

2010 Innovations Awards Application

Deadline: March 1, 2010

ID # (assigned by CSG): **10-S-10MO**

Please provide the following information, adding space as necessary:

State: **Missouri**

Assign Program Category (applicant): **Health and Human Services**

1. Program Name: **Rape Education and Prevention**
2. Administering Agency: **Missouri Department of Health and Senior Services**
3. Contact Person (Name and Title): **Margaret T. Donnelly, Director**
4. Address: **912 Wildwood Drive, PO Box 570, Jefferson City, MO 65102-0570**
5. Telephone Number: **(573) 751-6001**
6. FAX Number: **(573) 751-6041**
7. E-mail Address: **Margaret.Donnelly@dhss.mo.gov**
8. Web site Address: www.dhss.mo.gov and www.supportdenimday.com
9. Please provide a two-sentence description of the program. **This program is a multi-system collaborative to elevate the need for rape education and awareness. A logo and message were developed to unite all rape education and awareness efforts so that social change occurs.**
10. How long has this program been operational (month and year)? Note: the program must be between 9 months and 5 years old on March 1, 2010 to be considered. **April 2006**
11. Why was the program created? **This initiative was developed because there was no united effort for rape education and awareness.** What problem[s] or issue[s] was it designed to address? **In a 2005 study, researchers found that 4,596 Missourians had been sexually assaulted within the year—2,777 women and 1,819 men. One in six women has been raped at some point in her life and one in 33 men has been raped at some point in his life. 86 percent of sexual assault victims are female. An estimated 5 percent of college women are assaulted annually and 25 percent will be victimized during their college years. There was no united effort focusing on rape education and awareness, therefore, rape was perceived to be isolated incidences that never rose to the level of a serious public health issue.**
12. Describe the specific activities and operations of the program in chronological order.
In 2006 the Office on Women's Health (OWH) and the Injury and Violence Prevention program in the Missouri Department of Health and Senior Services (DHSS) held a Denim Day event in the Department.
That summer, the OWH proposed the development of a logo and branding message symbolizing rape education and awareness in order to unite the efforts of many organizations statewide (much like the red dress pin for women and cardiovascular disease or the pink ribbon for breast cancer).

In 2007, the OWH asked the Textile and Apparel Management (TAM) Department at the University of Missouri-Columbia (MU) to design a Denim Day lapel pin along with fliers, posters and bookmarks to brand Denim Day on a state level. The TAM department went above and beyond the call. Each student in the Computer Aided Design class created a design to symbolize Denim Day and assembled a poster presentation. The TAM department invited a select group of injury and violence prevention stakeholders to serve as a focus group to select the pin design.

Students in TAM's Brand Marketing class each created a message to brand Denim Day. They displayed their products and the students in the TAM department selected the message for the posters, flyers and bookmarks.

The OWH created and developed 2,000 toolkits through funding made possible by the Federal OWH. The toolkit contains all the materials needed to plan and implement a Denim Day event. The Missouri DHSS, OWH distributed toolkits across Missouri and the United States.

Five university campuses and DHSS held events for Denim Day 2007.

In 2008 the number of events escalated to 80 universities, businesses, junior high/high schools, not-for-profit organizations and other state departments.

In 2009 the OWH received a grant from the Missouri Foundation for Health. Through their generosity, the OWH purchased Denim Day materials for Missouri events. The grant also funded the development of the Denim Day website www.supportdenimday.com, Facebook presence, MySpace and other communication materials. Denim Day events catapulted to 268 for the 2009 campaign along with organizations in 17 other states requesting a toolkit to use the logo and materials for events in their states.

13. Why is the program a new and creative approach or method? **This initiative was new and creative because there was no unified effort to unite the rape prevention and education programs of many organizations. The advantage of a statewide perspective through a public health lens affords the Department the opportunity to connect the individual organizations' efforts to elevate the public health issue to the degree needed for social change to occur.**

14. What were the program's start-up costs? (Provide details about specific purchases for this program, staffing needs and other financial expenditures, as well as existing materials, technology and staff already in place.)

The Department invited the University of Missouri TAM Department to collaborate for the design of a logo and the development of a branding message. There were no dollars paid to the University for design of the logo or the branding message. This collaborative gave the students the opportunity to apply their academics.

DHSS, OWH and Injury and Violence Prevention program gave \$10,000 to University of Missouri TAM to cover the cost of the materials for Denim Day 2007. This included the production of the lapel pins, and printing of bookmarks, flyers and posters. The students, with oversight from a TAM professor, secured bids and ordered all materials. The students also designed ads for newspapers and purchased advertising space in local newspapers. The Injury and Violence Prevention program provided the statistics and background information. The OWH provided oversight and technical assistance.

Following Denim Day 2007, the OWH obtained a \$4,500 grant from the U.S. Department of Health and Human Services, Office on Women's Health, Region VII. A Denim Day Toolkit was developed,

printed, and disseminated statewide and to the Offices on Women's Health in all fifty states and the Injury and Violence Prevention programs nationwide.

15. What are the program's annual operational costs? **There is no annual fixed budget item for this initiative. Operational costs vary by funding opportunities and number of events. The 2007 budget, as stated in previous response, was \$14,500. The Missouri Foundation for Health funded the 2008 and 2009 campaigns with a \$100,000 grant. OWH contracted with a marketing communications agency for the website design, Facebook presence, MySpace presence, twitter, advertising design and advertisements on Facebook and MySpace, dissemination of a mass email invitation to Human Resource Officers in mid-size corporations in Missouri, a channel intelligence report, a communication plan, and a final report to OWH. The remaining grant money was used to purchase materials for Denim Day 2008 and 2009 (lapel pins, etc). OWH staff coordinated all aspects of Denim Day 2008 and 2009.**

16. How is the program funded? **There is no itemized fixed funding for this initiative. Federal grants and private foundation money were used to fund this initiative.**

17. Did this program require the passage of legislation, executive order or regulations? If YES, please indicate the citation number. **No**

18. What equipment, technology and software are used to operate and administer this program? **Standard office equipment is used to administer this program. Twitter, Facebook and MySpace technology are utilized.**

19. To the best of your knowledge, did this program originate in your state? If YES, please indicate the innovator's name, present address, telephone number and e-mail address. **The DHSS, OWH initiated the idea of uniting rape education and awareness efforts with a branded message and logo. OWH invited the University of Missouri TAM Department to collaborate in the creation of the design and branding message. The design selected was created by a student. The University of Missouri gave that student a scholarship for her design. The University of Missouri owns the rights to the logo design. Contact information : Tuck VanDyne, Chief, 920 Wildwood Drive, Jefferson City, Missouri, 573.526.0445, tuck.vandyne@dhss.mo.gov**

20. Are you aware of similar programs in other states? If YES, which ones and how does this program differ? **Programs in several states participated in rape prevention awareness and education efforts but there was no unifying logo and branding message prior to DHSS initiative. Now, organizations in 17 other states are currently using the logo and branding message.**

There is no one program that addresses rape prevention and education. Each organization utilizes a program that meets the needs of their community. That was the primary impetus for developing the logo and brand.

21. Has the program been fully implemented? If NO, what actions remain to be taken? **There will always be work to do until there is no sexual violence or rape perpetrated on any human being.**

22. Briefly evaluate (pro and con) the program's effectiveness in addressing the defined problem[s] or issue[s]. Provide tangible examples.

Pro: In 2007, 5 university campuses and the Department of Health and Senior Services held events. The number of events escalated to 80 universities, businesses, junior high/high schools, not for profit organizations and other state departments in 2008. The number of events in Missouri soared

to 268 for the 2009 campaign along with organizations in 17 other states requesting a toolkit to use the logo and materials for events in their states.

The strength of the website and Facebook is evidenced by the Business Marketing Association of St. Louis awarding the website their *2009 Best in Class Award* and the Facebook page the *2009 Gold Award*.

Con: No full-time dedicated staff or funding to fully implement this initiative in Missouri and no staff or funding mechanism in DHSS that would accommodate needs in other states.

23. How has the program grown and/or changed since its inception? **The program has grown beyond statewide expectations to include national and international interest. A Social Marketing presence (Facebook and Twitter) has broadened the audience internationally. A former student intern presented the Denim Day Toolkit to an organization in Italy while studying abroad last semester. The toolkit will be updated following the 2010 campaign.**

24. What limitations or obstacles might other states expect to encounter if they attempt to adopt this program? **Securing funding for any program can be a challenge. Since the University of Missouri has a copyright on the logo some restrictions apply, i.e. the Denim Day logo should be included, with proper identification (©2007 MU), on all materials used for educational and promotional efforts as they relate to the national rape awareness initiative (Denim Day). No pin or any item with the Denim Day logo may be sold for profit without prior permission from the University of Missouri.**

CSG reserves the right to use or publish in other CSG products the information provided in this application. If your agency objects to this policy, please advise us in a separate attachment. 2

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Program Categories and Subcategories

Use these as guidelines to determine the appropriate *Program Category* for your state's submission and list that program category on page one of this application. Choose only one.

Infrastructure and Economic Development

Business/Commerce

Economic Development

Transportation

Government Operations and Technology

Administration

Elections

Information Systems

Public Information

Revenue

Telecommunications

Health & Human Services

Aging

Children & Families

Health Services

Housing

Human Services

Human Resources/Education

Education

Labor

Management

Personnel

Training and Development

Workforce Development

Natural Resources

Agriculture

Energy

Environment

Environmental Protection

Natural Resources

Parks & Recreation

Water Resources

Public Safety/Corrections

Corrections

Courts

Criminal Justice

Drugs

Emergency Management

Public Safety

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The Council of State Governments

2760 Research Park Drive, P.O. Box 11910

Lexington, KY 40578-1910

Contact:

Nancy J. Vickers, National Program Administrator

Phone: 859.244.8105

Fax: 859.244.8001 – Attn: Innovations Awards Program

The Council of State Governments

E-mail: nvickers@csg.org

This application is also available at www.csg.org.