



# PHL Participatory Design Lab

## INFORMATION AS A SERVICE

*Content strategy and recommendations*

October 2018

## MEETING PURPOSE

*The purpose of today's conversation is to:*

- Review the content strategy.
- Break down that vision into high-level recommendations and action items.
- Discuss implementation next steps.

## MEETING OUTCOMES

Meeting attendees should:

- Have a clear understanding of the content strategy and recommendations.
- Provide feedback.
- Be aware of project next steps.

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## CONVERSATION OUTLINE

**ONE** Content strategy

**TWO** Content recommendations

**THREE** Action plan

**FOUR** Next steps



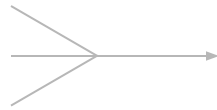
ONE  
**CONTENT STRATEGY**

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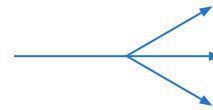
## Content strategy

Content recommendations have come from conversations with staff and participants and from knowledge of best practices.

Staff and participant interviews  
Staff brainstorming sessions  
Inventory  
Best practices



**Content recommendations**



**Multiple  
implementation  
projects**



## WHAT IS CONTENT STRATEGY?

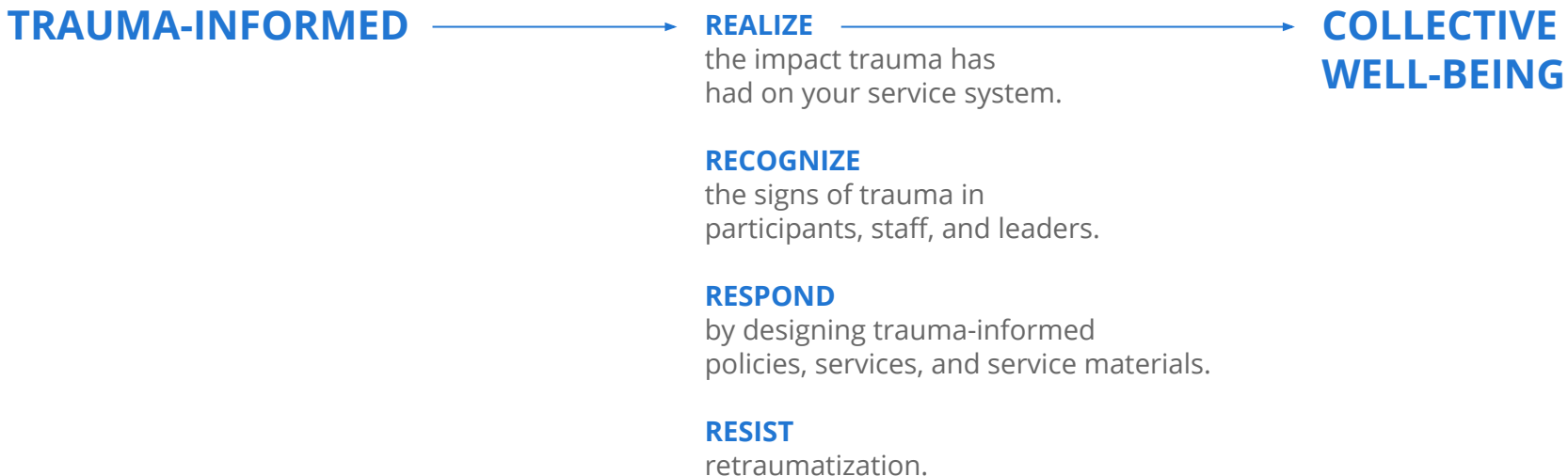
“ **Using words and data to create unambiguous content that supports meaningful, interactive experiences.**

- Rachel Lovinger,  
*Content Strategy: The Philosophy of Data*

“ **We define content strategy as: getting the right content to the right user at the right time.**

- Kevin P. Nichols, SapientNitro

**TRAUMA-INFORMED CONTENT STRATEGY  
SHOULD LEAD TO COLLECTIVE WELL-BEING.**



SOURCE: SAMHSA

## PILLARS OF STRATEGY

The team co-created three pillars of strategy.



**Clear and  
consistent**



**Goal-directed  
with choice**



**Safe and  
respectful**





TWO  
**CONTENT  
RECOMMENDATIONS**

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Content recommendations have been categorized:

- Key steps
- Across the service

## Content recommendations

# SERVICE JOURNEY

Key steps:

**1**  
ARRIVE

**2**  
SAFETY  
CHECK

**3**  
CHECK-IN  
(AND TRIAGE)

**4**  
WAIT  
TO REGISTER

**5**  
REGISTER

**6**  
WAIT FOR  
SOCIAL WORKER

**7**  
MEET WITH  
SOCIAL WORKER

**8**  
WAIT  
FOR OPTIONS

**9**  
TRANSITION TO  
NEXT STEPS

Participants:



Signage



Signage



Signage



One-sheet

[See step 6]



Signage



Form



Signage



Video



Guide



Signage



Guide



Form



One-sheet

[See step 6]

Staff:



Checklist



Checklist



Checklist



Checklist



Template

Across the service:



Messaging



Governance



Staff resources



Content recommendations have been categorized:

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- Across the service

## RECOMMENDATIONS: KEY STEPS

### Step 1: Arriving

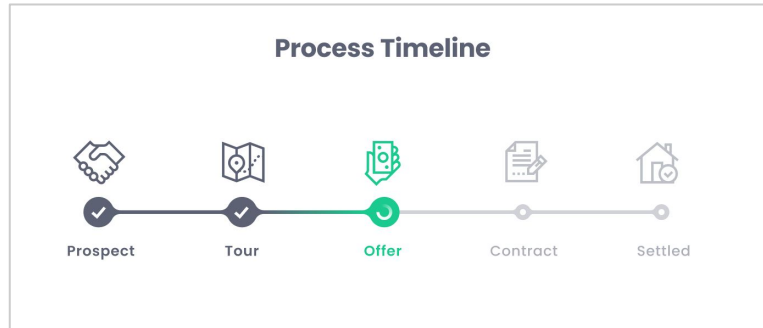
Immediately orient participants to the service and ease them into the process.

## CONTENT TO SUPPORT COLLECTIVE WELLBEING

- Comprehensive wayfinding signs

*Note: Signs should delineate the roles involved, what will happen, why, and the next step.*

## Example: Process-related signage



## RECOMMENDATIONS: KEY STEPS

### Step 2: Safety check

Welcome participants. Provide an understanding of the “why”, and an explanation of next steps.

## CONTENT TO SUPPORT COLLECTIVE WELLBEING

- Wayfinding signs
- Checklist for security officers

## Example: Safety checklist

# Surgical Safety Checklist



World Health  
Organization

Patient Safety

A World Alliance for Safer Health Care

Before induction of anaesthesia

Before skin incision

Before patient leaves operating room

Has the patient confirmed his/her identity, site, procedure, and consent?

Yes

Is the site marked?

Yes  
 Not applicable

Is the anaesthesia machine and medication check complete?

Yes

Is the pulse oximeter on the patient and functioning?

Yes

Does the patient have a:

Known allergy?

No  
 Yes

Difficult airway or aspiration risk?

No  
 Yes, and equipment/assistance available

Risk of >500ml blood loss (7ml/kg in children)?

No  
 Yes, and two IVs/central access and fluids planned

Confirm all team members have introduced themselves by name and role.

Confirm the patient's name, procedure, and where the incision will be made.

Has antibiotic prophylaxis been given within the last 60 minutes?

Yes  
 Not applicable

Anticipated Critical Events

To Surgeon:

What are the critical or non-routine steps?  
 How long will the case take?  
 What is the anticipated blood loss?

To Anaesthetist:

Are there any patient-specific concerns?

To Nursing Team:

Has sterility (including indicator results) been confirmed?  
 Are there equipment issues or any concerns?

Is essential imaging displayed?

Yes  
 Not applicable

**Nurse Verbally Confirms:**

- The name of the procedure
- Completion of instrument, sponge and needle counts
- Specimen labelling (read specimen labels aloud, including patient name)
- Whether there are any equipment problems to be addressed

**To Surgeon, Anaesthetist and Nurse:**

- What are the key concerns for recovery and management of this patient?



## RECOMMENDATIONS: KEY STEPS

### Step 3: Checking-in

Engage participants in the process through a navigator.

## CONTENT TO SUPPORT COLLECTIVE WELLBEING

- Wayfinding signs
- Checklist for navigator
- One-sheet for prevention, diversion, intake

## Example: One-pager for an overview of services

# Learn what VA can do for you

VA can support you and your loved ones in different ways throughout your life. Your VA Welcome Guide provides a broad overview of services VA can offer you. To access more information about VA benefits and services, **visit us online at Vets.gov**

GET HELP FOR  
YOURSELF OR A  
FRIEND IMMEDIATELY

Call the *Veterans Crisis Line*  
at (800) 273-8255 and press 1,  
or refer to the inside back cover  
(p23) to find additional resources  
and access immediate care.



## Health Care

- Basic and Specialty Care
- Mental Health Care
- Long Term Care
- Crisis Support



## Finances

- Monthly Disability Payments
- Life Insurance
- Burial Allowances



## Housing

- Short Term Housing
- Home Loans
- Refinancing Options



## Employment

- Skills Training & Counseling
- Online Career Tools



## Education

- GI Bill
- Training Programs



## Memorialization

- Burial and Committal Services
- Headstones and Markers
- Burial Flags



## More Support

Organizations outside of VA can help you find the support you need:

- Veteran Service Organizations
- Local Community Resources

## RECOMMENDATIONS: KEY STEPS

### Step 4,6,8: Waiting in the resource area

Allow the experience of waiting to feel more productive.

## CONTENT TO SUPPORT COLLECTIVE WELLBEING

- Wayfinding signs
- Checklist for staff
- Resource organization
- Templates for common resources
- Guide to prevention, diversion, and intake
- Video

*Example: Organization of resources*



## Example: Takeaway or guide


# 1

SESSION

## INTAKE AND DIAGNOSIS

You will need to fill out some forms so we can better understand you and your needs.

Please bring your social security number if you have one. Your counselor will pull your credit report to get an overview of your credit and financial situation. Your immigration status will not be checked in this session. Your counselor will then interview you to understand your financial issues and work on a plan of action together.




# 2

SESSION

## GOING DEEPER

Lots of progress here. Keep track of your accomplishments.

Don't forget to bring any documentation requested by your counselor.




# 3

SESSION

## CONTINUE YOUR JOURNEY

Checking in to see how much progress you and your counselor have made.

Your counselor may suggest additional counseling sessions if necessary. Whether you keep seeing your counselor, continue your journey on your own, or with your friends and family, you will be well on your way towards financial empowerment.



*Example: Video*



## RECOMMENDATIONS: KEY STEPS

### Step 5: Registration

Allow for clear interactions between participants and service representatives that feel safe and allow for choice.

## CONTENT TO SUPPORT COLLECTIVE WELLBEING

- Wayfinding signs
- Checklist for staff
- Continued use of process innovations

*Example: Sign-in slip at Roosevelt Darby Center*

**Name:** \_\_\_\_\_

**Date of Birth:** \_\_\_\_\_

**Social Security #** \_\_\_\_\_

**Veteran:**      **Yes**      **or**      **No**

**Where did you stay last night?** \_\_\_\_\_



## RECOMMENDATIONS: KEY STEPS

### Step 7: Meet with social worker

Support the interaction between social workers and participants to make them meaningful and effective.

## CONTENT TO SUPPORT COLLECTIVE WELLBEING

- Wayfinding signs
- Form revisions - plain language and context  
Ex. HMIS, Declaration of Homelessness, etc.
- Work with a trauma-informed expert to ensure language and flow of content isn't triggering.
- One-sheet for the after hours experience
- Plain language guide for ancillary and related services

## Example: Form for revision

### CITY OF PHILADELPHIA OFFICE OF HOMELESS SERVICES HOMELESS MANAGEMENT INFORMATION SYSTEM

#### AUTHORIZATION TO DISCLOSE CLIENT INFORMATION

The U.S. Department of Housing and Urban Development (HUD) requires agencies that receive certain types of HUD funding to use a Homeless Management Information System (HMIS). Other funding sources may also require program participation in HMIS. This system is not electronically connected to HUD and is only used by authorized agencies. All persons accessing the HMIS have received confidentiality training and have signed agreements to protect clients' personal information and limit its use appropriately. The HMIS Privacy Policy is available upon request. Any additional data sharing agreements, providing details on how the member agency handles client information beyond the baseline HMIS Privacy Policy, are available at the agency service sites.

I give permission to the agency listed below to collect and enter information into HMIS about me and my household, which may include demographics, picture, health information, and services that I receive from participating agencies. I understand that the HMIS is shared with and used by authorized agencies in my community for the purposes of:

- Assessing clients' needs in order to provide better assistance and to improve their current or future situations
- Improving the quality of care and service for people in need
- Tracking the effectiveness of community efforts to meet the needs of people who have received assistance
- Reporting data on an aggregate level that does not identify specific people or their personal information

I understand that:

- I have the right to review my HMIS record with an authorized user
- All agencies that use HMIS will treat my information with respect and in a professional and confidential manner
- Unauthorized people or organizations cannot gain access to my information without my consent
- Signing this release form does not guarantee that I will receive the requested services
- I understand that if I do not sign this form, it will not change whether or not I can receive services from the agency listed below and any other participating agencies. However, I would need to contact each such agency directly to apply for assistance and for a determination of eligibility
- I understand that this authorization shall remain in effect from the date of my signature below
- I understand that I may revoke this authorization at any time by notifying the agency listed below in writing. I also understand that the written revocation must be signed and dated later than the date on this authorization. The revocations will not affect any actions taken before the receipt of the written revocation.

My signature below authorizes the agency listed below to release my identity, health conditions when necessary, and my need for services and support to necessary individuals or agencies. Further, if I am unable to participate in a determination of those services, which would be of benefit to me, or my permission is needed in the future to authorize additional services for this project, my signature below authorizes the named individual to sign for assistance for me in my absence after receiving my verbal permission. Finally, if I am unable to make decisions, the person listed below is hereby authorized to represent me:

\_\_\_\_\_  
Agency

\_\_\_\_\_  
Print Client Name

\_\_\_\_\_  
Relationship

\_\_\_\_\_  
Client Signature

# HELLO.

Welcome to VA.  
Let's get started.

## YOUR BENEFITS

### Learn what VA can do for you

VA can support you and your loved ones in different ways throughout your life. Your VA Welcome Guide provides a broad overview of services VA can offer you. To access more information about VA benefits and services, **visit us online at [Vets.gov](https://www.vets.gov)**

GET HELP FOR  
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#### Health Care

- Basic and Specialty Care
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- Crisis Support



#### Finances

- Monthly Disability Payments
- Life Insurance
- Burial Allowances



#### Housing

- Short Term Housing
- Home Loans
- Refinancing Options



#### Employment

- Skills Training & Counseling
- Online Career Tools



#### Education

- GI Bill
- Training Programs



#### Memorialization

- Burial and Committal Services
- Headstones and Markers
- Burial Flags



#### More Support

Organizations outside of VA can help you find the support you need:

- Veteran Service Organizations
- Local Community Resources

# WE LOOK FORWARD TO SERVING YOU.

## Can't find what you need?

To access a complete list of VA benefits and services

**VISIT US ONLINE** [Vets.gov](https://www.vets.gov)  
**GIVE US A CALL** [MyVA311: \(844\) 698-2311](tel:8446982311)  
**VISIT US IN PERSON** your nearest VA facility, [vets.gov/facility-locator](https://www.vets.gov/facility-locator)

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Content recommendations have been categorized:

- Key steps
- **Across the service**

## RECOMMENDATIONS: SERVICE SUPPORTS

### Staff resources

Foster connections with colleagues and offer opportunities for self-care and personal development.

## CONTENT TO SUPPORT COLLECTIVE WELLBEING

- Self-care and safety plan toolkit for staff
- Trauma-informed professional development materials



## SAFETY PLAN

These are **people**, **places**, and **things** that I can use as resources to help me calm down and make sure that I stay safe:

PEOPLE	PLACES	THINGS

### A Checklist for Integrating a Trauma-Informed Approach into Teen Pregnancy Prevention Programs



#### What is a Trauma-Informed Approach?

Trauma refers to experiences that cause intense physical and psychological stress reactions. It can refer to "an event, series of events, or set of circumstances that is experienced by an individual as physically or emotionally harmful or threatening and that has lasting adverse effects on the individual's functioning and physical, social, emotional, or spiritual well-being."<sup>1</sup>

SAMSHA defines "a program, organization, or system that is trauma-informed as one that: 1) *Realizes* the widespread impact of trauma and understands potential paths for recovery; 2) *Recognizes* the signs and symptoms of trauma in clients, families, staff, and others involved with the system; 3) *Responds* by fully integrating knowledge about trauma into policies, procedures, and practices; and 4) *Seeks* to actively resist *re-traumatization*."<sup>2</sup>

For resources on incorporating Trauma-Informed Approaches into your program, please visit: [http://www.hhs.gov/ash/oah/oah-initiatives/teen\\_pregnancy/training/cultural-competence.html#Trauma-Informed Care](http://www.hhs.gov/ash/oah/oah-initiatives/teen_pregnancy/training/cultural-competence.html#Trauma-Informed Care)

#### References:

1. <http://media.samhsa.gov/traumajustice/traumadefinition/definition.aspx>
2. <http://www.samhsa.gov/nctic/trauma-interventions>

## RECOMMENDATIONS: SERVICE SUPPORTS

### Messaging

Further support the vision through content external to the direct service environment.

## CONTENT TO SUPPORT COLLECTIVE WELLBEING

- Revised phone messages - clear, concise, and trauma informed
- Comprehensive message mapping across channels and throughout intake centers

## RECOMMENDATIONS: SERVICE SUPPORTS

### Governance

Support the systems of communication through tools, policies, and workflows.

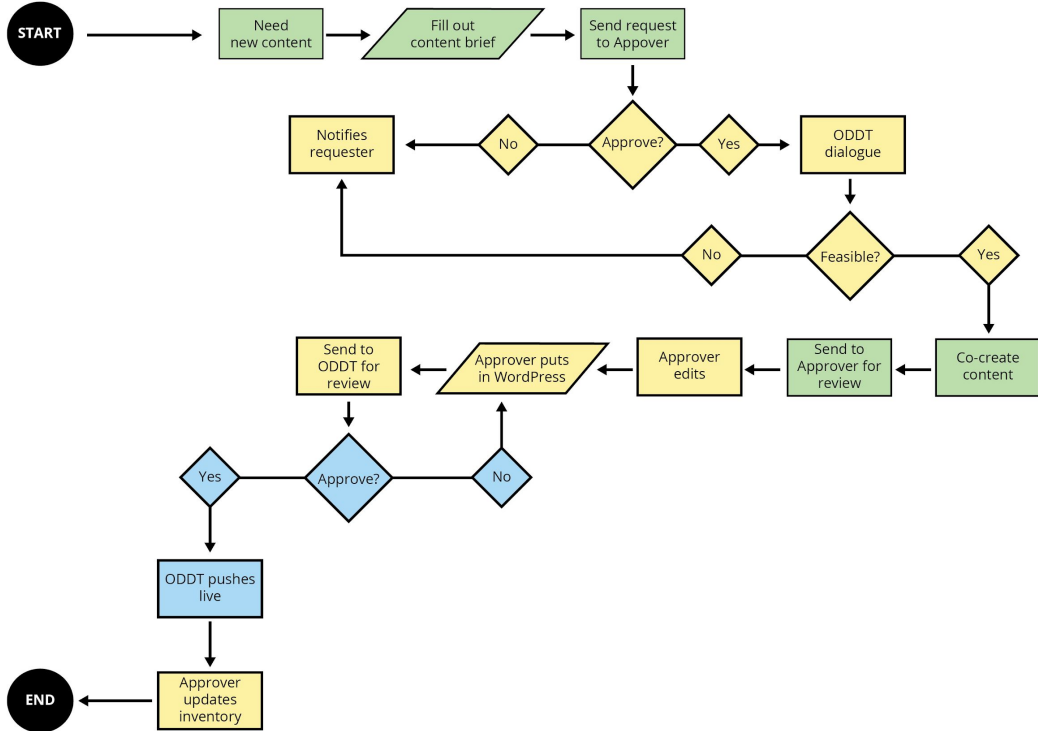
## CONTENT TO SUPPORT COLLECTIVE WELLBEING

- Google Drive folder system to organize resources
- Templates for directions and resources
- Deep dive - governance policy for the organization



# Example: Governance workflow and templates

## General content - new



1 City of Philadelphia Department of Name

2 Lorem ipsum dolor sit

3 Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit.

4 Services

5 Programs

6 Outliers

7 This content was last updated on August 9, 2017 by Department of Lorem Ipsum.

8



THREE  
ACTION PLAN

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The action plan has been categorized:

- Quick wins
- Larger initiatives



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## PLAIN LANGUAGE FORMS

- Writer drafts plain language.
- Writer reviews with subject matter expert.
- Writer works with designer for form design.
- Roll out to staff through appropriate method.

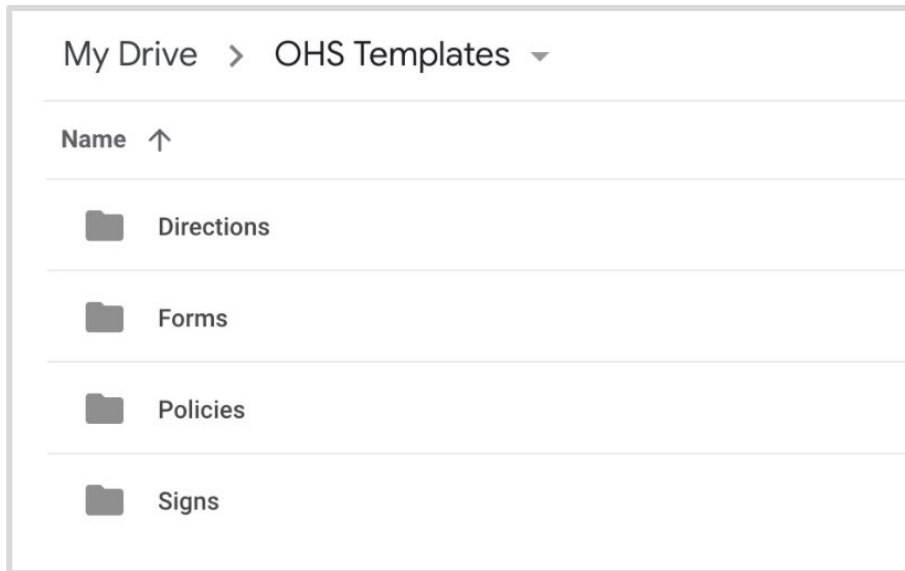
*Note: We'll work with a trauma-informed expert and the Office of LGBTQ Affairs when relevant.*



## Quick wins

### GOOGLE DRIVE

- Writers talk to subject matter experts and identify/map needed folders.
- OHS staff create folders in Google Drive and begin storing documents.
- Roll out to staff through appropriate method.



## Quick wins

### ONE SHEETS FOR: PREVENTION, DIVERSION, AND INTAKE & AFTER HOURS

- Writers work with existing materials and meet with Prevention, Diversion and Intake and/or after hours subject matter experts.
- Writers create content.
- Designers design content handout.
- Team iterates with OHS.
- Handout is stored on Google Drive for easy reprinting as needed.
- Roll out to staff through appropriate method.

## Learn what VA can do for you

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 <h3>Health Care</h3> <ul style="list-style-type: none"><li>• Basic and Specialty Care</li><li>• Mental Health Care</li><li>• Long Term Care</li><li>• Crisis Support</li></ul>	 <h3>Finances</h3> <ul style="list-style-type: none"><li>• Monthly Disability Payments</li><li>• Life Insurance</li><li>• Burial Allowances</li></ul>	 <h3>Housing</h3> <ul style="list-style-type: none"><li>• Short Term Housing</li><li>• Home Loans</li><li>• Refinancing Options</li></ul>
 <h3>Employment</h3> <ul style="list-style-type: none"><li>• Skills Training &amp; Counseling</li><li>• Online Career Tools</li></ul>	 <h3>Education</h3> <ul style="list-style-type: none"><li>• GI Bill</li><li>• Training Programs</li></ul>	 <h3>Memorialization</h3> <ul style="list-style-type: none"><li>• Burial and Committal Services</li><li>• Headstones and Markers</li><li>• Burial Flags</li></ul>



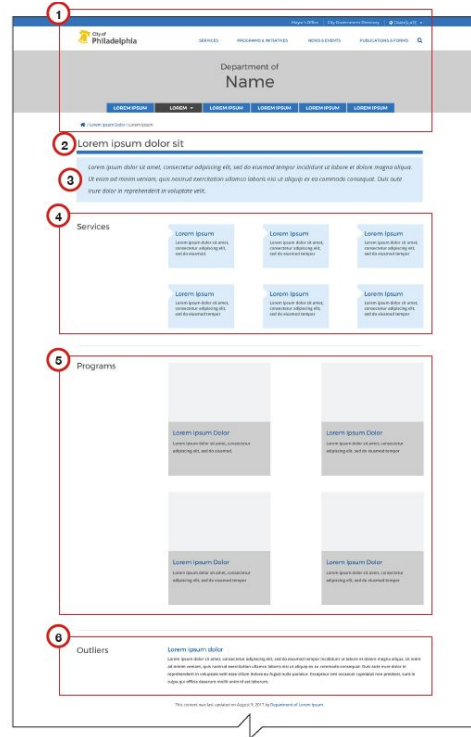
### More Support

Organizations outside of VA can help you find the support you need:

- Veteran Service Organizations
- Local Community Resources

## TEMPLATES FOR SIGNS & DIRECTIONS

- Writers work with existing materials to identify common components.
- Writers work with designers to create templates for signs and directions.
- Templates are stored on Google Drive.
- Roll out template to staff through a brief training.



- 1 Global navigation, department header, secondary navigation, and breadcrumb  
Typical behavior
- 2 Page header, user entered
- 3 Page introduction, user entered  
explanation of the specific page's intent
- 4 Services section, dynamic, interchangeable  
Once selected, pulls service title and short description
- 5 Programs section, dynamic, interchangeable  
Once selected, pulls service title and short description
- 6 Outliers section, user entered, interchangeable  
Author adds all content

NOTE  
Location of Services, Programs, and Outliers are interchangeable.



## ORGANIZE RESOURCES

- Designers and writers work with staff subject matter experts to organize resources by topic.
- Designer creates wall or other resource distribution area.
- OHS staff places content in designated areas.



## REVISED PHONE MESSAGES

- Writer reviews phone message with subject matter experts to identify needed improvements.
- Writer drafts new message content and iterates with OHS.
- OHS staff record new outgoing message.



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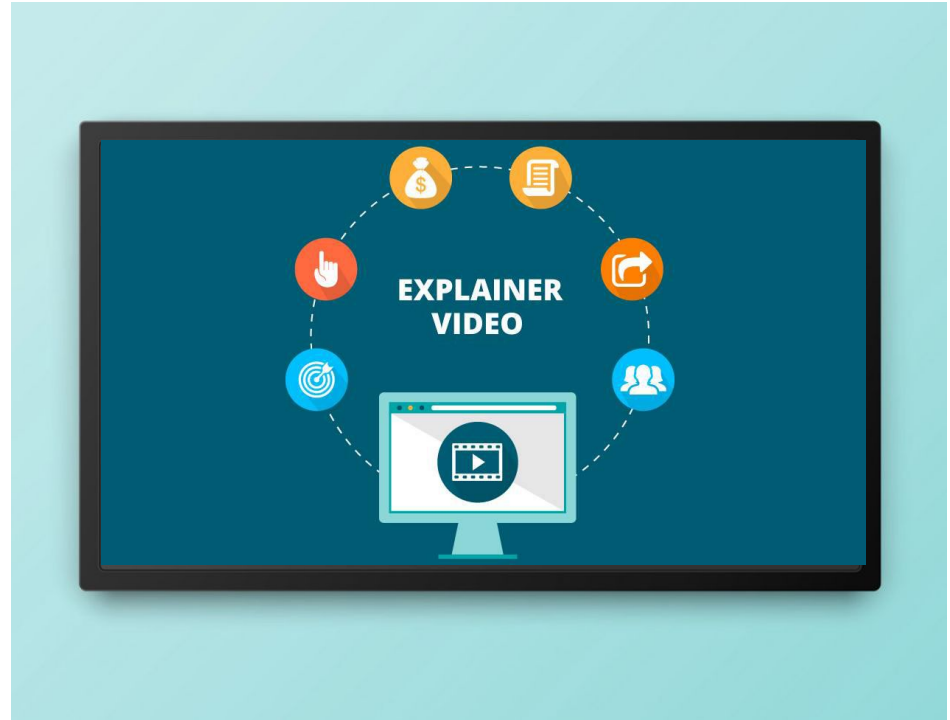
## WAYFINDING SIGNS

- OHS staff, graphic designer, interior architect, and writer work together to create and place wayfinding signs.
- Process will involve multiple reviews with OHS.



## VIDEO PROJECT

- Team defines use cases for video.
- Team hires video production team to write and film video.
- Video team scopes out, films, edits, and releases video.
- Team works to rollout video usage.



## CHECKLISTS FOR STAFF AT KEY MOMENTS

- OHS and design team work together to identify key roles/moments in service journey.
- Writer works with subject matter experts to map out key objectives and needs for content.
- Writer works with OHS and trauma-informed expert to make sure checklists are trauma-informed.
- OHS and team devise rollout and training for staff.



**Use this checklist** to ensure healthcare and financial arrangements are in place before serious illness or a healthcare crisis.

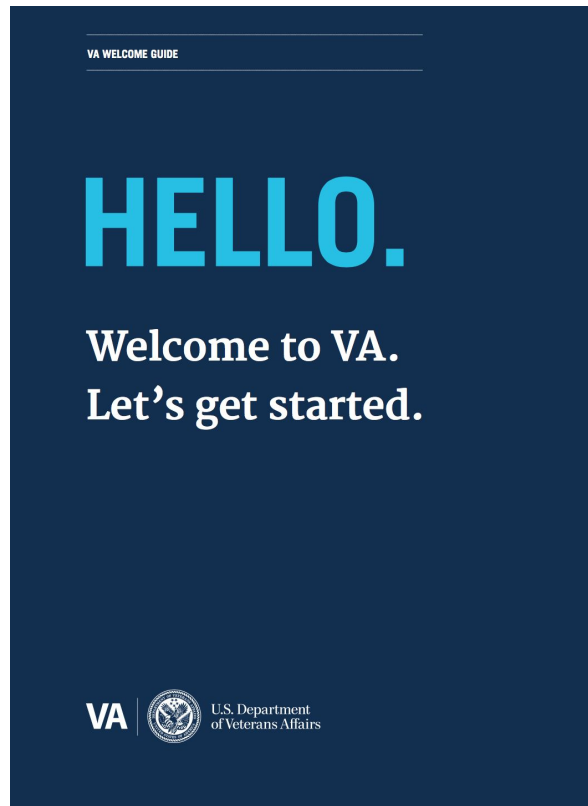
- ✓ **Start discussions early** with your loved one while everyone can still help make decisions. 
- ✓ **Create documents** that communicate **healthcare, financial management,** and **end of life** wishes for yourself and the people you care for, with legal advice as needed. 
- ✓ **Review plans regularly,** and update documents as circumstances change. 

---

## Larger initiatives

### **GUIDES FOR: PREVENTION, DIVERSION, AND INTAKE & EMERGENCY HOUSING**

- OHS works with design team to map out objectives and elements for comprehensive guides.
- Writer works with OHS subject matter experts to draft a trauma-informed, plain language guide for prevention, diversion, intake and emergency housing.
- Writer and OHS go through the editing, revising, and content approval process.
- Designer designs the guide.
- Printing and distribution.



## GUIDES & TOOLS FOR STAFF

- OHS works with design team to map out objectives.
- Team works with OHS and trauma-informed expert.
- Writer works with OHS subject matter experts to draft trauma-informed, plain language materials.
- Writer and OHS go through the editing, revising, and content approval process.
- Designer designs the guide or toolkit.
- Develop roll out plan.



<h2>SAFETY PLAN</h2> <p>These are <b>people</b>, <b>places</b>, and <b>things</b> that I can use as resources to help me calm down and make sure that I stay <i>safe</i>:</p>		
 PEOPLE	 PLACES	 THINGS

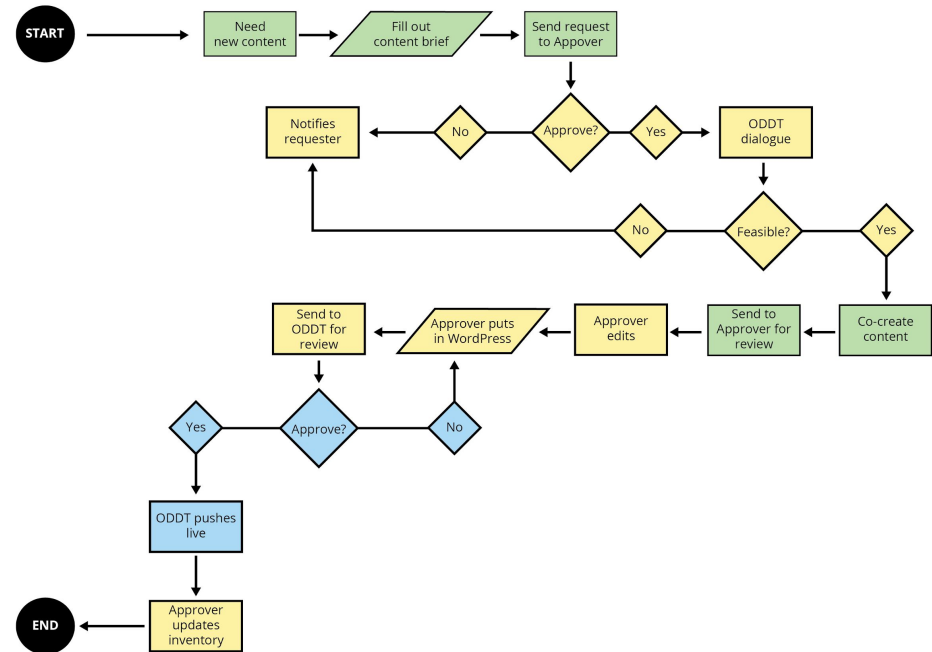
© Dr. Meagan Corrado, Storiez Trauma Narratives



## GOVERNANCE

- Working sessions with OHS to establish “who does what.”
- Co-create policies and makes tools as needed.
- Develop roll out plan.
- Schedule reviews of governance and of content.

### General content - new





FOUR  
NEXT STEPS

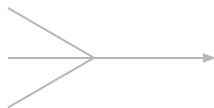
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Next steps

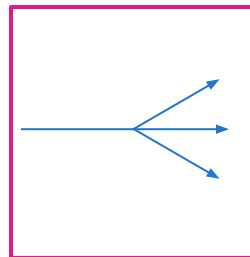
**DECISION POINT**

What implementation projects should we pursue with you?

Staff and participant interviews  
Staff brainstorming sessions  
Inventory  
Best practices



**Content recommendations**



**Multiple  
implementation  
projects**

---

## Next steps

### AVAILABLE AND NEEDED SKILL-SETS

#### Design Lab

- Visual design
- Writing
- Trauma-informed advisor

#### OHS

- Deep subject matter expertise of the service environment

#### Needed

- Interior architecture
- Video production

The left side of the slide features a dark blue background with various white geometric icons scattered across it. These icons include circles, squares, rectangles, and curved shapes, some of which are nested or layered, creating a modern, abstract pattern.

## THE LAB: NEXT STEPS

- Send content recommendations deck to team.
- Work with OHS to determine project next steps.
- Begin to scope out project work.
- Onboard our writer.
- Start work.

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## OHS: NEXT STEPS

- Review and provide feedback on content recommendations.
- Decide on what projects we should pursue.
- Attend project kick-off meeting for new work.



Thank you!

PHL  
Participatory  
Design Lab