



The Future of Health Now

Health Promotion

Designed with future health outcomes in mind.



Health Communications

Compliant. Accessible. Engaging.

www.opua.agency



OPUA is a behavioral change agency committed to championing social causes and mobilizing communities for change to minimize health risks within marginalized communities across the globe.

We are an optimistic forward thinking collective of strategic thinkers that thrive in complex social problem solving. We offer creative digital solutions designed to deliver highly impactful campaigns for multicultural audiences, and specialize in marginalized and high risk community health communications messaging. The time is now to stop talking “at” these communities and to start engaging conversations in order to mobilize communities and effect change for good.

Subject Matter Knowledge Across A Broad Range Of Health Topics:



**Patient /
Practitioner
Communications**



Diabetes



**Obesity
prevention**



**Violence
prevention**



**Access to
health care**



Workplace safety



**Tobacco control
and cessation**



Cancer



**Women's &
Reproductive
health**



Heart health

**NAICS Codes: 541613, 541430, 541820, 512110, 561920, 611430
DUNS: 611018750 | CAGE: 89MH9 | UEI: CVXMBCKE69E4**

Optimistic People Unified for Awareness

We make healthy choices

Desirable.
Accessible.
Obtainable.

OPUA is a leading social impact marketing firm dedicated to championing change around the world. We partner with clients with the intention of driving behavioral change and improving global health and well-being.

- + Specialized Harm Reduction Experience
- + Trauma-informed Professionals
- + Health Equity Best Practices
- + 508 Compliant & Responsive Designs

Our approach to project management is straightforward and tested for simplicity and is easy to use for a superior client engagement experience. You will receive white glove service and access to state-of-the-art project management tools to make working with us a breeze.

SUITE OF SERVICES

BRAND DEVELOPMENT

- Research & planning
- Identity development
- Integrated marketing strategy

DIGITAL DEVELOPMENT

- Website & app development
- Video & audio production
- User experience design

DESIGN & DATA

- Content creation
- Data visualization
- Environmental design

OUTREACH & ENGAGEMENT

- Public relations
- Social media
- Paid media

RESEARCH & TESTING

- Quantitative & qualitative research
- Environmental & media scans
- Message & concept testing

COMMUNICATIONS

- Public health initiatives
- Behavior change campaigns
- Partner & stakeholder outreach

STAKEHOLDER TRAINING

- Webinar & training development
- Implementation & support
- Video tutorials

COMMUNITY INVOLVEMENT

- Strategic investment
- Volunteerism
- Creative partnership

Let's unify to drive the world's most important health awareness programs and messages where consciousness can lead to a healthier and more satisfying lifestyle for all communities.



our focus

Guiding Gen Z health

With deep health communications and positive psychology expertise, our team delivers effective approaches to solve critical and complex health issues.

PAST PERFORMANCE



Let's connect

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