinics for Cleveland Residents located at a popular local Spa for homosexual men. The community mostly affected by MPOX was homosexual men, and the information and community intervention needed to be directed at that community.

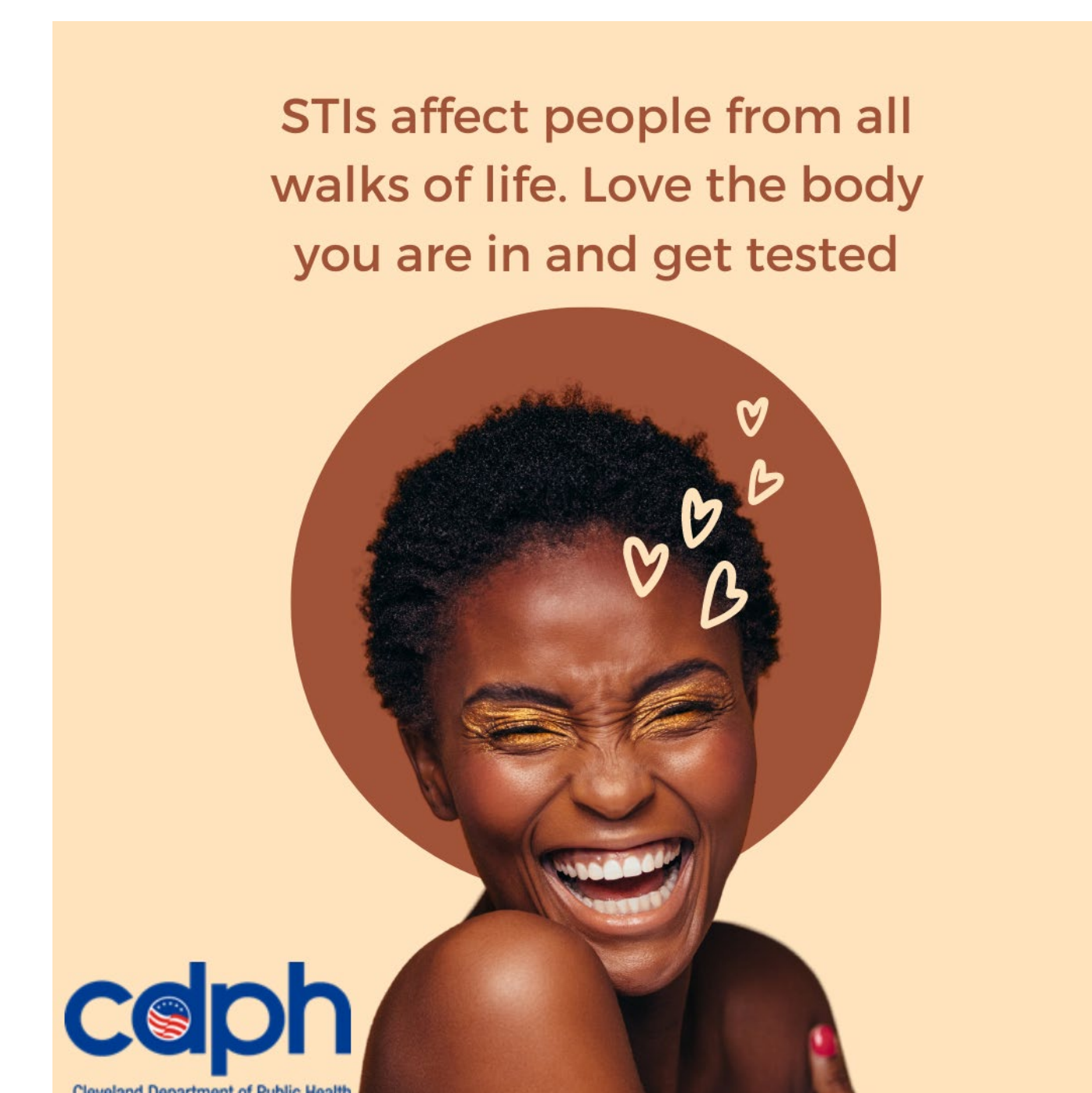


Figure 4. The second largest demographic affected by STIs in Cleveland are Black women, and this post has the goal of destigmatizing STIs in addition to destigmatizing STI testing. By creating relatable content featuring POCs, the content is more likely to be interacted with by that specific demographic.

Lessons Learned

I learned many lessons during this practicum. The largest takeaways are as follows:

- Skills to make professional educational materials for Public Health Departments
- Social Media understanding and how to manage a Government Page
- Video editing and Website management
- How educational materials can directly increase the health of individuals
- The importance of correct data and knowing how to simplify high-level topics to be digested by the layman

Public Health Implications

When I started this practicum, we were in the middle of an MPOX outbreak. This outbreak was affecting my own community and we wanted to do whatever possible to stop it as quickly as possible. Because of the work done by myself and by CDPH we had limited spread, high rates of vaccination, and only a few deaths due to the MPOX outbreak. After numbers had started going down I focused on the Flu, COVID-19, and STIs. This allowed me to widen my reach in order to learn more about different fields and how to message different populations.

Acknowledgements

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