Youth Supporting Youth
The Peer Sexuality Support Programme, better known by its acronym PSSP, is a school-based programme in New Zealand that is currently active in 25 Auckland secondary schools. PSSP gets young people to support other young people outside of the mandatory school curriculum, which can be an awkward, uncomfortable lesson for students when facilitated by adults or teachers.

PSSP has been running successfully for over 20 years, breaking barriers for young people about topics relating to sexual health, sexuality, and wellbeing. Auckland Sexual Health Service's Education Team who runs PSSP felt there was an opportunity for the organisation to reposition and rebrand themselves to better connect with the current and future generations of young people.

Through this research project, a new brand and an online platform for PSSP was co-designed with a group of PSSP leaders. FRANK is the proposed new brand for PSSP. FRANK is about getting young people to be real and honest with their peers, and advocate for a more open and accepting society.
LET'S BE REAL
LET'S BE HONEST
Let's Be Frank
FRANK

FRANK is an organisation that gets youth supporting other youth within their school communities. We educate and empower young people with information on topics of sexual health, sexuality and wellbeing. We help young people support their peers as a fellow young person who can relate and understand. We advocate for positive change towards a more open and accepting society.

Let’s be real. Let’s be honest. Let’s be FRANK.
A series of posters using the marketing slogan ‘Real. Honest. FRANK.’ The posters are intended to emphasise the brand personality of openness and sincerity; in other words, being ‘frank’ about awkward or uncomfortable topics—the kind that FRANK deals with.
Business cards to be used by community health promoters when talking to the stakeholders and influencers about the awesome work FRANK does. The marketing slogan ‘Real. Honest. FRANK.’ is included on the back. The business card is reproduced in either black or white.

Names used are not of actual people.
FRANK Posters

Just a cool, attention-grabbing poster. Posters featuring the FRANK brand identity that can be used to promote the organisation at schools or events.
FRANK T-shirts

Branded T-shirts. To be worn primarily by FRANK leaders and staff at events and stuff. Comes in white, black or red.
January 29, 2018

To whom it may concern,

A letterhead is the heading at the top of a sheet of letter paper (usually) with the business name, address, and other details. It is often used to identify a letter as coming from a particular company or organization.

In this case, the letterhead is used to identify a letter as coming from a community health promoter organization. The letterhead is designed to make it easy for the recipient to identify the letter as coming from a community health promoter organization.

Names used are not of actual people.
A badge to show your support for FRANK. Whoop whoop!

To be used by FRANK leaders, members and community health promoters. They can also be handed out to other young people so they too can show their support for FRANK and the open, accepting world FRANK strives to create.
This bi-annual newsletter for FRANK reports on the latest news about relevant topics. It features what FRANK teams all over Auckland have been up to as they take those small steps to make the world a better place.

Launch of our newsletter ‘Frankly Speaking’

By Elisa and the team

We are very excited to be launching the first issue of our newsletter ‘Frankly Speaking’ to our FRANK team members, their schools, and their whānau, which we’ll be sending out twice a year. We hope that you find them useful, and want to make sure you benefit from reading them. So any feedback is very appreciated.

We all know how important it is to talk to kids and help more young people open up about issues they are struggling with. Our newsletter is an opportunity to talk about these things. Topics will range from mental health to relationships to being in an abusive relationship.

Let us know if you would like to see us cover something in particular.

Names used are not of actual people.
FRANK Name Badges

Name badges to help young people identify FRANK leaders so they can be easily spotted. Each badge includes the name of the FRANK leader and comes in black or white.

Names used are not of actual people.
Hand banners for the FRANK leaders to use during health promotions. Can be used in a number of different ways. Fabric or cardboard versions depending on situation and use.
The revamped Resource Book for FRANK leaders. This book exclusively for FRANK leaders contains all the information they need so they can help other young people. To also be available online.
FRANK Banner

A standing banner showing the awesome young FRANK leaders. To be used at events and conferences FRANK participates in—letting the world know just how awesome FRANK is.
FRANK Bookmarks

Bookmarks that can be handed out at health promotions and other events to young people to promote FRANK and spread the word.
A prototype of the online platform.
To support FRANK leaders in their role and to also provide a reliable and trustworthy platform for youth to learn more about FRANK—what they do, what they know, and how they can help.

View the prototype:
Website version
https://xd.adobe.com/view/f49cf309-0386-4cc5-b029-375036e85303

Mobile Website version
https://xd.adobe.com/view/ed5c5eed-f5b5-4ce3-bfb1-f68eab3761b4
REAL
HONEST
FRANK