

# ORANGE SPARKLE BALL CASE STUDY

## Strategic Framework for Global Immunization

The Global Immunization Division (GID), through the Center for Global Health, has overall coordination and responsibility of global immunization activities which are implemented across the agency. CDC Divisions, Offices, and Programs with subject matter and disease-specific areas of expertise related to vaccine-preventable diseases are aligned by strategic framework goals, priorities and objectives which are revised and shared every four years.

### Rationale

Orange Sparkle Ball designed the layout and graphics for the Centers for Disease Control and Prevention's Global Immunization Division 2016 – 2020 Strategic Framework. OSB delivered a 40-page PDF to be shared both digitally and in print with global immunization stakeholders.



## TARGET AUDIENCES

- + Global immunization workers
- + Public health experts
- + Researchers
- + Scientists
- + GID staff

## GOALS + OBJECTIVES

- + Create a Strategic Framework document that conveys complex ideas related to global immunization in a visually engaging and accurate format
- + Create a document that can be delivered both digitally and in print

