



**SOMETHING WE AGREE ON MINI-GRANT  
INFORMATIONAL WEBINAR**



# Content

01

Overview of the Funding Opportunity

02

Overview of Something We Agree On

03

Examples of Past Projects

04

Q&A

05

Contact







# ABOUT THE OPPORTUNITY



# FUNDING SUMMARY

## SOME BASICS

- **\$30,000 agency limit for a total of up to \$150,000 available**
- **Development & implementation of Something We Agree On campaign for either (or both) branches (CSAP or CPP)**
- **Using new or existing campaign materials (including videos, posters, social media graphics, audio assets & more)**



# FUNDING SUMMARY

## OWNERSHIP/I.P.

- We encourage partners to think critically and creatively about how to best engage their own communities.
- Funding partners are invited to create their own assets, work with CTF staff (Bry) for development, or contract with a third-party developer.
- Assets may be co-branded, but must retain SWAO branding and logos, and have CTF approval before use/implementation



# FUNDING SUMMARY PARTNERSHIPS!

- **Prioritizes reaching parents/caregivers and/or communities in the most need**
- **Creatively engages said community-based on culture and social norms, community centers and gathering places, and communication preferences of the community**
- **Leans on partnerships and networks with trusted community-based support for the most impact in the community**





**ANY QUESTIONS SO FAR?**



# MORE ABOUT: SOMETHING WE AGREE ON



**SOMETHING WE AGREE ON**

## PARENTING IS TOUGH

**94%** of Missouri adults agree that there are **better ways to discipline a child than physical punishment.**

Learn strategies that could work for you at [SomethingWeAgreeOn.org](https://SomethingWeAgreeOn.org)

Children's Trust Fund  
Strong Families. Safe Kids



**SOMETHING WE AGREE ON**


## PARENTING IS TOUGH

**94%** of Missouri adults agree that there are **better ways to discipline a child than physical punishment.**


Learn strategies that could work for you at [SomethingWeAgreeOn.org](https://SomethingWeAgreeOn.org)

Children's Trust Fund  
Strong Families. Safe Kids

**86%** OF PARENTS TALK WITH THEIR **CHILDREN** ABOUT **PERSONAL BOUNDARIES.**



Everyday conversations help prevent child sexual abuse.  
[SomethingWeAgreeOn.org](https://SomethingWeAgreeOn.org)

**SOMETHING WE AGREE ON** Children's Trust Fund  
Strong Families. Safe Kids 



# THE GOAL OF: SOMETHING WE AGREE ON

Visit

[www.montanainstitute.com/msi](http://www.montanainstitute.com/msi)



*THE NATION'S PREMIER CONFERENCE ON THE SCIENCE OF THE POSITIVE,  
POSITIVE COMMUNITY NORMS & THE SCIENCE OF POSITIVE EXPERIENCES*

**REIMAGINING COMMUNITY HEALTH: UNCOVERING  
POSITIVE NORMS & ACTIVATING HIDDEN PROTECTIVE  
FACTORS**

IN BIG SKY, MONTANA & VIA LIVESTREAM: JUNE 17-20, 2025

REGISTER NOW

The promotional graphic for The Montana Summer Institute conference. It features a dark blue background with white text. At the top is the logo for "THE MONTANA SUMMER INSTITUTE" with a mountain range silhouette. Below the logo is the conference description: "THE NATION'S PREMIER CONFERENCE ON THE SCIENCE OF THE POSITIVE, POSITIVE COMMUNITY NORMS & THE SCIENCE OF POSITIVE EXPERIENCES". The main title of the conference is "REIMAGINING COMMUNITY HEALTH: UNCOVERING POSITIVE NORMS & ACTIVATING HIDDEN PROTECTIVE FACTORS". Below the title is the location and dates: "IN BIG SKY, MONTANA & VIA LIVESTREAM: JUNE 17-20, 2025". At the bottom is a white button with the text "REGISTER NOW".



# THE GOAL OF: SOMETHING WE AGREE ON

Change social norms in order to prevent:

- Childhood Sexual Abuse
- The Use of Corporal Punishment

In a way that:

- empowers families
- is universal
- is positive





# CONTRACT PERIOD

**Fiscal Year 2026**

**Please note, we will move pretty quickly upon Board review and approval**





# EXAMPLES OF PAST PROJECTS



# EXAMPLES

## GREEN BEAR BILLBOARDS



Strategically positioned along high-traffic highways/corridors



# EXAMPLES

## EVENT AT ISABEL'S HOUSE!





# EXAMPLES

## SPANISH TRANSLATIONS W/ MATTIE RHODES



**ESTAMOS DE ACUERDO**

**94%** de los adultos de Mississippi de acuerdo en que hay maneras para educar a los niños que el castigo físico.

**ESTAMOS DE ACUERDO**

**SER NIÑO TAMBIÉN LO ES**

- Ocurrirán accidentes. El proceso no siempre es una línea recta.
- Los niños pondrán a prueba los límites. Así es como aprenden.
- A veces **sobreestimamos lo que los niños pueden entender.**
- **Nunca tendremos todas las respuestas.** Simplemente escucha.
- Lo que podría **parecer común** para nosotros, podría **significar mucho** para nuestros hijos.
- Los comportamientos que nos resultan problemáticos son la forma que tienen los niños de decir que están cansados, hambrientos, asustados, sobre estimulados, incómodos o, incluso, emocionados.

Obtén estrategias que podrían funcionar para ti en [SomethingWeAgreeOn.org](https://www.somethingweagreeon.org)

**SER PADRE ES DIFÍCIL**

**SER PADRE ES DIFÍCIL**

Però re



[SomethingWeAgreeOn.org](https://www.somethingweagreeon.org)



**ESTAMOS DE ACUERDO**

**SER PADRE ES DIFÍCIL**



Children's Trust Fund  
Strong Families. Safe Kids



**ESTAMOS DE ACUERDO**

**SER PADRE ES DIFÍCIL**

Aprende estrategias que podrían funcionar para ti en [SomethingWeAgreeOn.org](https://www.somethingweagreeon.org)



Children's Trust Fund  
Strong Families. Safe Kids



# EXAMPLES

## BUTLER COUNTY COMMUNITY RESOURCE COUNCIL!



- Coloring contest in schools
- Advertising at local movie theaters
- Community mailers
- Radio Advertising

Other examples:

- Community outreach
- Newspaper ads
- Social media campaigns



# CONTACT

Bryanna Barber, Public Education Specialist

[Bryanna.Barber@oa.mo.gov](mailto:Bryanna.Barber@oa.mo.gov)

573-522-3360





**QUESTIONS?**