

### Content

O1 Overview of the Funding Opportunity

Overview of Something We Agree On

O3 Examples of Past Projects

**04** Q&A

05 Contact





# 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!

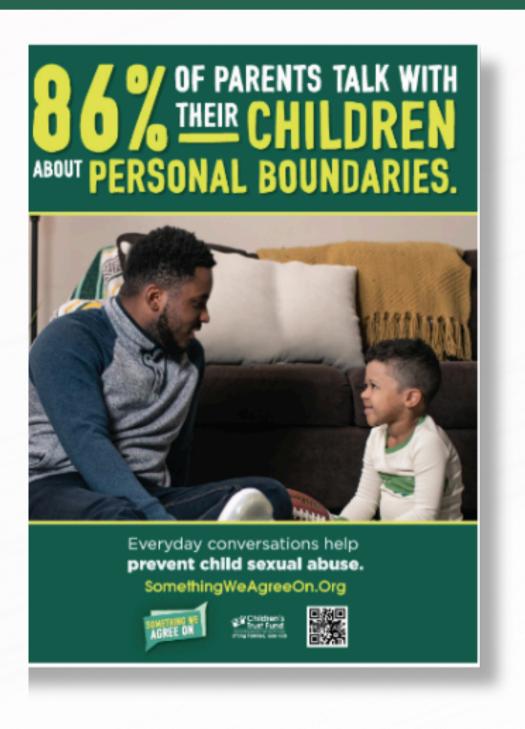
- Prioritizes reaching parents/caregivers and/or communities in the most need
- Creatively engages said community-based on culture and social norms, community centers and gathering places, and communication preferences of the community
- Leans on partnerships and networks with trusted community-based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



## MORE ABOUT: SOMETHING WE AGREE ON





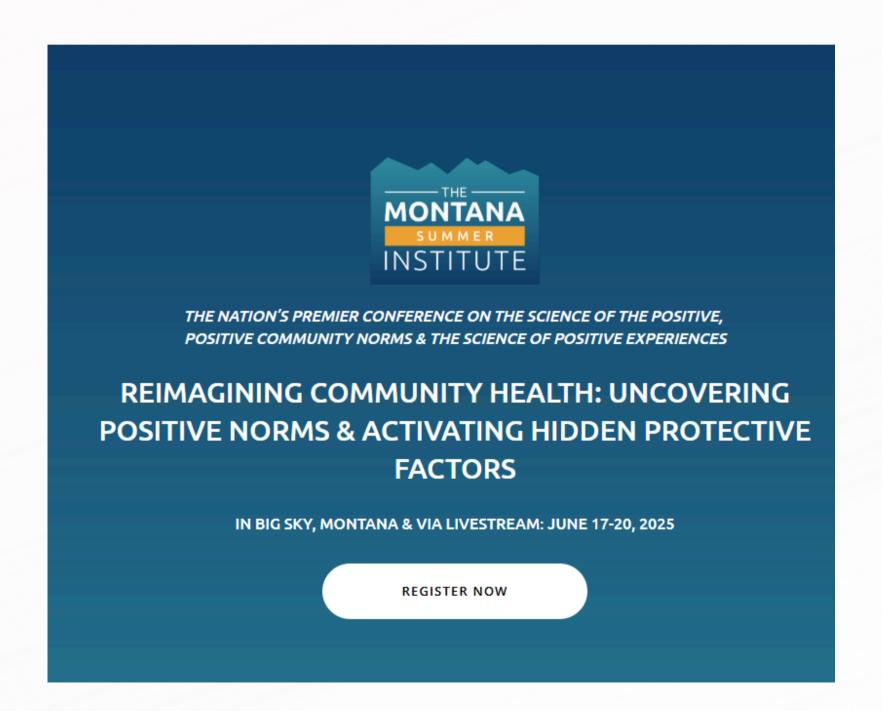


# THE GOAL OF: SOMETHING WE AGREE ON

Visit

www.montanainstitute.com/msi





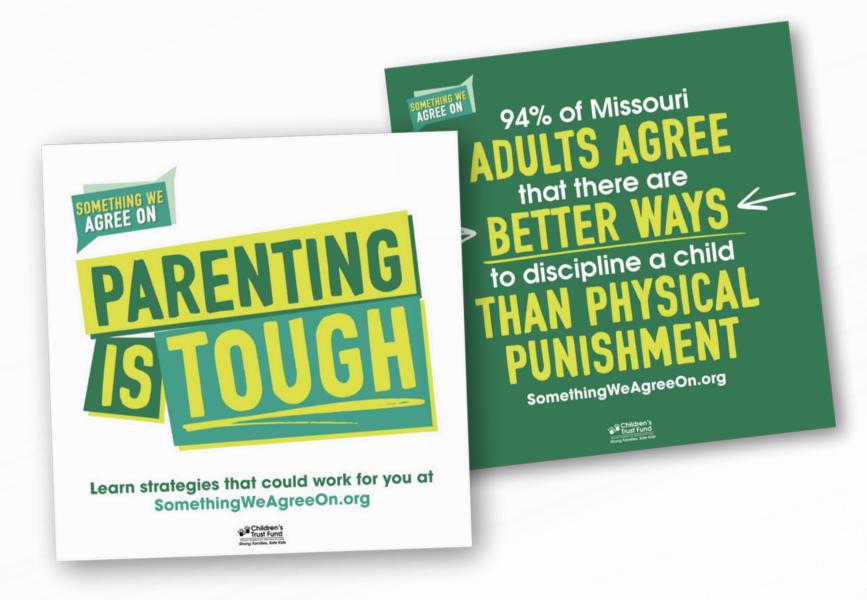
# THE GOAL OF: SOMETHING WE AGREE ON

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





Fiscal Year 2026

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





Strategically positioned along high-traffic highways/corridors

### GREEN BEAR BILLBOARDS





### EVENT AT ISABEL'S HOUSE!

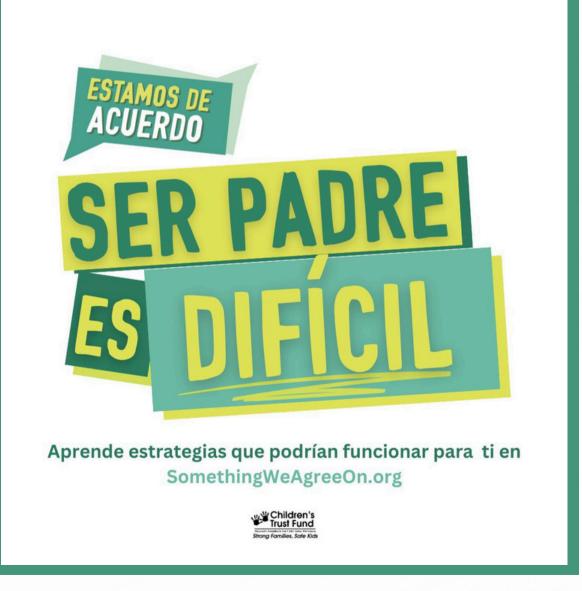




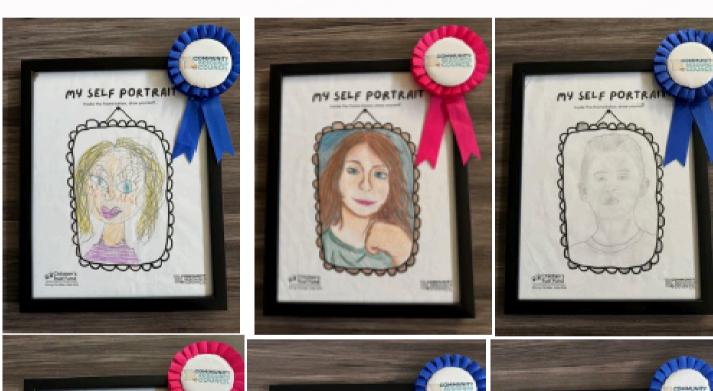
#### SPANISH TRANSLATIONS W/ MATTIE RHODES







#### BUTLER COUNTY COMMUNITY RESOURCE COUNCIL!







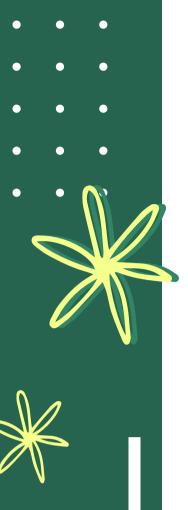




- Coloring contest in schools
- Advertising at local movie theaters
- Community mailers
- Radio Advertising

#### Other examples:

- Community outreach
- Newspaper ads
- Social media campaigns



### CONTACT

#### Bryanna Barber, Public Education Specialist

Bryanna.Barber@oa.mo.gov 573-522-3360



