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 ©
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 to 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.
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
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.
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.
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-table structure to organize and present findings relevant to key audiences.

### 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

24-Page Executive Summary Report

100-Page Detailed Reference-Style Report

Infographics to Illustrate Homeless Demographics by Population
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.”
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.

Abt Associates ©
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.
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.
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

A Snapshot on Bullying in America
WHAT is Bullying?
Bullying is unwanted, intentional, and repeated aggressive behavior among school-aged children that involves a 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

PATHS to Prevent Bullying

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

Abt Associates ©
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.
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.
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.
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.

Don't Bring Zika With You
Pack Smart. Protect Yourself.
- Wear long sleeved shirts and long pants.
- Use insect repellent and apply often. Keep using repellent for 3 weeks after you get home.
- Use door and window screens to keep mosquitoes outside.

Reactions de los CDC al ZIKA
PREVENGA EL VIRUS DEL ZIKA
1. Colabores te pli y uso repelente de insectos  2. Piso el agua acumulada
3. Evita que los mosquitos entren a tu casa  4. Use condones

Aprenda más en español.cdc.gov/zika

Zipa in Puerto Rico

Zika is a serious problem affecting Puerto Rico. If we do not act now, many more babies born with microcephaly and other serious birth defects.

- Many pregnant women in Puerto Rico do not have symptoms of Zika virus.
- Many people do not have symptoms of Zika virus, and the virus can be transmitted through sexual relations.

Total Number of Zika Cases 2015-2016

- 3,092 people infected with Zika
- 51 hospitalized
- 310 symptomatic, 166 asymptomatic
- 35% 60%

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
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.
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.
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.africairs.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/

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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.

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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.

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

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