

Creative Brief: Postcard/Flyer for Outreach to San Mateo County Residents to create awareness about Long COVID (EPI-PASC) Study

Project:

Printed flyer or postcard about pilot study of Long COVID (EPI-PASC) in San Mateo County.

Objective(s):

- Make San Mateo County residents aware that representatives from UCSF will be calling to request participation in a study of Long COVID. We want residents to know this is real and be willing to talk.

Marketing Vehicle and Format:

- Large jumbo postcard (6x11”) or flyer (8.5x11”)

Distribution:

- Mailing list of people who previously had COVID in San Mateo County
- Hand out from community-based groups at local events
- Hang on door handles in the community

Item in Sequence of Marketing Outreach:

First or Second touch point: This may be the first time the public learns about the study, though some people will have seen press coverage about it that will be happening at the same time (likely older people since young people often don't tune into traditional news outlets).

Deadline(s):

September 1 (printed and ready for distribution)

Target audience:

- Residents who have been diagnosed with COVID at least 90 days prior
- Family members of those who've had COVID and can convey information about the study

Language(s):

- First version in English.
- Second version in Spanish (date TBD)

Why the audience would care about this (aka the “user story”):

As a person who **previously had COVID**, I would like to **participate in a study** in order to **help researchers develop treatments** and **ensure my community is represented for recovery funds and resources**.

Call(s) to action:

- Pick up the phone when researchers call.
- Go to website to learn more about the study.

Primary messages:

- We want to know about your experiences with COVID.
- Join our study to share your COVID story.

Secondary messages/copy points:

- We need to speak with healthy people who have had COVID, along with those who have ongoing symptoms.
- Support future assistance for your community by participating.

Possible Keywords and hashtags:

#CovidStudySF – Best choice because it's short.

#LongCovidStudySF – A bit long, but nobody else is using this hashtag and it is clear.

#FiguringOutLongCovid – Too long for a hashtag.

Contact Info:

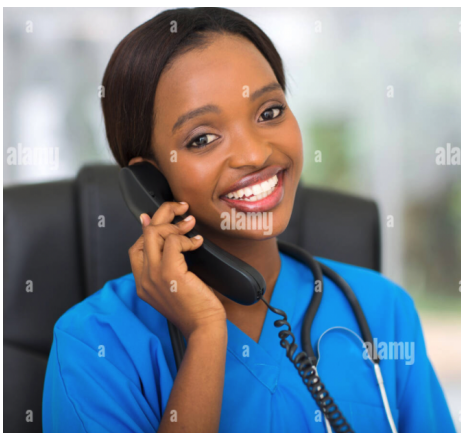
Phone: XXX-XXX-XXX

Email: FiguringOutLongCovid...

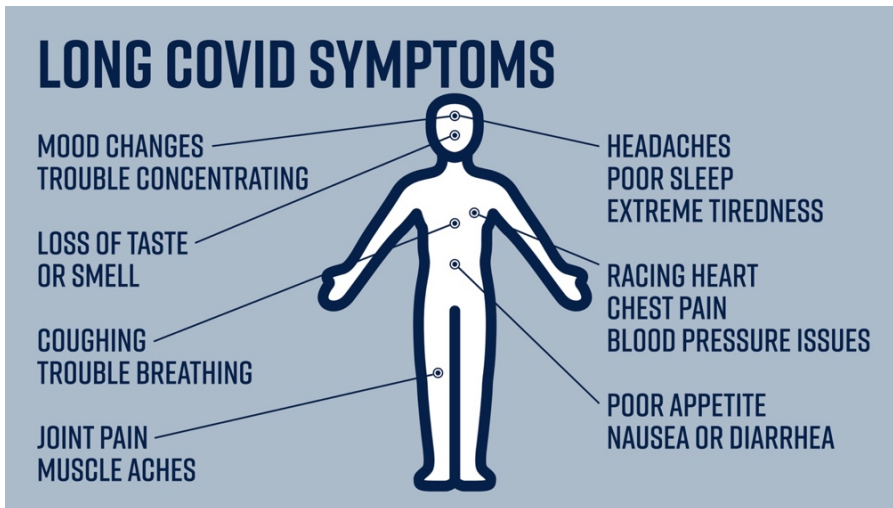
Website: FiguringOutLongCovid... (include QR code)

Design considerations:

Need imagery that immediately conveys the crux of the message before people read the text. Suggested: a friendly looking woman who is talking on the phone in a medical office. Following are two stock photo options, with more photo [options here](#) (any/all would need to be purchased or licensed).



Long COVID body graphic (created by our team), which can be produced in different colors as needed:



Logos:

- The “Let’s Figure Out...” logo is available on light or dark backgrounds.
- Get high-res versions of study partner logos (suitable for printing) from San Mateo County Health and UCSF. See UCSF [brand guidelines here](#).

LET'S FIGURE OUT
LongCOVID
TELL US YOUR STORY, BAY AREA



**SAN MATEO
COUNTY HEALTH**
All together better.



University of California
San Francisco

Accessibility:

- **Need high-contrast text/images and large fonts** – our target audience includes elderly residents.
- Use camel case for URLs, email addresses and hashtags (i.e., FiguringOutLongCovid.org, *not* figuringoutlongcovid.org).
- **Writing should be at a sixth-grade reading level.**