

Case Study



MILITARY PROGRAMS & SERVICES

U.S. Air Force Office of Family Matters Public Awareness Campaign for the Air Force Promote Family Child Care Program

PURPOSE

Under a 16-month contract with the U.S. Air Force, Westover designed and conducted a multifaceted public awareness campaign aimed at increasing use of Family Child Care (FCC) homes as the child care option of choice among Air Force service members and their families.

PROCESS

Westover's activities on this project included updating the look and feel of the FCC Web site and convening strategic focus group sessions with diverse stakeholders to determine attitudes toward FCC providers and pinpoint strategies to increase FCC usage. Westover also designed innovative promotional materials and family-focused events to spotlight the benefits of the FCC program, and created a Toolkit for First Sergeants to highlight the quality of care provided in FCC homes.

OUTCOME

Results of focus group interviews and data collected from surveys of FCC providers and First Sergeants indicated increased use of successful strategies to promote the FCC program and gradual improvements in attitudes of parents toward the FCC program in general.



Case Study



CONFERENCE SERVICES

U.S. Department of Education Office of Safe and Drug-Free Schools Bullying Prevention Summit

PURPOSE

Under a 5-year contract with the Office of Safe and Drug-Free Schools, Westover helped plan and manage a 2-day Bullying Prevention Summit, which brought together key stakeholders from across the country interested in stemming the epidemic of teen suicides among victims of bullying. Keynote speakers included Secretary of Education Arne Duncan, Surgeon General Regina Benjamin, and Associate Attorney General Thomas Perrelli.

PROCESS

The Summit attracted researchers, school administrators, teachers, students, health professionals, legal experts, business leaders, and community activists to discuss strategies for decreasing bullying.

OUTCOME

The Summit resulted in a host of action items completed by participants, and a plan to reconvene in 6-12 months to report back on progress made.



Case Study

CENTER FOR SUBSTANCE ABUSE PREVENTION



Faith and Community Based
SUPPORT INITIATIVE

TRAINING, TA, & ORGANIZATIONAL DEVELOPMENT

U.S. Substance Abuse and Mental Health Services Administration Center for Substance Abuse Prevention Faith- and Community-Based Support Initiative



PURPOSE

This project promotes HIV prevention education among at-risk populations who do not know their HIV status; HIV testing for at-risk persons; and referral to care for those who test positive.

PROCESS

Ongoing faith- and community-based programs perform outreach to minority communities significantly impacted by HIV/AIDS.

OUTCOME

In the first 6 months of the program:

- 5,559 HIV tests were performed on at-risk persons.
- 3,597 (65%) of persons tested were “first time” participants in tests.
- 8,639 referrals were made to health and human service organizations.
- 3,880 persons were counseled before HIV testing.
- All projects established linkages to collaborators and partners within the local continuum of care (e.g., health departments, Ryan White Act-funded agencies).