

Overview

[The Global Health Education and Learning Incubator at Harvard University](#) (GHELI) supports interdisciplinary education about world health through the production, curation, and dissemination of educational public goods. This exemplar work was a final project for “World Health: Challenges and Opportunities,” a General Education course at Harvard College taught by GHELI Faculty Director Sue J. Goldie. For this creative assessment designed with support from GHELI, students systematically analyze a societal health challenge they care about and create a “real world” product intended to influence policy or motivate change.

Abstract

A website succinctly explains the shortage of personal protective equipment (PPE) affecting health care workers during the pandemic. The website’s messages and accompanying campaign posters encourage readers to donate any supplies they can to health care.

Artist

Brian Kim (2020)

Caption

Early in the COVID-19 pandemic, America was facing a severe shortage of Personal Protective Equipment (PPE), such as masks, gowns, and gloves, due to governmental unpreparedness and supply chain issues. The shortage especially impacted health care workers on the front lines, who were unable to adequately protect themselves while caring for COVID-19 patients. The webpage and accompanying posters explain the context of the shortage, encouraging Americans to donate unneeded PPE to health care workers until the supply chain could be restored.

Artist Lens

The motivation for this webpage and the short posters accompanying it comes from news of PPE (personal protective equipment) shortage here in the United States. It is quite shocking that hospitals, especially in regions with higher infection numbers (such as New York City), cannot get masks that would cost under a dollar in normal circumstances. The targeted audience is everyday normal American citizens who do not work in the healthcare industry and are observing respective stay-at-home orders while practicing safe social distancing mechanisms. Since unnecessary outdoor movement is discouraged by nearly all public officials, most Americans probably will not need N-95 masks or (if they have any) gowns and goggles. The hope is that this webpage can inspire them to donate any supplies that they have to healthcare workers while the supply chain is broken. I chose to make a webpage because I thought that a simple poster would not be able to explain all the circumstances and reasoning behind this call-to-action, but I also chose to make this webpage and any corresponding poster/PSA material as simple as possible so everyone can understand the logical sequence without too much trouble. This webpage does not have any material with any graphic visual elements or evidence to support any scientific data (other than the CDC report of healthcare workers exposed to COVID-19), but straightforward images are used so the audience can understand clearly. The goal is simple messaging—

relaying the what, why, and how—to achieve the goal of understanding the importance of this issue and encouraging individuals to donate.

Media

Digital

You don't need this.

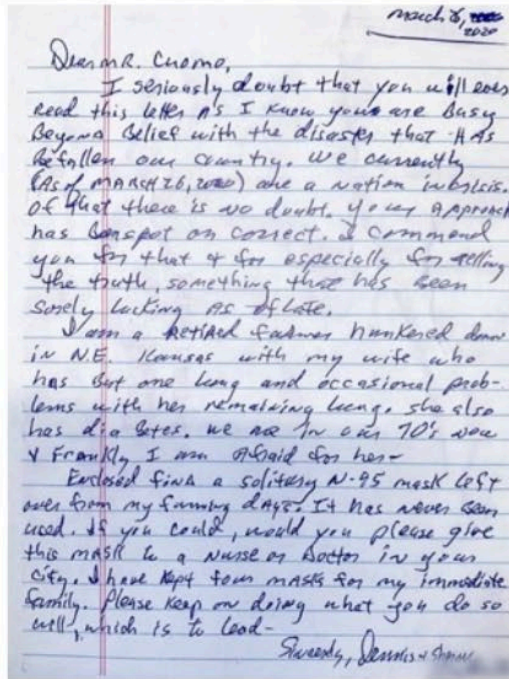


You can make them on your own.



**Save the good ones for our hospitals.
Help our healthcare workers.**

He saw that our nurses needed help,
so he chose to donate his masks.



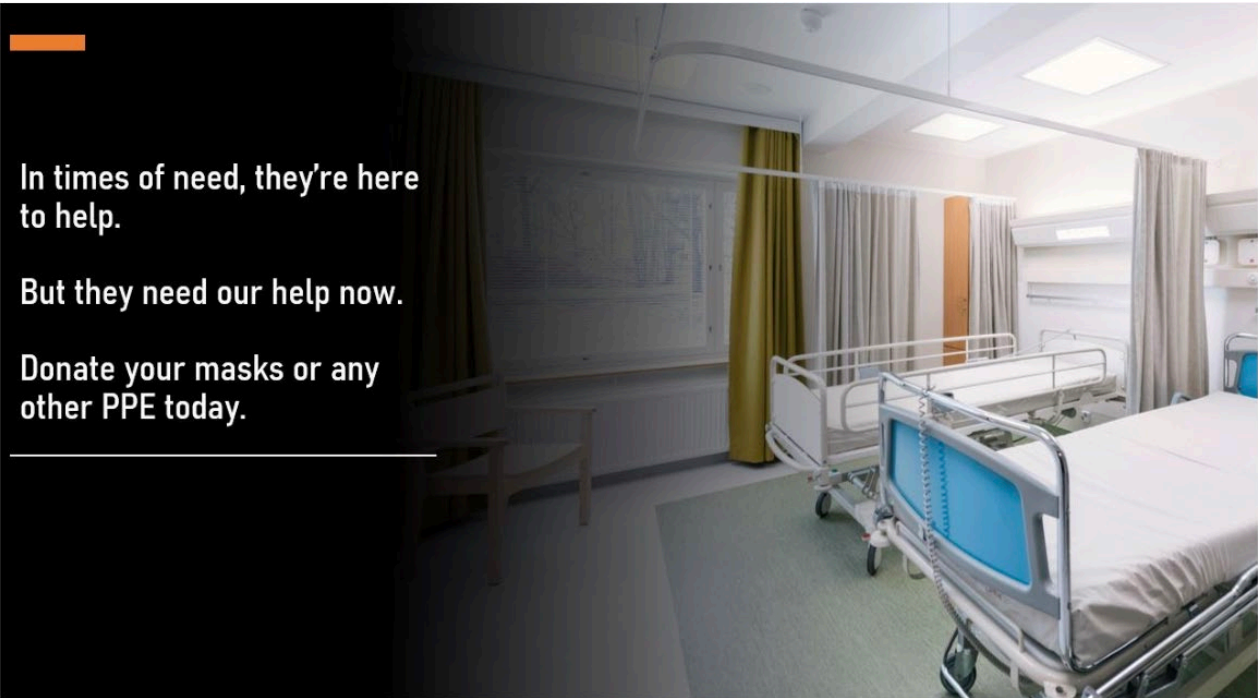

Source: Gov. Andrew Cuomo, D-NY

Now, he's getting a college degree.



Source: Gov. Laura Kelly, D-KS

Good karma comes back.
Donate your masks.



In times of need, they're here
to help.

But they need our help now.

Donate your masks or any
other PPE today.
