

# Sharp Disposal Project

## Promotional Video & Container Design

DAI 805 Fang-Yi Lee, Yilun Zhang 5/20/2015

### ● Abstract

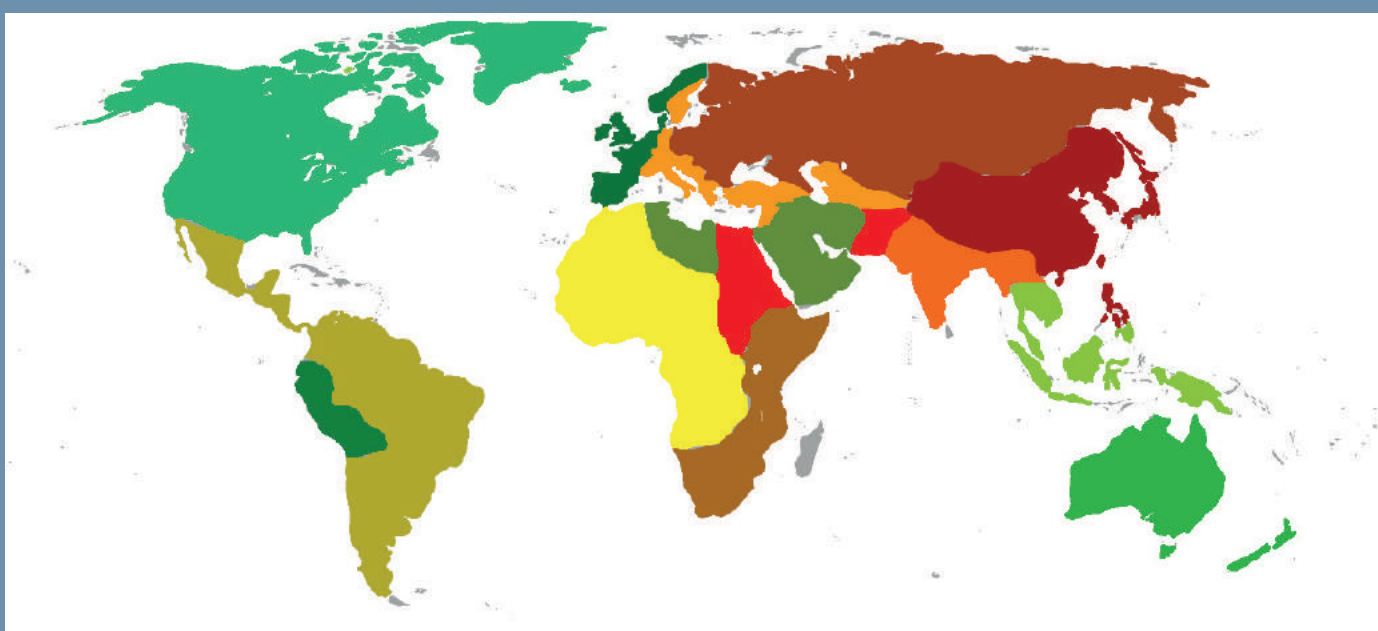
Used sharps carry dangerous virus and bacteria. If they are not disposed properly, people can be stabbed by accident and be infected by incurable diseases. A huge number of health-care workers, as well as unexpected people are infected by used sharps every year all over the world. This project will develop a promotional video and a sharp disposal container instruction to help prevent sharp accident from happening.

### ● Problem Statement

Many people who use sharps at home and who works in small clinics lack the knowledge of how to dispose sharps properly or lack the accessibility to standard containers and service system, especially in developing countries. How to reduce the number of people who is exposed in the danger of being injured by sharps remains a challenge



### ● Statistics



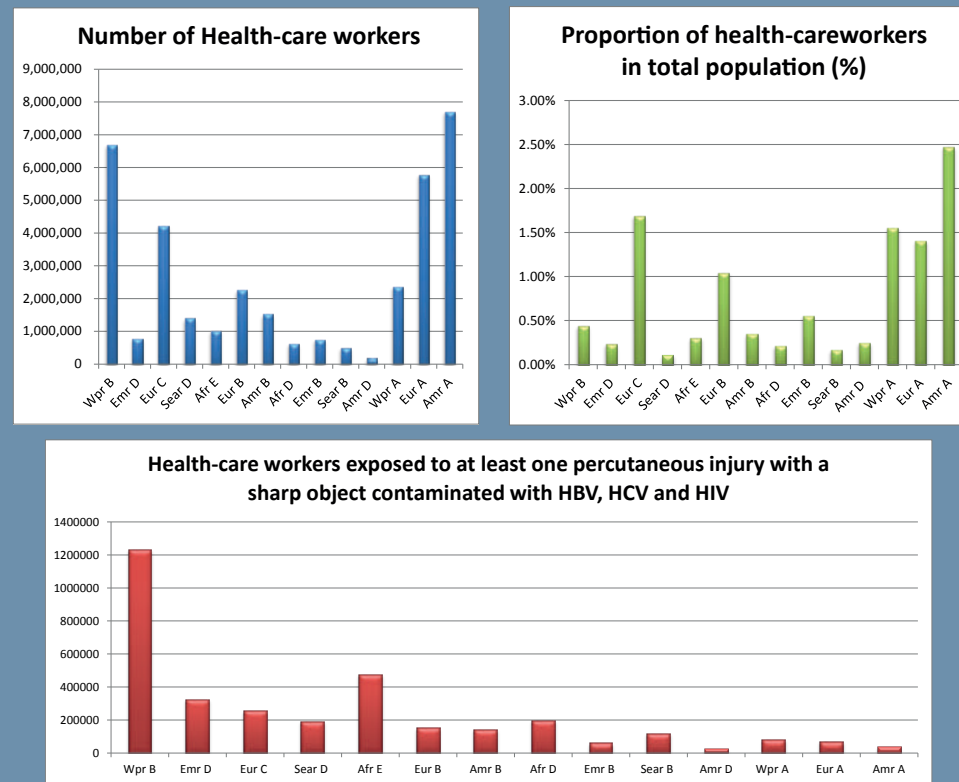
Wpr B - 20730	Emr D - 10007	Eur C - 9940	Sear D - 8370	Afr E - 7820
Eur B - 7091	Amr B - 7070	Afr D - 4280	Emr B - 2611	Sear B - 2020
Amr D - 954	Wpr A - 940	Eur A - 506	Amr A - 435	

### ● Interview



"Accidentally stabbed by sharps could destroy a person's life."  
"It's a serious problem especially in low-resource countries."

- Dr. June Fisher



### ● Proposal

A promotional video that tells people the severity of getting sharp.

To convey audience that a great risk can happened easily if we don't use a correct container with proper way.

Once a sharp accident happen, it can change any infected people's whole life.

To promote the rules of the making a proper container in home.

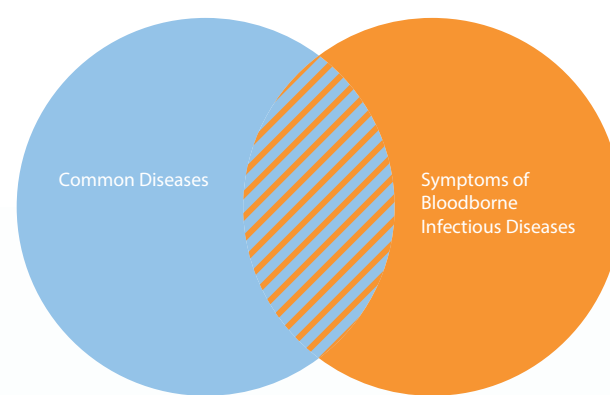
To promote the tips for disposing sharps.

Through target audience to share the idea: People who give themselves sharp&People who can to share this information&Groups with Great risk, such as sanitation workers and custodial personnel.

### ● Create

#### Main Story Elements

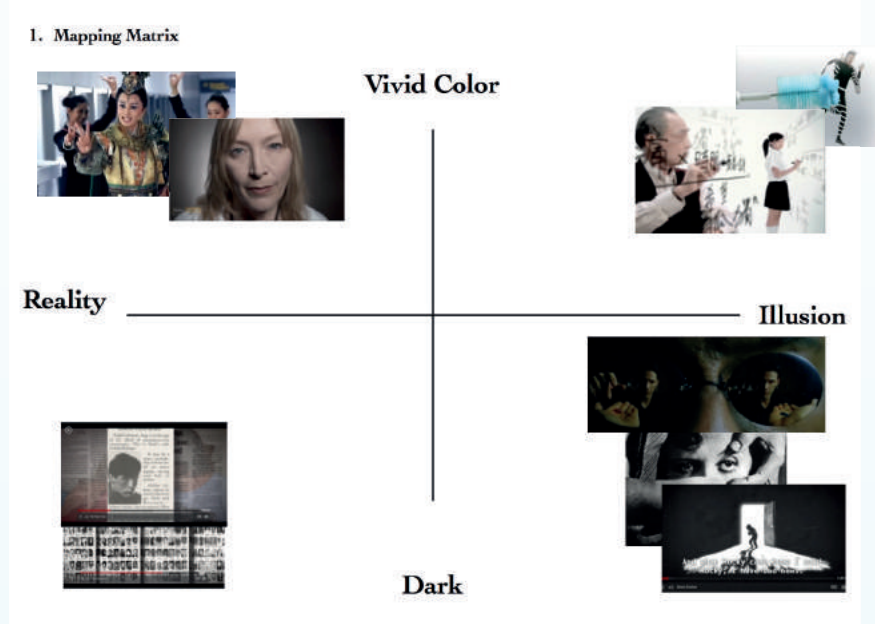
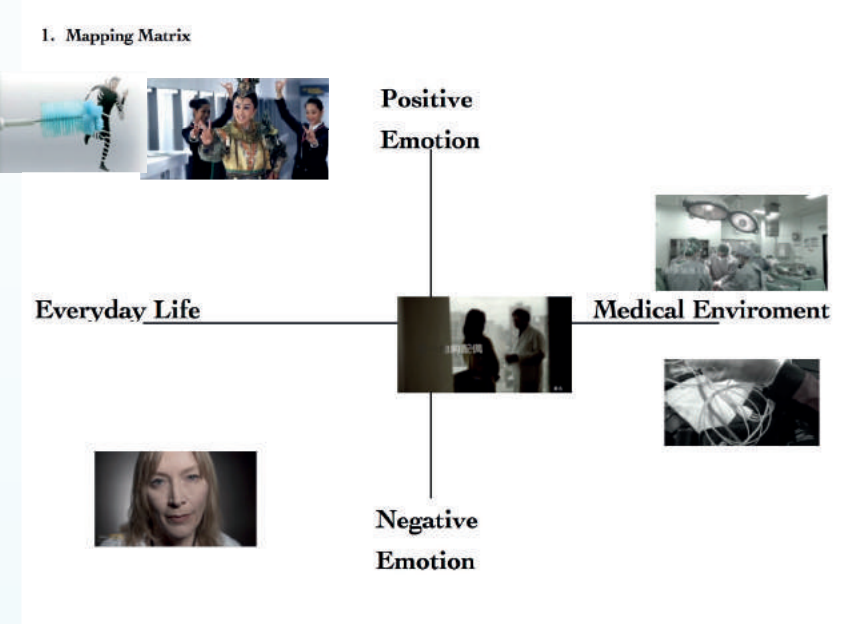
Family Love, Needle, A Second of Negligence, Infection, Regret, Worry



Infectious Diseases Bloodborne	Symptom
Acute Hepatitis B	Loss of Appetite, Weakness, Fatigue, Vomiting, Jaundice
Acute Hepatitis c	Loss of Appetite, Fatigue, Bloating
Acute Hepatitis D	Loss of Appetite, Weakness, Fatigue, Vomiting, Jaundice
Venereal Diseases	

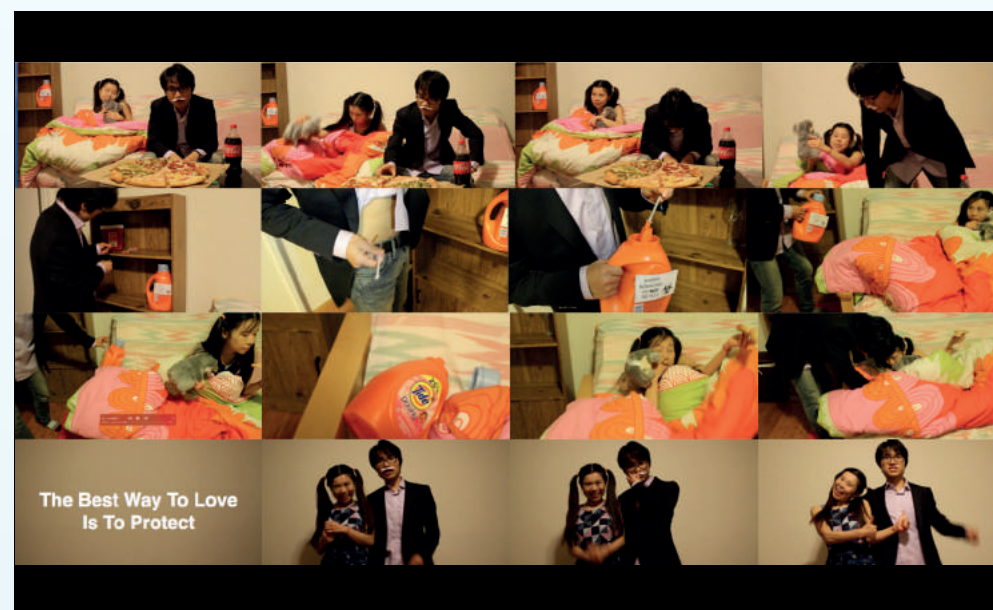
#### Impressive Film

Makes Audiences WANT to Do It



#### Film Mockup

Interesting & Positive Style



#### Film Brief:

The grandfather's life is limited by diabetes, and he got acute hepatitis B these days. The acute hepatitis B make he has a bad appetite. The grandfather's life is strongly contrasting with his healthy happy baby granddaughter . One day, the granddaughter got infected accidentally by grandfather's disposal sharp. Since the grandfather didn't check the container cap well. And after this, the grandfather deeply feels remorse, and worried.

### ● Delever

#### Bring the sharp infection prevention concept to developing country

Many developing countries do not provide people proper health education information. Residents generally lack of awareness of the potential risk of disease from medical wastes. So we need to assist developing countries to establish correct medical waste knowledge.



#### Extending Topic x Promotional Film

• Promotional Film to Developed Countries\_Donation

After we found partners, we need enough research and development funds. We need promotional film to find sponsors and encourage people to donate our R&D plan.

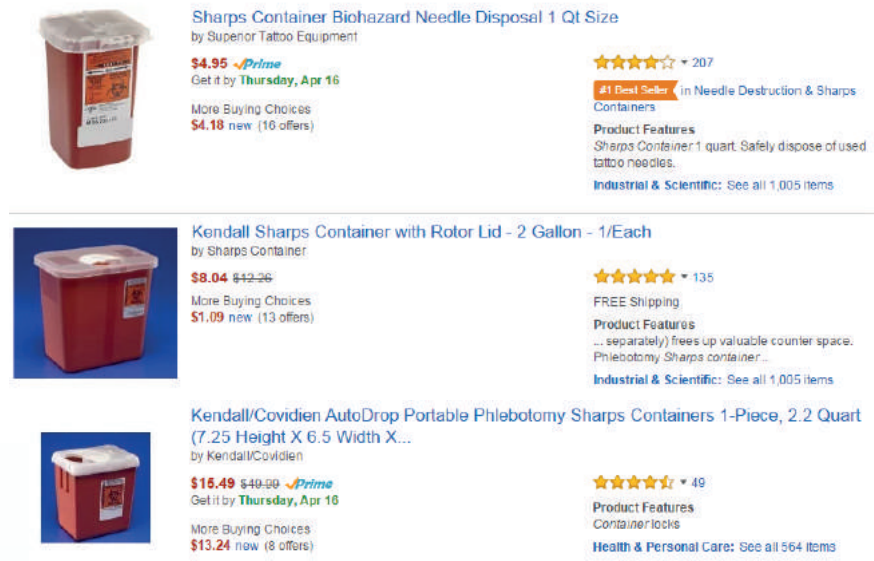


An instruction of how to choose and make a proper sharp disposal container with cheap and easy accesible material.

### ● Create

#### Basic Features of a Household Sharp Disposal Container & Market Research

The FDA recommends that used needles and other sharps be immediately placed in FDA-cleared sharps disposal containers.



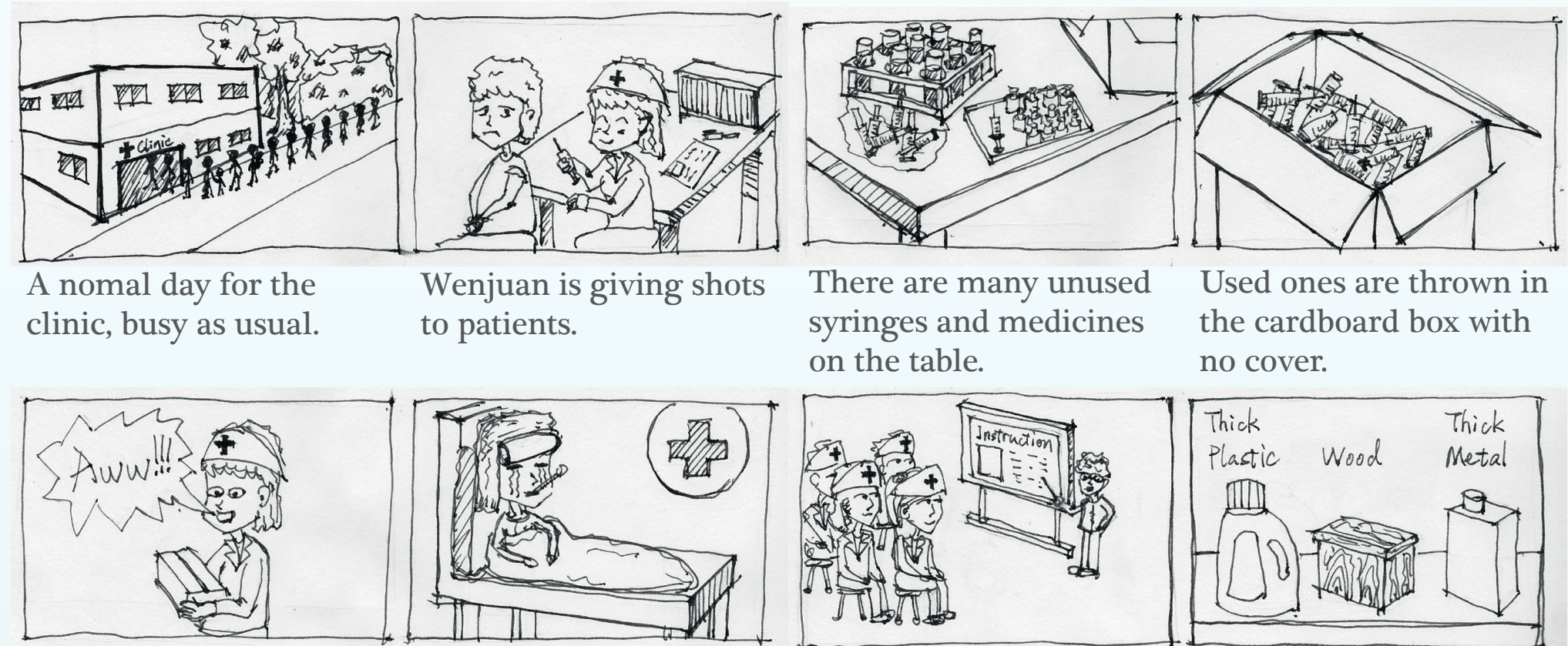
#### Persona

Wenjuan Liu, 29 years old

Wenjuan Liu is a young nurse working in a clinic in a small town located in middle west of China. The clinic is very busy eveyday because it's the only health-care facility in the town of 30,000 people. There is no place to buy sharp disposal containers in the town, so they have to ask people to bring back disposal containers from the city or they can only use other containers as a replacement. However, due to the fact that the clinic is small and busy, knocking down things by accident is not rare.

#### Story Board

Biohazard in the Clinic



A nomal day for the clinic, busy as usual.

Wenjuan is giving shots to patients.

There are many unused syringes and medicines on the table.

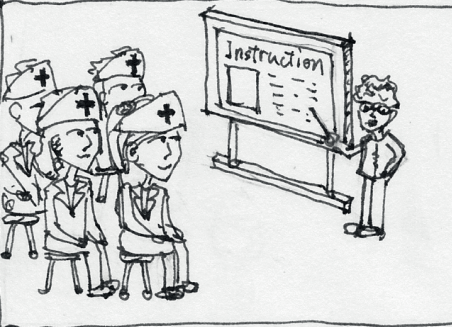
Used ones are thrown in the cardboard box with no cover.



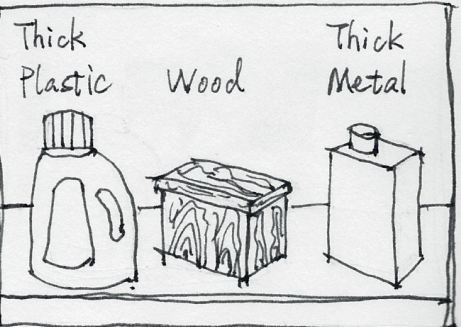
When Wenjuan is taking the sharp disposal box out to the waste storage place, a needle stick out the cardboard and stab her hand.



She got sick because of the stick. Fortunately, it's a curable disease and she recovered after a week.



The clinic invited a professor to give a lecture on the proper way to dispose sharps and how to choose the right container.



The material of the container should be hard and thick enough that couldn't be penetrated by sharps.

### ● Delever

#### Live Prototyping



#### Build Partnerships & Keep Iterating

Visit hospitals and clinics in developing countries to see how is their medical waste system working now and what resources they have.

Promote and communicate cheap easy accessible container ideas with them, and get feedback.

Keep improving the design of DIY sharp container.

