

FRANK

Youth Supporting Youth

Project: FRANK

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.

LEFT'S
BUT
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**.





Real. Honest. 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

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.

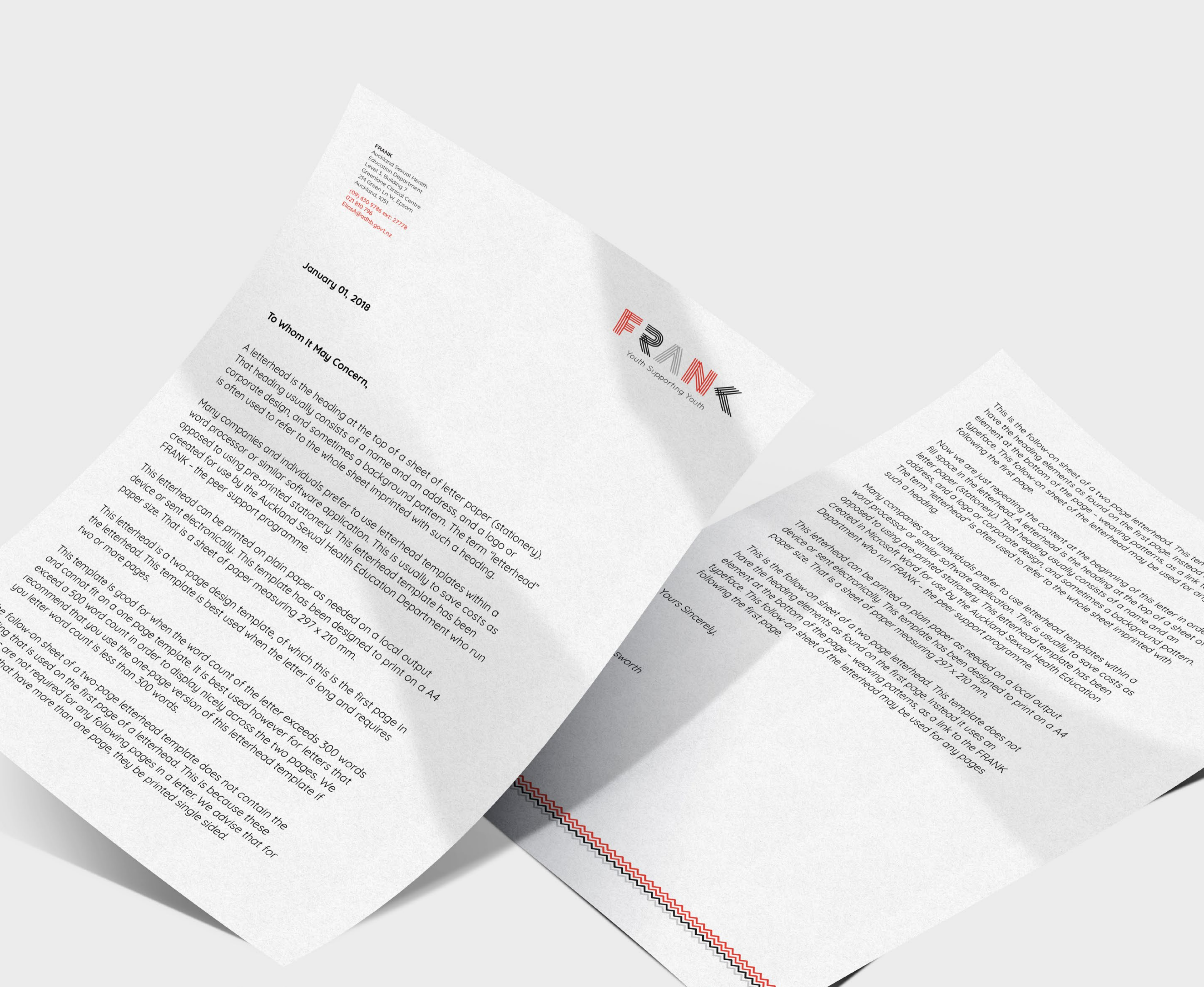
Posters featuring the FRANK brand identity that can be used to promote the organisation at schools or events.



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.





Letterhead

For the formal stuff.

To be used internally by community health promoters for official business.

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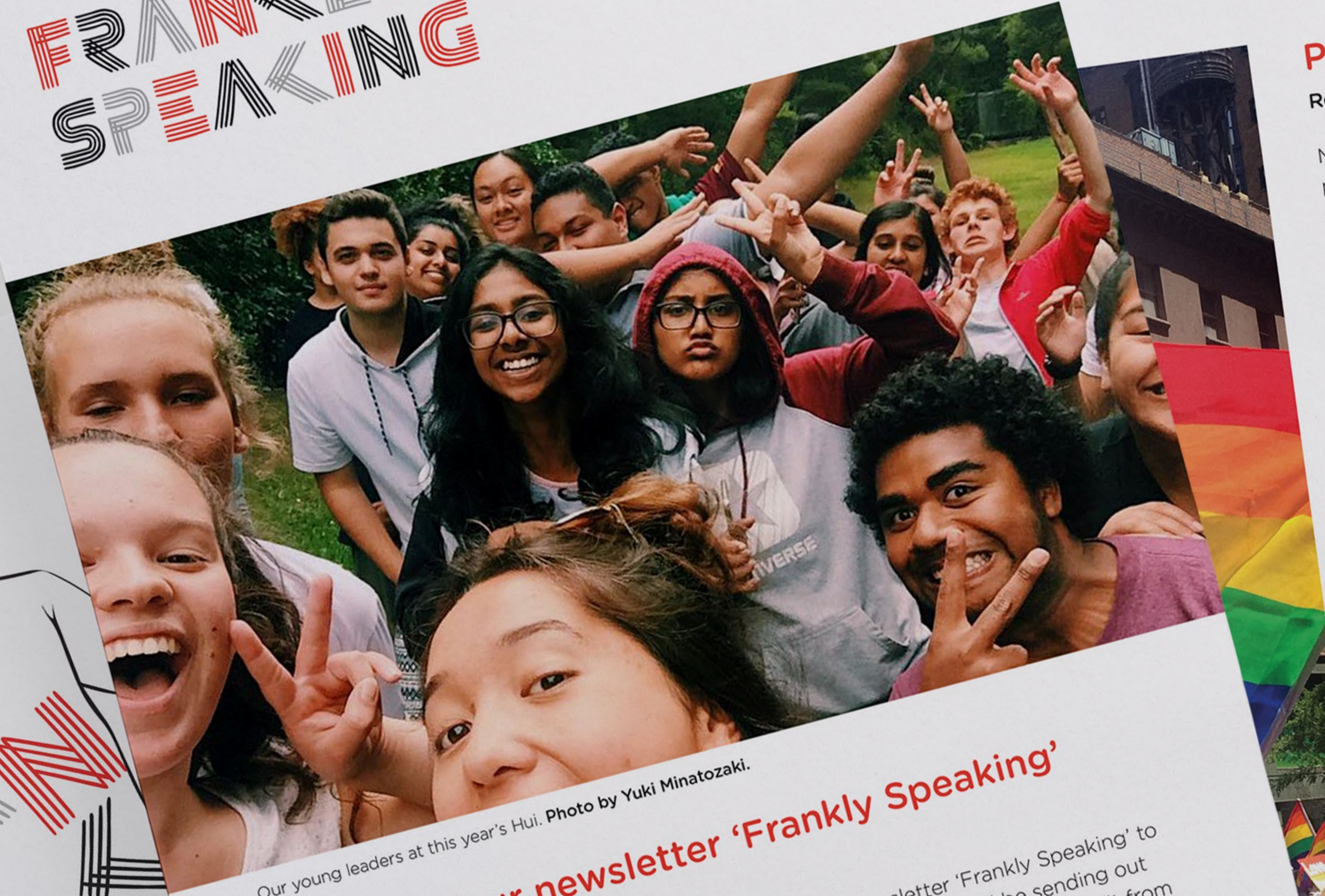
FRANK Badges

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.



FRANKLY SPEAKING



Our young leaders at this year's Hui. Photo by Yuki Minatozaki.

Launch of our newsletter 'Frankly Speaking'

By Elias 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 receiving them, so any feedback is very appreciated.

After speaking to lots of the young people, school staff, and whānau, we learnt that you all wanted to know a bit more about FRANK, so this is one of the steps we are taking to make this happen. Hopefully it means that you can all support each other, and feel comfortable to have chats about sexual health and wellbeing more often!

FRANKLY SPEAKING

Pride Day 2017

Report By Jean

Many of the FRANK teams were preparing for Pride Day last week (an international event to celebrate and stand up against bullying around sexuality).

The plans all went well with holding pink mufti days, giving out cupcakes, tie dying shirts, wristbands, handing out positive messages to others, holding sizzles, making banners, selling roses, asking others to share messages with each other, making posters, giving out stickers, getting others to take selfies, and dressing up. We had, at the same time a focus on acceptance, educating others, and raising money for The Foundation.

Others are also doing promotions around consent, relationships, online safety, positive body image, and promoting the sexual health services available in their schools. Our schools have a counsellor, and a doctor once or twice a year.

Frankly Speaking

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.

Names used are not of actual people.

We've got new shirt

Orders close 19.06.2018

As you have probably noticed, we've come to FRANK. FRANK represents the youth and help more young people to have chats about sexual health and wellbeing more often!

Pride Day at Lynfield
Photo supplied by



FRANK Name Badges

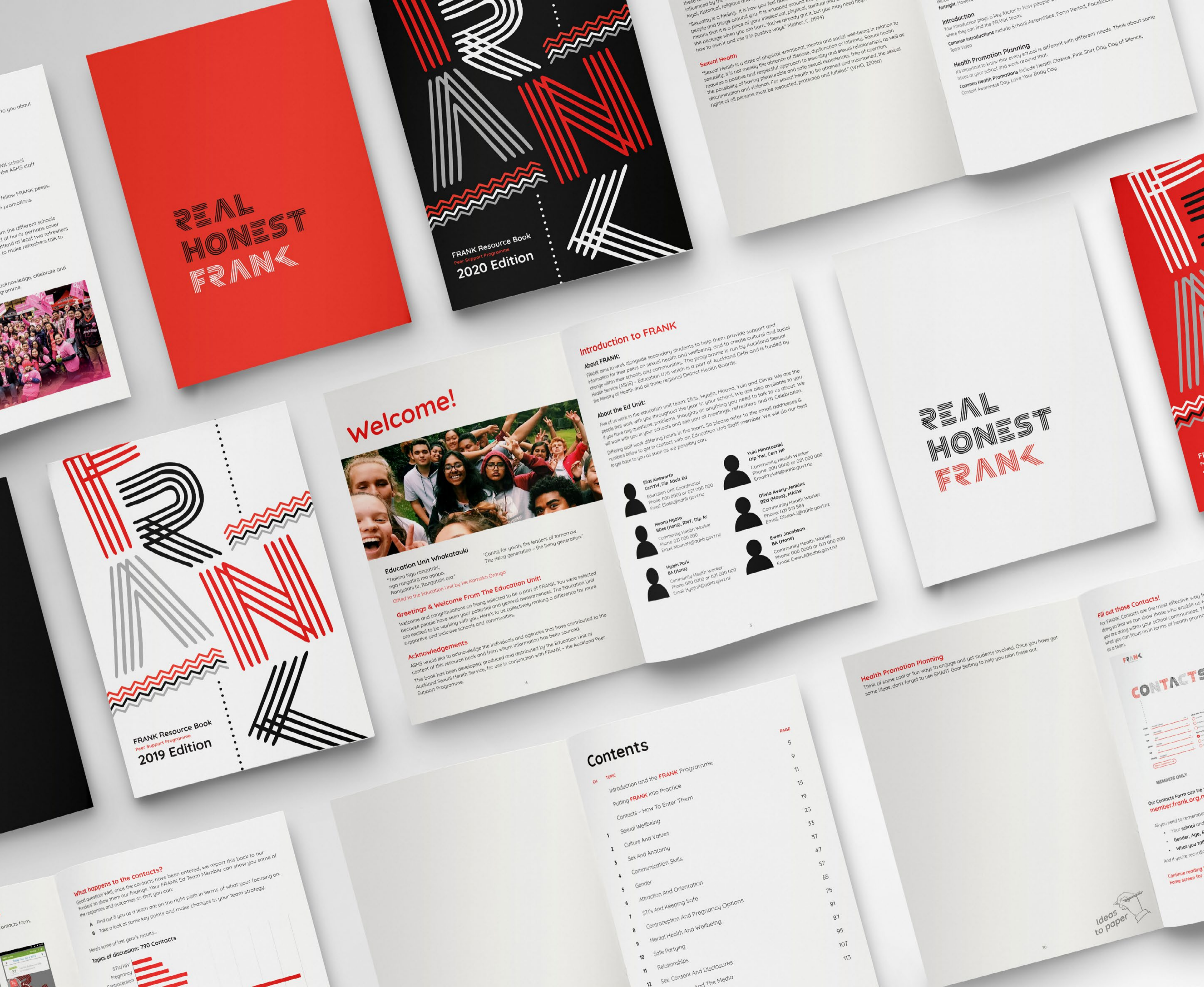
Name badges to help young people identify FRANK leaders so they can be easily spotted. Each badge includes the name of the FRANK leader and comes in black or white.

Names used are not of actual people.



FRANK Cheering Banners

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.



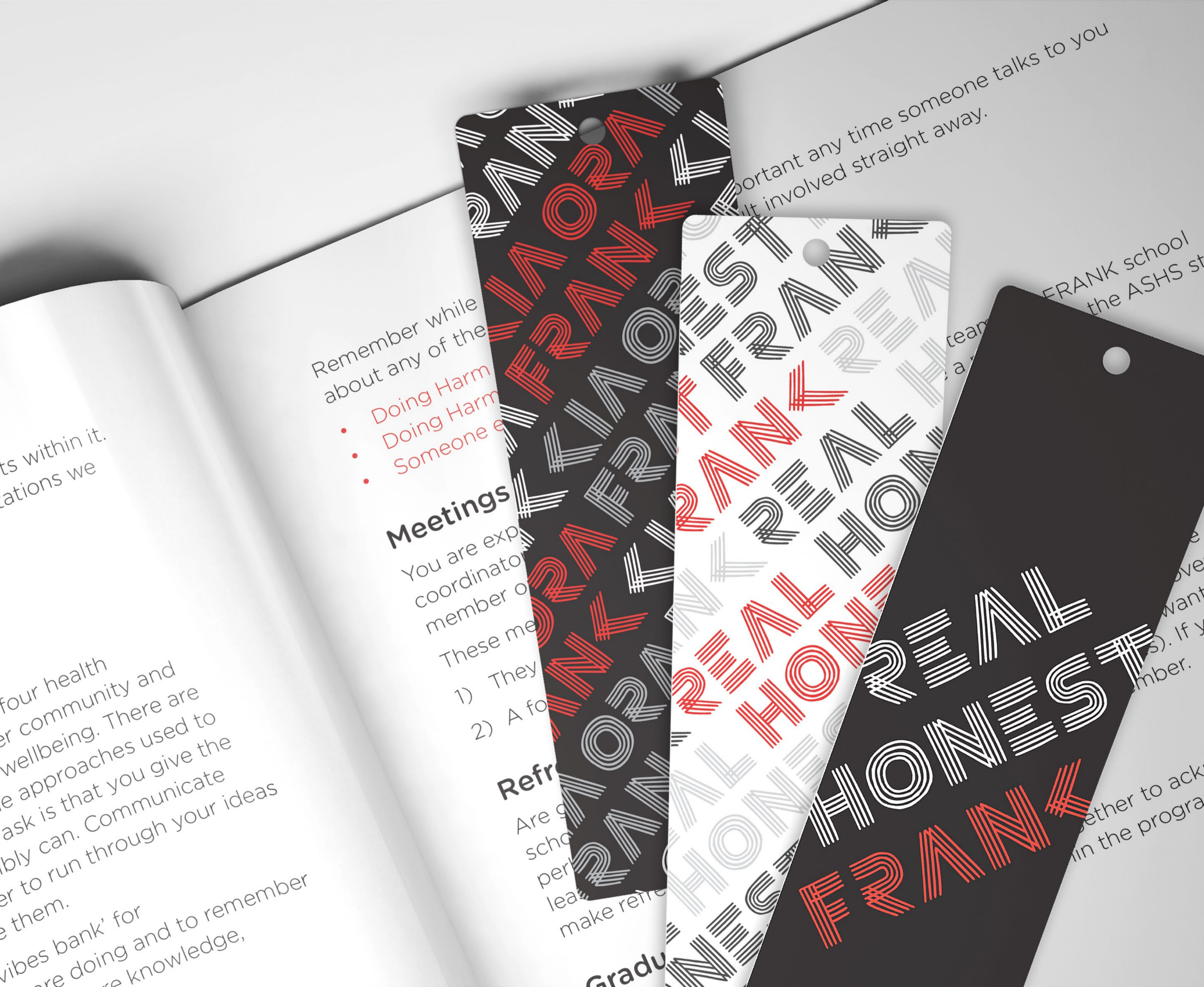
FRANK Resource Book

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.



FRANK.org.nz

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