



2017
2018
2019

IMPACT REPORT

EDUCATION *about* and PREVENTION *against* gender and relationship violence

OUR IMPACT

Secondary
Education

Community
Education

Higher
Education



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INTRODUCTION

About Jana's Campaign



Jana's Campaign is a national education and violence prevention organization with the single mission of reducing gender and relationship violence. In honor of the late Jana Mackey and other victims and survivors of gender-based violence, *Jana's Campaign* delivers evidence-based educational programs that prevent domestic and dating violence, sexual assault, and stalking.

Jana's Campaign delivers specialized prevention strategies and curricula designed to prevent violence, build healthy relationships, and create new social norms. Our prevention model works through secondary schools, colleges, and community-based organizations. By building strong and collaborative partnerships with these local entities, we can better leverage resources, build on each other's strengths and talents, and enhance organizational capacity that encourages sustainability.

Our vision is that *Jana's Campaign* will play a significant role in reducing gender-based violence and be a catalyst for social change. We believe that working with thousands of other activists from around the world, this social disease can be eradicated in a single generation. Simply, we plan to do our part.

About Jana

On July 3, 2008, Jana Mackey lost her life to violence perpetrated by an ex-boyfriend in Lawrence, Kansas. The 25-year-old University of Kansas law student was an advocate for women's rights and spent years volunteering to aid victims of sexual assault and domestic violence. As a passionate social and women's activist, Jana fought for equality and social justice at every turn.



Described as "honey on steel," Jana Lynne Mackey was the kind of woman that inspired others. She inspired through her words, her song, her actions. In March 2008, Jana attended a Women's Leadership Conference, where she was asked to prioritize her top personal values. Jana identified her most important value as "equality for all persons," and her second most important as "the courage to stand up for her own beliefs." Jana 'walked' her values. With these values, coupled with her years of activism and political experience, Jana believed a law degree was the next step in her journey to become the most effective advocate possible for women and other underrepresented groups.

Jana was beautiful, intelligent and kind. She was an advocate, a friend, a sister, a daughter. She was magnetic. She was a bright spot in an ordinary day. Jana was a hero. She is missed.

Logic Model

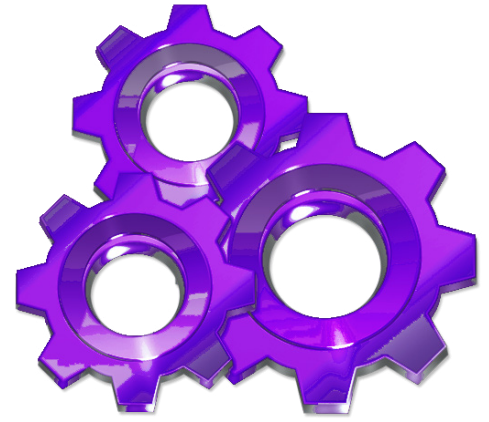
Our logic model is a map that guides our organizational operation. This model clarifies, communicates, and shows the linkage between intent, educational activities, and our program outputs and outcomes for the purpose of illustrating impact and change. Our mission and purpose drives all program operations, including the resources we invest in programming and the educational activities themselves. Program outputs and outcomes illustrate program results and impact, and our assessment and evaluation strategies help us improve overall effectiveness.

Mission and Purpose

RESOURCES/ INPUTS	PROGRAM ACTIVITIES	PROGRAM OUTPUTS	PROGRAM OUTCOMES	ASSESSMENT/ EVALUATION
Our organization inputs (financial resources, personnel, program development.	Our actions to fulfill our mission (secondary ed programs, higher ed programs, etc.).	Direct result of program activities (number of schools and students impacted, program reach, etc.).	Impact and change in participants (knowledge, skills, attitudes and actions).	Learn from outputs and outcomes to improve program activities.

About this Report

This Impact Report is a collection of *Jana's Campaign* program activities for a three year period (2017, 2018, 2019). Both a summary of quantitative and qualitative data is provided to illustrate the impact of our programming efforts for both outputs and outcomes. Program outputs are defined as the list of activities we have implemented. These are the accomplishments of our prevention programming. Program outcomes are the results of the program outputs. These measure the overall impact our programming has on participants. Our programming model is based on delivering prevention education through partners and this report is structured around the secondary schools, colleges and universities, and community-based organizations that serve as our allies.



The purpose of this report is to share the valuable information which guides our program modifications and improvements along with providing our supporters, donors, partners, and friends with an accountable record of our program results and impact.

The work of *Jana's Campaign* is focused in three major areas:

- 1) **Secondary Education** – presentations, training and curriculum for middle and high schools.
- 2) **Higher Education** – presentations and trainings for colleges and universities including educational summits for higher education administrators, staff, and students.
- 3) **Community Education** – presentations and trainings for members of the general public.

Jana's Campaign provides both direct and indirect educational programs. Direct educational programming includes working directly with audiences in order to instill the knowledge, skills and values necessary to prevent violence. Key programs under the direct educational programming domain include classroom presentations, general presentations, Man2Man, Bystander Intervention, Her Toolkit, and Athletes as Leaders.

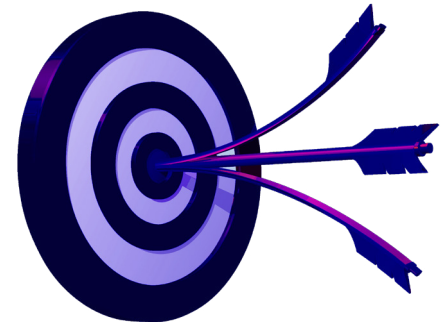
Indirect educational programming includes work with secondary schools/personnel, colleges, universities, and community-based organizations to help build capacity to do this important work. Examples of programs in the indirect programming domain include Safe Dates curriculum and training, Campus Safety Summits, and Coaching Boys Into Men curriculum and training.

Learning Objectives

Jana's Campaign believes in the power of speaking out about the issues of gender and relationship violence. Our prevention efforts are driven by the following objectives:

Objective 1 - Awareness

- Educate participants of the severity of gender and relationship violence, helping participants understand that the problem of gender and relationship violence is widespread and affects many relationships
- Educate participants about their capacity to act in response to gender and relationship violence in their own life, and their responsibility to take action to assist others experiencing gender and relationship violence



Objective 2 - Prevention

- Empower participants to identify warning signs of gender and relationship violence
- Help participants cultivate respectful behaviors and emotional management strategies to address the socio-psychological underpinnings of violent behaviors

Objective 3 - Call to Action

- Empower participants to intervene to end gender and relationship violence
- Provide information and referral services to assist those experiencing gender and relationship violence
- Encourage participants to take action to prevent gender and relationship violence in their schools and communities

Objective 4 - Cultural Shift

- Challenge gender stereotypes and cultural norms that may lead to gender and relationship violence
- Provide examples of healthy relationships to offer a model of interpersonal respect

To learn more about *Jana's Campaign* and/or to provide us with valuable feedback on this report, please visit our website at www.janascampaign.org.

SUMMARY OF FINDINGS

PROGRAM PARTNERS 2017, 2018, and 2019

460

MIDDLE & HIGH SCHOOLS

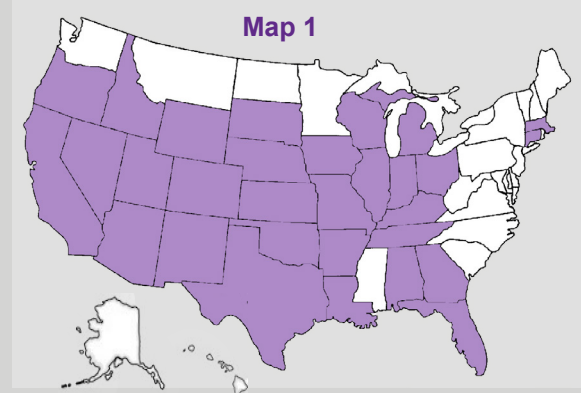
290

COLLEGES & UNIVERSITIES

39

COMMUNITY-BASED
ORGANIZATIONS

Our programming model is based on building strong and collaborative partnerships and delivering our educational activities through middle and high schools, colleges and universities, and community-based organizations. Therefore, this report is structured and formatted around our partners and their locations. From 2017-2019, *Jana's Campaign* worked directly with and through 789 schools, colleges, and community organizations from 30 different states (Map 1). This included 460 secondary schools from 8 states, 290 colleges and universities from 30 states, and 39 community-based partners. In total, hundreds of thousands of students and community members have directly or indirectly been involved in our educational programming.



Most importantly, this report also documents with both quantitative and qualitative data, the direct and positive change in participants because of their involvement in our programming. This includes measurable change in the knowledge, skills and attitudes about gender and relationship violence, ability to recognize dangerous red flags in abusive relationships, signs of healthy relationships and what to do to help others and the role we all can play in preventing violence and abuse.

Awards and Recognitions

- 2017 Kansas Association of Teachers of Family and Consumer Science (KATFACS) *Award of Merit*
- 2018 *Community Partnership Award* by the Family and Consumer Sciences (FCS) Teachers of Nebraska
- *Jana's Campaign* Secondary Education programming was featured in *Rural Health Models & Innovations*, a national collection of successful rural health programs and interventions maintained by the Rural Health Information Hub (2018).

Acknowledgments

This report is made possible by staff, Kaiti Dinges and Jennifer Farrington, at *Jana's Campaign*, and co-founder volunteers, Drs. Curt and Christie Brungardt. Activities included researching and assembling data, evaluating data, and displaying the data.

Docking Institute

In the fall of 2017, *Jana's Campaign* received a capacity building grant from the Kansas Health Foundation. A portion of that grant was used to seek a consultant to review, analyze and make recommendations on how we may improve our internal assessment and evaluation strategies. This included a review of our program/educational activities, logic model and prevention philosophy, learning outcomes, assessment instruments, recording and storing of data, evaluation processes and data utilization.

Our goal was to improve our assessment and evaluation system in three primary areas:

- 1) Efficiency of the System
- 2) Measurement of Programming Results and Impact
- 3) Utilization of the Data and Processes (Internal and External)

Staff from the Docking Institute of Public Affairs at Fort Hays State University were the chosen evaluators. The recommendations they made were based on a systematic review of materials used by *Jana's Campaign* to collect and report assessment data, including program pre- and post-assessments, the 2013-2016 Assessment Data and Impact Report, and annual reports. After reviewing these materials, they compiled recommendations around three core areas: (1) defining overarching program objectives and aligning assessment instruments to these objectives, (2) streamlining assessment data entry and analysis through efficient use of software applications, and (3) summarizing data presented in impact reports using readily interpretable, and visually engaging graphics.

Thank you specifically to Policy Fellows on behalf of the Docking Institute, Dr. Amanda Buday, Assistant Professor of Sociology, and Dr. Janet Stramel, Associate Professor of Teacher Education who were the lead evaluators for this project.

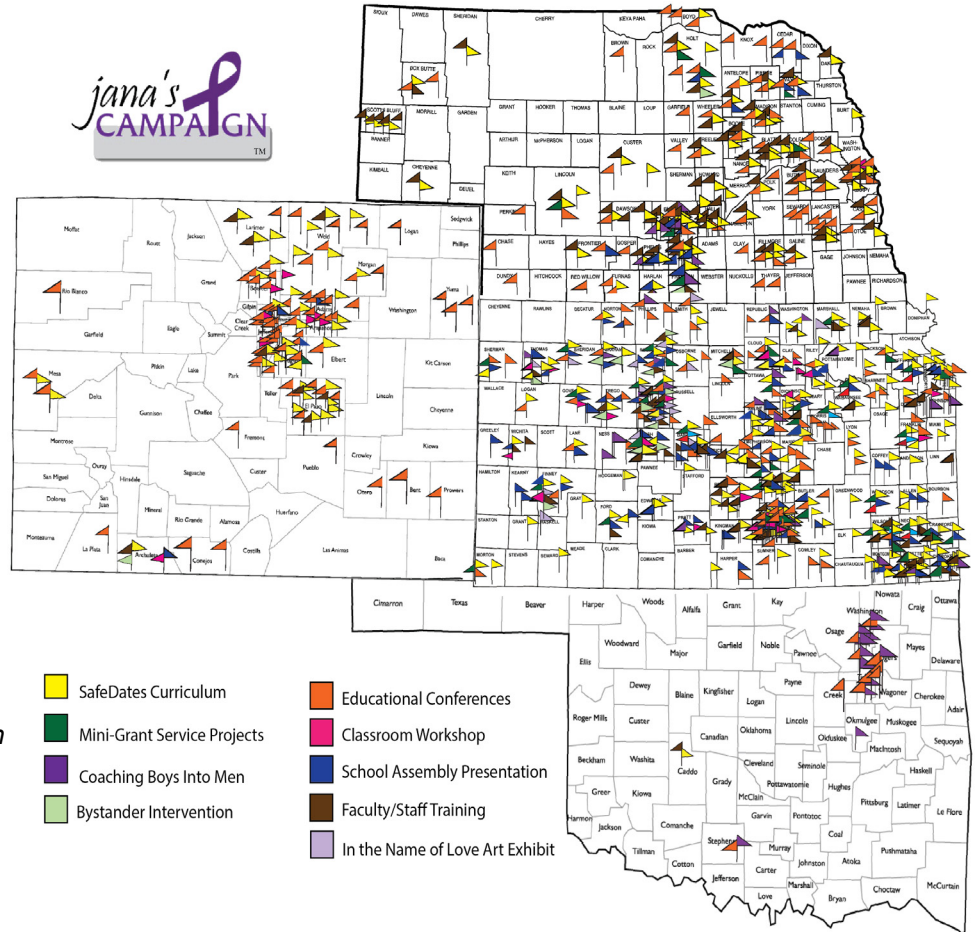
Secondary Education

Jana's Campaign believes that major educational and prevention efforts at all levels are needed to end all forms of gender and relationship violence. We understand that one of the most effective ways to prevent gender-based violence is to help young students understand what constitutes healthy vs. unhealthy relationships at the very time that they are beginning to enter into their first relationships. We believe that by empowering young people to engage in healthy & supportive relationships and by creating a culture of respect among adolescents, we can ultimately reduce the instance of gender-based violence.

Jana's Campaign Secondary Education prevention programs include:

- School Assemblies
- Classroom Presentations
- Teacher trainings and infusion of the *Safe Dates* curriculum
- Gender-Specific workshops that include HerToolKit and Man2Man presentations
- Infusion of specialized co-curricular prevention programming
 - * Mini-Grant Service Projects
 - * Coaching Boys Into Men
 - * Athletes As Leaders
 - * Bystander Intervention Trainings
- Specialized presentations for administrators, faculty, and staff
 - * In-Service Trainings
 - * Counselor Toolkit
- Presentations for parents
- Review and revision of policies, protocols, and practices

Map 2
Jana's Campaign programs in KS, NE, CO, and OK

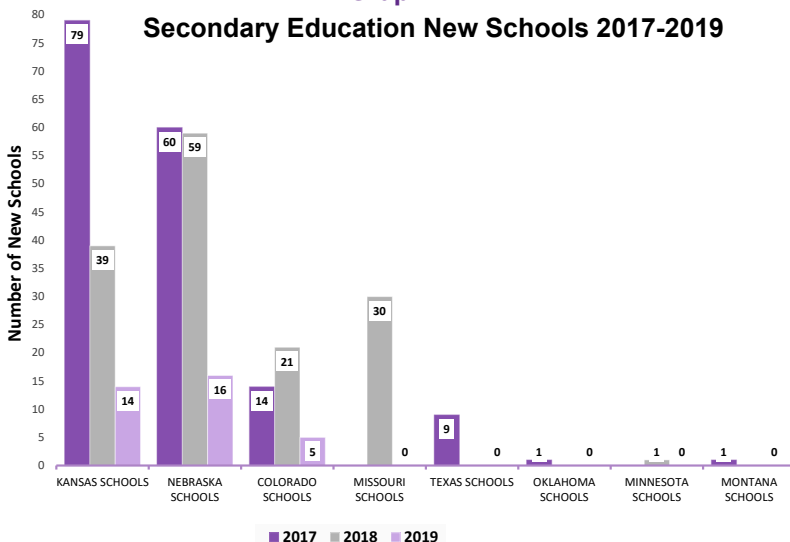


Regions Impacted and Overall Program Outputs

From 2017, 2018, and 2019, *Jana's Campaign* impacted 460 schools with our secondary education programming in 8 states. Map 2 illustrates the locations of schools and the variety of programming. Graph 1 displays the number of new schools *Jana's Campaign* provided prevention education programs to. Graph 2 shows the number of schools who received prevention education more than once.

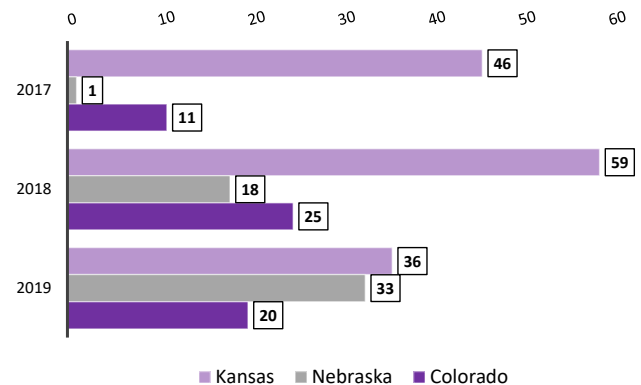
Graph 1

Secondary Education New Schools 2017-2019



Graph 2

Secondary Education Repeat Schools* 2017-2019

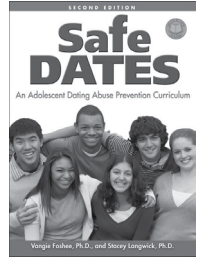


*Repeat Schools are middle and high schools who have previously been visited and received our prevention education programs

Secondary Education

Safe Dates Curriculum

A major component of our secondary education efforts is the infusion of the national, evidence-based *Safe Dates* curriculum into middle and high school classrooms. *Safe Dates* helps teens recognize the difference between caring, supportive relationships and controlling, manipulative, or abusive relationships.



Teachers/Staff/Personnel Trained in Safe Dates

Jana's Campaign provided teachers, counselors, social workers, and advocates free access to the *Safe Dates* curriculum, as well as training on how to effectively integrate the curriculum into their existing health, social science, family and consumer science, and/or other courses. Once implemented, those trained often repeat the curriculum semester after semester and year after year, reaching more students.

Program Outputs

From 2017-2019, we provided 18 trainings in the states of KS, CO, NE, and OK (Chart 1). In total, *Jana's Campaign* staff and associates trained 249 professionals from 130 schools and 30 organizations in the *Safe Dates* curriculum.

Chart 1

Safe Dates Curriculum Trainings 2017-2019		
Date	Location	Number of Attendees
1/27/17	Pittsburg, KS	21
2/13/17	Kearney, NE	40
6/26/17	Colorado Springs, CO	9
8/4/17	Salina, KS	11
8/4/17	Anadarko, OK	8
10/21/17	McPherson, KS	6
2/2/18	Lincoln, NE	25
3/7/18	Hutchinson, KS	15
7/20/18	Wichita, KS	8
8/9/18	Garden City, KS	19
9/18/18	Salina, KS	14
10/10/18	Colorado Springs, CO	4
10/24/18	Columbus, NE	23
3/26/19	Wichita, KS	13
4/29/19	Scottsbluff, NE	8
10/7/19	Abilene, KS	4
11/21/19	Colorado Springs, CO	10
12/2/19	Hutchinson, KS	6



"I really liked how the presenters made it an open and comfortable atmosphere. I felt like everyone was able to share personal and professional experiences and with this we bounced great ideas off of one another."
—*Safe Dates* Training Attendee, Columbus, NE

Program Outcomes and Impact

To evaluate the impact of our *Safe Dates* trainings, we utilized the Training Survey, provided with the curriculum. This analysis contains the responses from 220 participants who completed a survey (Chart 2).

Chart 2

Safe Dates Teacher/Staff/Personnel Training Survey (n=249)	
As a result of this program, I am better able to:	Strongly Agree
Help students understand what constitutes healthy and abusive dating relationships	85%
Identify and discuss dating abuse, its causes and consequences	83%
Provide students with skills and resources to help themselves or friends in abusive dating relationships	82%
The presenter is an expert in the topic area	90%
I would recommend this training to a colleague	91%

Secondary Education

Safe Dates Curriculum Pre-Post Students Tests

From 2017, 2018, and 2019, *Jana's Campaign* made a significant effort to measure the change in students who have participated in the *Safe Dates* curriculum. Schools have joined this effort by utilizing the *Safe Dates* curriculum pre-post tests, which were created by the publishers of *Safe Dates*. Test questions include both open-ended qualitative and true/false quantitative measures. *Jana's Campaign* staff compared quantitative correct pre-test answers with correct post-test responses to measure anonymous student learning growth. Graph 2 shows both pre and post student responses to questions 1-4.

Program Outputs

During the three years evaluated, 107 schools from 2 states (KS, NE) returned student pre-post tests after utilizing the *Safe Dates* curriculum. 2,389 students participated in pre-post *Safe Dates* tests.

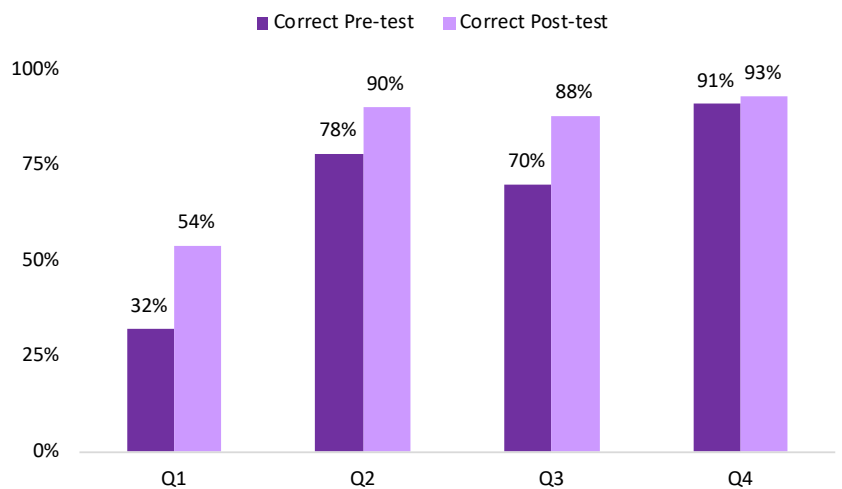
Program Outcomes and Impact

From 2017, 2018, and 2019, the average score of correct student pre-test answers was 82.3%. After students were educated about how to identify and prevent dating violence through the *Safe Dates* curriculum, it increased to an average of 89.3%. Of the 2,389 students tested, the data showed an increase in knowledge on a variety of issues regarding dating abuse. Data shown in Graph 2, from the quantitative measures of the selected questions (stated below), indicates a positive change.

Test Questions:

- Q1. Sometimes a person's response to anger is uncontrollable. (False)
- Q2. Gender stereotyping can lead to abuse. (True)
- Q3. Date and acquaintance rape victims are most often teenagers. (True)
- Q4. Any forced sexual activity is sexual assault, even kissing. (True)

Graph 2
Safe Dates Pre/Post Student Tests - Average Answered Correctly
n=2,389



School Assemblies/Classroom Presentations

Jana's Campaign has professionally trained staff, board members, and volunteers who are available to speak at schools and organizations. We tailor our message to fit various audiences and the needs of each audience.

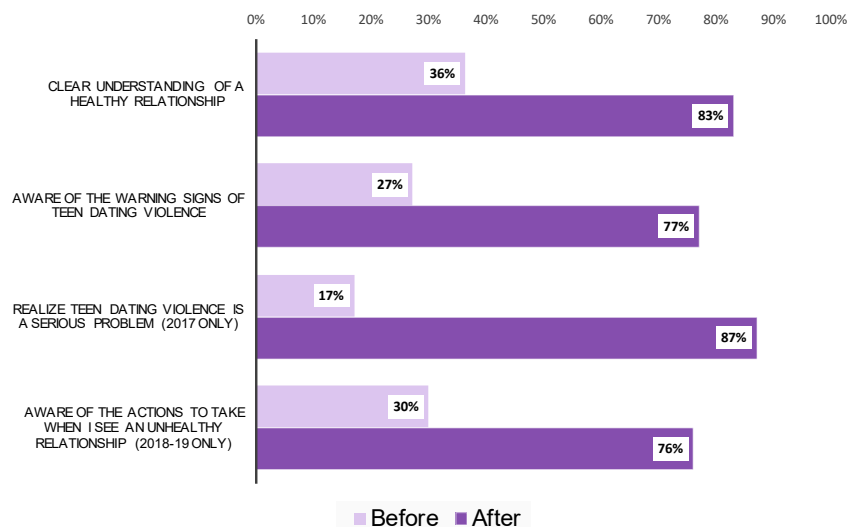
Program Outputs

Our school assemblies and classroom presentations are designed to serve as an introduction to gender and relationship violence, specifically teen dating violence warning signs. From 2017-2019, one hundred seventeen school assembly presentations were given across 3 states (KS, NE, CO) impacting 22,142 students. Similarly, we educated students in 376 classrooms, in 4 states (KS, MO, NE, CO), impacting a total of 14,502 students.

Program Outcomes and Impact

We utilize a pre/post survey card to measure the impact of our general presentations. On the survey cards, students answer key questions before and after the presentation. Students are also encouraged to list something they've learned from the presentation and to add any questions or comments. The comparison of this data is illustrated in Graph 3.

Graph 3
Before/After General/Classroom Survey Cards
n=762



Secondary Education

Bystander Intervention Trainings

Jana's Campaign recently adopted the Mentors in Violence Prevention (MVP) Program, developed in 1993 by Dr. Jackson Katz. MVP is based on a peer leadership model that targets not only potential perpetrators of violence and associated behaviors, but the role of the "bystander" to these behaviors. This Bystander Intervention Model seeks to empower those who might otherwise be silent observers to situations in which bullying and gender and relationship violence is unfolding.

Program Outputs

From 2017, 2018, and 2019, sixty nine bystander trainings were implemented across 3 states (KS, NE, CO) impacting 2,857 students in 11 schools. Two of the schools were repeat presentatons, however, they were different age groups and audiences.

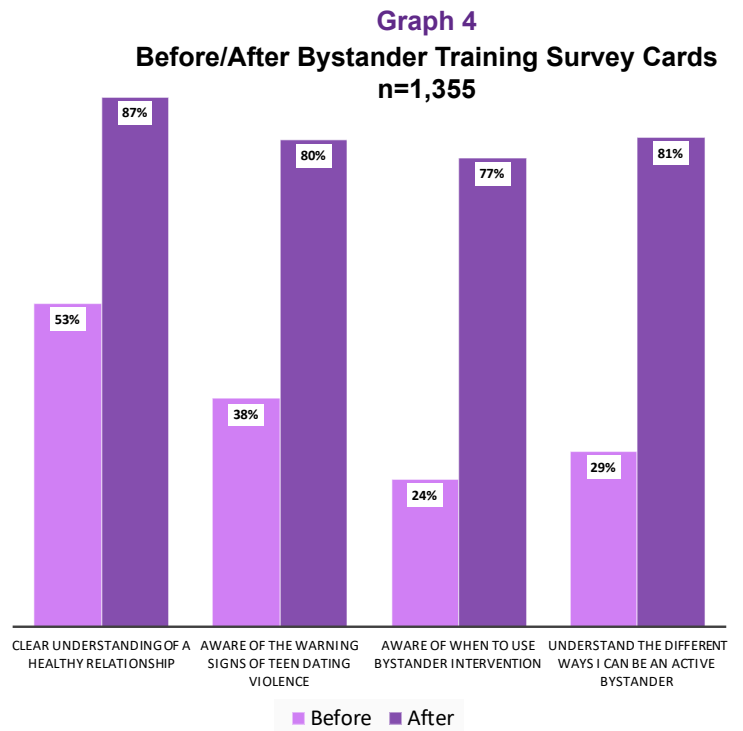
Program Outcomes and Impact

To measure impact, we utilized pre/post survey cards. Before the bystander training, students rated statements from strongly disagree to strongly agree. After the training, students answered the same statements. The survey cards from before and after the training were compiled. The comparison of the before and after data is illustrated by Graph 4.



"I definitely think more students will be aware of unhealthy and abusive behaviors as a result of the training. I also think the students who participated in the bystander training together now have a supportive system within themselves and will hopefully feel confident enough to step up and say something."

—Traci Martinez, Career Specialist, Garden City High School (KS)



Coaching Boys Into Men (CBIM)

Jana's Campaign provides specialized training to athletic coaches of male sports teams with the nationally recognized program, Coaching Boys Into Men. Dr. Curt Brungardt, (Jana's Campaign co-founder and volunteer, a national trainer for CBIM, trains athletic coaches to use their influence to help middle and high school male student athletes build healthy relationships and prevent gender violence.



Program Outputs

From 2017-2019, six CBIM trainings were completed in 3 states (KS, NE, TX). The coaches trained represented 29 schools and organizations.



Muscogee (Creek) Nation - Warriors Honor Women (OK) hosted Dr. Curt Brungardt to speak at 2 presentations at the College of the Muscogee Nation on October 24th, 2017. After the presentations, Monte Randall, Dean of Academics, stated *"this was the first ever Warriors Honor Women conference for the Muscogee (Creek) Nation. We are one of few tribes in the United States to have an engaging men's group who meets regularly to discuss men's roles in ending violence against women....thank you for your continued efforts."*



Secondary Education

Gender-Specific Presentations

Our gender-specific programs include HerToolkit and Man2Man presentations to both secondary schools and college/university audiences. **Man2Man** is a male-specific program that addresses the role men can and should play in reducing gender and relationship violence. **HerToolkit** is a female-specific program that educates young women about issues like healthy relationships, body image, self-confidence, and digital respect.



Program Outputs

From 2017, 2018, and 2019, forty-two gender-specific presentations were given in 2 states (KS, NE) impacting 3,449 students.



As a program associate and former Board Member of *Jana's Campaign*, Tre' Giles speaks to 7th graders, during a Man2Man presentation, at Hamilton Middle School in Wichita, KS.



Dr. Christie Brungardt, co-founder, presents to female students at Hays High School (KS) during a gender-specific presentation.



Dr. Curt Brungardt, co-founder, speaks to male students at Hays High School (KS) in 2019.



Kaiti Dinges, Education and Prevention Specialist, presents to female students at Trego Community School (KS) during a gender-specific "Her Toolkit" presentation.



Athletes As Leaders is a program for high school athletes on girls' sports teams which aims to empower youth to take an active role in promoting healthy relationships, building a positive girl culture within their team, and ending sexual violence. Athletes As Leaders was created by the Harborview Center for Sexual Assault and Traumatic Stress, a program of the University of Washington Medicine.

During the 2017-18 school year, high school sports teams across the nation were recruited to participate in an evaluation of the program conducted by researchers at the University of Pittsburgh. *Jana's Campaign* was selected as a pilot trainer for the Hays High School girls basketball team, located in Hays, KS.



Listed below are the main themes, the 25 trained females on the Hays High School basketball team, listed when they were asked "What was the most important thing you gained from the program?"

- "Knowing my worth."
- "Learning about self positivity and how to make other girls feel good about themselves."
- "I gained recognition that not all girls are treated fairly."
- "How girls should be sticking up for other girls and not tearing them down.....we are all in this together."
- "I gained a lot of important things, but I think consent really stuck to me."

Secondary Education

Service Projects and Mini-Grants

Jana's Campaign believes partnering with students can be an incredibly powerful tool to reduce gender and relationship violence. Mini-Grants are offered to enhance service projects addressing these issues. All middle and high school students are eligible, including those who previously received funds. Students can use these funds to offset the costs of projects focused on prevention and raising awareness. This allows students to realize they have the power to make a difference, and their projects can create real change in their schools and communities.



Mini-Grant
Service
Projects

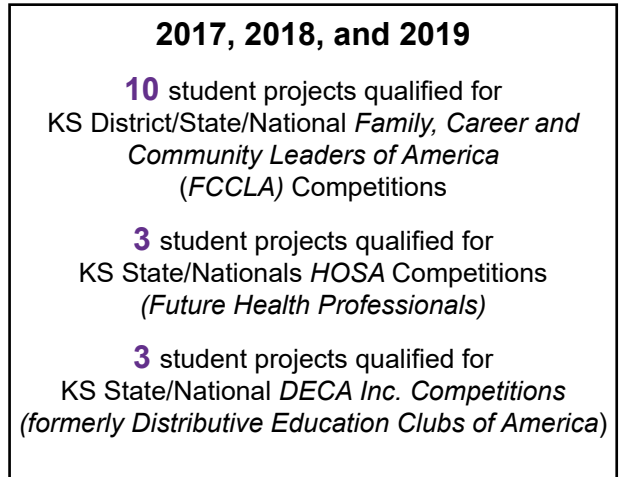
Chart 3

Program Outputs

53 Mini-Grant Service Projects were completed during 2017, 2018, and 2019 (**46** in KS, **11** in NE), impacting more than **56,000** students and community members.

Program Outcomes and Impact

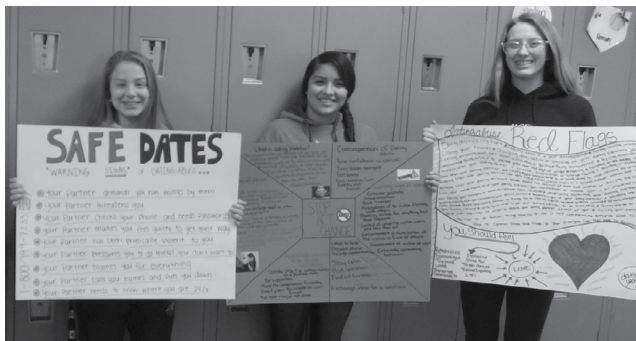
Many of the students who have participated in service projects have entered these activities in various school-related competitions, from character education awards to discipline-specific recognitions, several of these projects were recognized regionally, state-wide, and nationally (See Chart 3).



Students from Hays High School (KS) designed engaging activities to work with elementary school students in the Hays area. The high school students split elementary-aged participants into groups. Then, elementary students went to various activity stations and participated in the activities, learning about healthy - and unhealthy - relationships.



Students at Maxwell Public School (NE) held a poster contest. Staff and parents voted on their favorites by attaching purple and orange ribbons. The winner of the contest received a \$25 gift card. The mini-grant funds paid for poster boards, fabric for the bulletin board, art supplies, borders, and the gift card prize. The dating violence policy at the school was hung on the bulletin board, and the superintendent signed a proclamation proclaiming the school was a Teen Dating Violence Aware facility.



Students from the Howells-Dodge Consolidated chapter of Nebraska FCCLA used mini-grant funds from *Jana's Campaign* for multiple projects. They hosted speakers at their school to raise awareness of Teen Dating Violence, completed the Safe Dates curriculum, and held a poster contest based on the information learned from the curriculum. Their project received the STOP the Violence Award at the Nebraska State FCCLA Conference.



Wakefield Community Schools (NE) invited *Jana's Campaign* staff to share *Jana's* story, "red flags" of unhealthy relationships, and how to be an active bystander with all 7th - 12th graders. The Nebraska FCCLA chapter also submitted an application to receive Mini-Grant funding to further raise awareness of teen dating violence in their school!

Secondary Education



"Survey of Audience" Activity

Jana's Campaign utilizes a lesson plan from the 2007 edition of "Building Healthy Relationships Across Virginia: A Facilitator's Guide to Teen Dating Violence Prevention" to collect data on the frequency of teen dating violence. Participants are asked to raise their hand if they or someone they know has experienced any of the described warning signs or violent behaviors. Participants place their heads down on their desks to keep anonymity and to respect their peers. Data is recorded on a flip chart. Once the activity is complete, participants are asked to sit up and participate in a conversation around the results. Many times, students are well aware of the prevalence of these issues.

Program Outputs

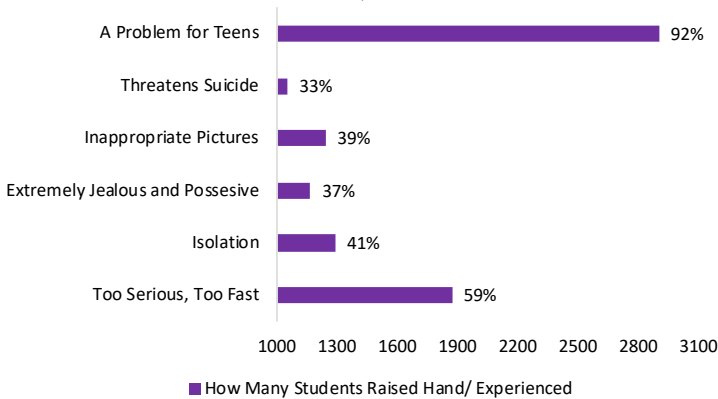
In 2017, 2018, and 2019, five thousand three hundred and twenty four students, from 3 states (KS, CO, NE), participated in the "Survey of Audience" activity conducted during our presentations.

Program Outcomes and Impact

Graphs 5, 6, 7, and 8, illustrated below, show the data for 3 states (KS, CO, NE) from 2017, 2018, and 2019. The most significant data, among all three states, was the "problem for teens" statement. Approximately 90% of those surveyed agreed teen dating violence is a problem for teens. Relationships moving "too serious, too fast," was another statement 58% participants agreed with. Surprisingly, 34% of students knew someone who has threatened suicide if the relationship was to end. This illustrates the connection between suicide and teen dating violence. In May 2017, we added the statement "I have or know someone who has sent, received, or asked for inappropriate pictures." Nearly 38% agreed with this statement. It is important to understand the issues teens are experiencing to provide programming that best fits their needs.

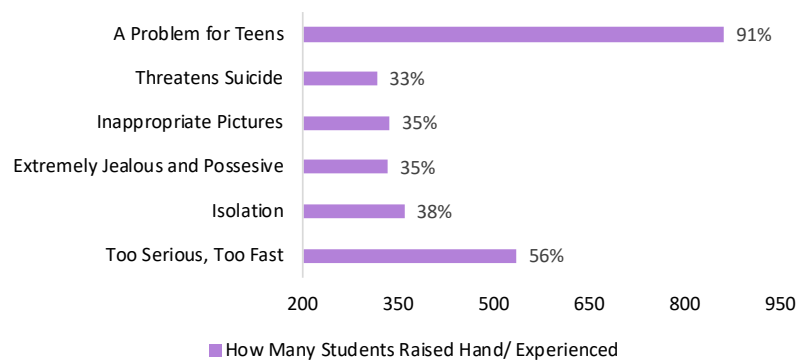
Graph 5

**2017-2019 Kansas
Survey Audience Activity
n=3,161**



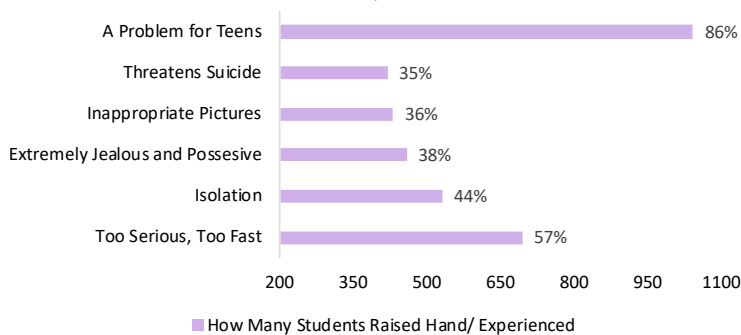
Graph 6

**2017-2019 Nebraska
Survey Audience Activity
n=950**



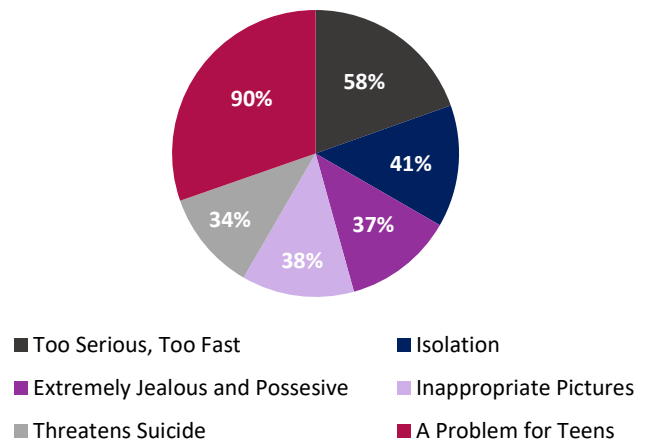
Graph 7

**2017-2019 Colorado
Survey Audience Activity
n=1,213**



Graph 8

**2017-2019 for All 3 States
Survey Audience Activity
n=5,324**



Higher Education

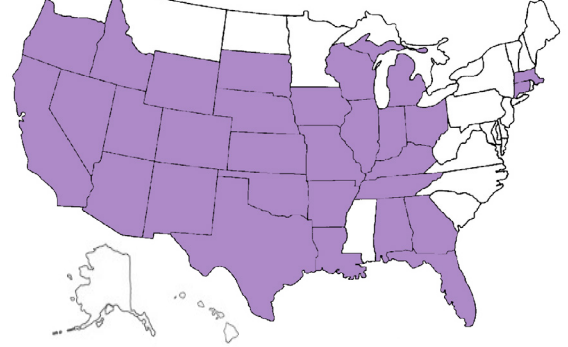
Jana's Campaign believes colleges and universities should be mobilized to reduce gender violence. This includes (a) improving their responses to dating and sexual violence on campus, and (b) encourage a more active role in using resources to prevent gender violence on their campuses and in the communities in which they reside.

Regions Impacted and Overall Program Outputs

**255
Colleges and
Universities
Impacted**

Jana's Campaign directly and indirectly impacted thousands of college students, administrators and faculty from 2017-2019. The universities and organizations represented 30 different states (Map 4).

**Map 4
2017-19 Higher Education
States Impacted**



Presentations

Jana's Campaign works directly with college campuses interested in improving both their prevention and response efforts to gender-based violence. This includes specialized faculty and staff trainings, speaking engagements and academic conference presentations. *Jana's Campaign* has professional trained staff, board members, and volunteers who are available to serve as speakers at events, conferences, or colleges and universities.

Program Outputs

**92
Higher
Education
Presentations**

Program Outcomes and Impact

**6,480
People
Impacted**



"I believe that the most successful part of the presentation was that it has opened our eyes and allowed us to have conversations and become more aware of our student athletes."

—Jeremy Capo, Director of Athletics, Iowa Western Community College

Man2Man

Staff and board members provide presentations and host conversations about the important role men can and should play in reducing all forms of gender violence. Most often, these talks are with male-dominate groups, like college fraternities and male athletes.

Program Outcomes and Impact

Testimonies and comments shared after presentations illustrate the increased impact of this programming.



Curt Brungardt, co-founder of *Jana's Campaign*, has focused on engaging men and boys in reducing gender violence, by examining modern masculinity, as his specific work with the organization.

"I wish EVERY man, regardless of race, color, or religion heard this mans (Curt's) words. All of us men & boys need to hear it."

—Tweet from Joe Anderson, College of the Muscogee Nation (OK)

"It was a great presentation by Curt as always. Thoroughly appreciated having him on our campus and his ability to connect with our male students."

—Ryan Ruda, Vice President for Instruction and Student Services, Garden City Community College

Higher Education

Regional Campus Safety Summits

Jana's Campaign hosts two-day regional conferences for college and university administrators, faculty, staff and students for the purpose of providing training to better respond and prevent sexual assault, relationship violence, and stalking on college campuses (Map 5). During 2017, 2018, and 2019, a total of eleven regional Summits were organized by *Jana's Campaign*.

Program Outputs

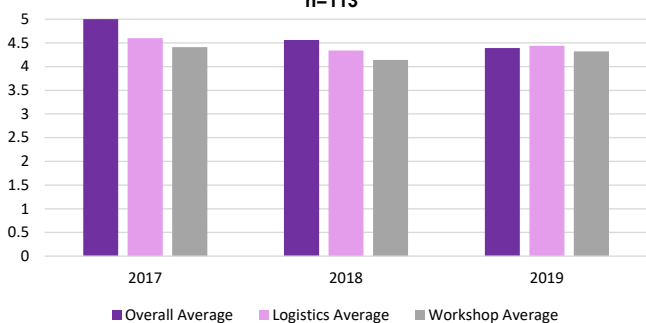
Three Summits were held in Overland Park, KS (Heartland Campus Safety Summit), three in Colorado Springs, CO (Rocky Mountain Campus Safety Summit), and three in Muncie, IN (Midwest Campus Safety Summit). *Jana's Campaign* added another regional Campus Safety Summit, in 2017, increasing work to 11 total Summits in a two-year period. In partnership with the Conference on Crimes Against Women (CCAW), the newest summit took place in Dallas, TX, in April 2018. CCAW generated over 2,500 attendees and all were exposed to *Jana's Campaign* and our prevention education programs.

Program Outcomes and Impact

Graphs 9, 10, and 11 below show the powerful impact of the three Heartland Campus Safety Summits, three Rocky Mountain Summits, and three Midwest Campus Safety Summits. They include the success of breakout sessions/workshops and plenary speakers. Participants also provided positive testimonies about their overall reactions to the summits.

Graph 9

Heartland Campus Safety Summits
n=113



"I loved that you had Patty Crawford here. I hope she will be invited back in future years. Sheri Poe was also very inspiring. The Clery and Title IX sessions were helpful that Husch Blackwell did." —2018 Midwest Campus Safety Summit attendee

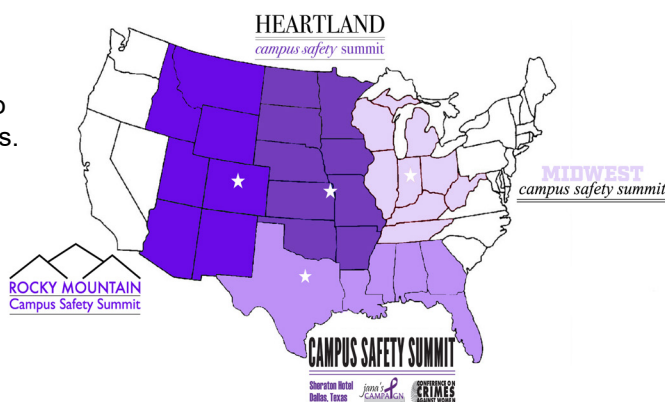


"Anne Munch was outstanding in her presentation! I took a lot of information from her presentation that can be used in presentations to students, student athletes, and staff." —2018 Rocky Mountain Safety Summit attendee

"First time attending this conference and I loved it! I gained so much knowledge through the keynote speakers and sessions. Really enjoyed it and now I have a lot of ideas brewing...." —2018 Heartland Campus Safety Summit attendee

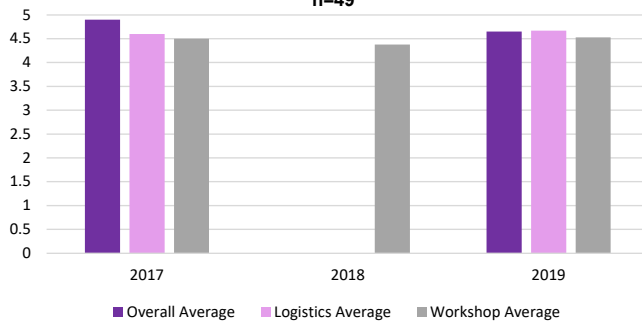
Map 5

Marketed States for Summits



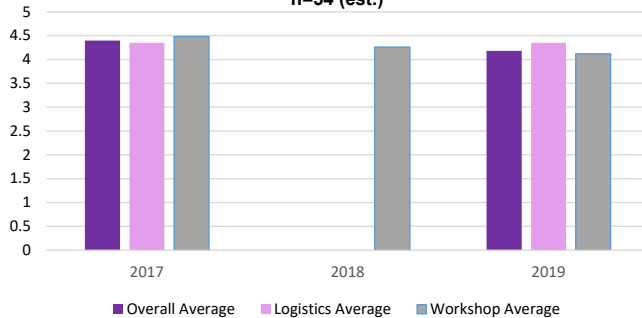
Graph 10

Rocky Mountain Safety Summits
n=49



Graph 11

Midwest Campus Safety Summits
n=54 (est.)



Summit Sponsor:



Husch Blackwell is a continued partner of *Jana's Campaign*, sponsoring all four Campus Safety Summits. Husch Blackwell is a national education team, handling compliance, operations and litigation services for more than 200 higher education clients. In addition to their sponsorships, which allow for the summits to remain affordable, Husch Blackwell provides expert content on Title IX and Clery Act compliance for all attendees.

Community Education

Jana's Campaign is committed to bringing awareness to all forms of gender and relationship violence and encouraging a larger conversation within communities to prevent the violence from taking place. Our efforts include educating and mobilizing others to volunteer and make a difference in their own community.

Community Presentations

Jana's Campaign staff, board members, and volunteers, speak at conferences, churches, and community events, as well as with media partners. Additionally, our online and social media efforts play a significant role in our community education programming.

Program Outputs



Jana's Campaign hosted a Chamber Chat sponsored by the Hays Area Chamber of Commerce. Kaiti Dinges spoke with community members about Teen Dating Violence Awareness Month and our Secondary Education programming (2019).

Program Outcomes and Impact

Testimonies and comments shared after presentations illustrate the increased impact of this programming.



"The Emily Taylor Center has been proud and honored to sponsor the KU Jana Mackey Distinguished Lecture Series since its beginnings and supports the important work being done by Christie Brungardt and Curt Brungardt and Jana's Campaign. —Emily Taylor Center for Women & Gender Equity Facebook comment (2019)



"Dear Curt and Christie, Thank you for sharing Jana's Campaign with our community. Your story is real, raw, and powerful. Thank you for having the courage to share it in order to educate and prevent gender-based violence." —Partners for Violence Reduction in Salina, KS (2018)



Christie Brungardt and Kaiti Dinges recorded the *Jana's Campaign* Domestic Violence in the Workplace Training in November 2019. This film will be used with all of Nex-Tech's new employees!



Jana's Campaign staff and volunteers were proud to participate in the *Die-In* in Hays, KS, at the Styles Dance Studio, as part of a national effort to raise awareness about domestic violence (2019).



"Mr. and Mrs. Brungardt: Thank you for taking the time out of your busy schedule to present Jana's Campaign to the Leadership Kansas Class. Your story is heartbreaking and I admire and respect your work in educating the public on domestic violence. Without a doubt, your presentation had a lasting impact on our class with many of us going home to speak to our loved ones on the subject. You are doing incredible work and I wish you both well as you continue to make a difference." —Katie Koupal, Area Manager of External Affairs (2018)



Dr. Christie Brungardt was a featured speaker at the 2018 Wichita Women's march. She talked about *Jana, Jana's Campaign* and what we all need to do to stop violence against women. Here she is being interviewed by Wichita CBS News.

Community Education

Public Awareness and Fundraising Events

At *Jana's Campaign*, community events are utilized to educate the public and raise awareness to help prevent gender and relationship violence. Some events are fundraisers to raise dollars to motivate attendees to take action and support *Jana's Campaign* so we can continue to our work and share Jana's Story whenever possible.

Art Walks

Jana's Campaign hosted educational art exhibits during 2017, 2018, and 2019 at Styles Dance Centre, as a part of the Hays Arts Council Community Art Walks in Hays, KS. Area high school and college students, as well as locally recognized artists submitted artwork to display. The art shows featured live music, solo and duo dance performances, and role playing, in addition to a wide variety of visual 2D and 3D pieces and multi-media advocacy related to the topic of dating and relationship violence.

Program Outputs

In 2017, 2018, and 2019, seven hundred and forty six members of the community attended art walks sponsored by *Jana's Campaign*.

Program Outcomes and Impact

Art walks provided opportunities for community members to educate themselves about gender and relationship violence and prevention education efforts through *Jana's Campaign*.



In 2018 and 2019, the *Jana's Campaign* art walk exhibit featured the 'What Were You Wearing?' Survivor Art Installation. This exhibit offers a visual contradiction of the rape culture myth that clothing contributes to the risk of sexual violence. Originating at the University of Arkansas in 2013, the display now travels all over the United States and world.



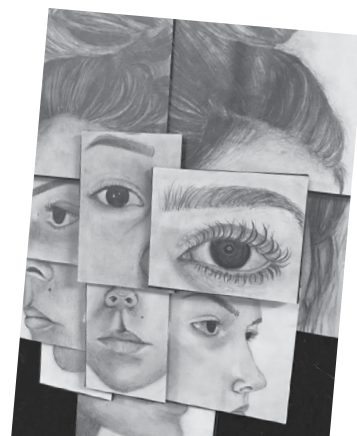
"It's amazing how they can tell a story with their bodies." —Comment from attendee watching the Styles Dance Centre dancers.



Sabrina Hedding, LaCrosse High School English and drama instructor, brought 10 of her students to perform eight different dramatic pieces in 2017. "We had a lot of discussion about how this is something their peers deal with," Hedding said. "I had several students who opened up and wanted to share their stories as well."



Jana's Campaign Youth Advisory Council hosted an art exhibit in Hays, KS, in 2019. The Youth Advisory Council invited students and community members to submit art of all forms that illustrates their thoughts, emotions, and experiences of dating, domestic, and sexual violence.



Many talented student artists, from several different schools, created art for the *PowerofPrevention Art Display* in Wichita, KS in 2019. Our Final Friday ICT venue was amazing at *The Workroom*, who donated 10% of all sales to *Jana's Campaign*.



Community Education

Defining a Difference Fundraiser

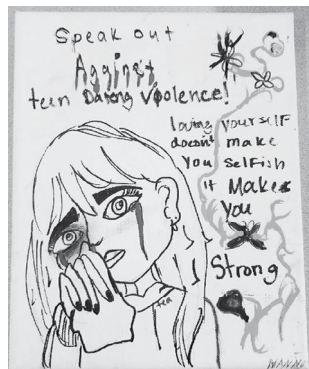
The Thomas County Attorney's Office in Colby, KS, partnered with *Jana's Campaign* to host its first fundraising gala in 2018. This fundraiser was repeated in 2019. A domestic violence homicide from 2013 in Colby made this event extremely powerful, as it honored the victim and her family. The goal of the event was to increase awareness of gender and relationship violence, and to raise funds for prevention efforts across the state of Kansas.

702
Community
Event Attendees
2018-19



Teen Dating Violence Awareness Month Fundraising Events

In 2019, for Teen Dating Violence Awareness Month, The Workroom, and the Hopping Gnome Brewing Company, in Wichita, KS, donated portions of their proceeds to *Jana's Campaign*. To start, on February 18th, a committed group of volunteers invited talented student artists to bring in their art related to teen dating violence. MakeICT then converted the images to digital art. On February 22nd, the art was displayed at The Workroom for the PowerofPrevention Art Display in Wichita, KS!



Oktoberfest Fundraiser



In 2019, an Oktoberfest celebration was held in Council Grove, KS. A big thank you to Max and Cali Byram, owners of BG's Bar and Grill, for including *Jana's Campaign* as the recipient of the fundraiser.



Community Education

Empty Place at the Table

The annual gala and fundraising event, *Empty Place at the Table*, focuses on celebrating the legacy that lives on in Jana's name, and all of the work *Jana's Campaign* has accomplished in her honor. During this event, we work to educate guests about the life of Jana Mackey, the history of Jana's Campaign, and our mission to provide quality educational programming that prevents gender and relationship violence. We believe, by working with secondary schools, colleges and universities, and community-based organizations and agencies, *Jana's Campaign* can implement specialized prevention strategies and curricula that is designed to prevent violence, build healthy relationships, and create new social norms.



2017 was the first year *Jana's Campaign* offered a theme for Empty Place at the Table. The setting was "Old Hollywood," and attendees enjoyed dressing up in outfits from the 1930's and 1940's.



Empty Place at the Table



2018 marked the tenth anniversary of losing Jana to an act of violence perpetrated by her ex-boyfriend. A performance by the Hays High Chamber Singers featured a video appearance of a young Jana singing the Lord's prayer, in honor of her memory.



The 2019 theme was "A Night in Paris" to commemorate when Jana traveled to Europe to sing with the Hays High School choir.



Nearly 250 people joined us for a fun evening in 2019! So many people believe in our prevention education work as we continue reducing all forms of gender and relationship violence. Thank you to all!!

Over 600
People Attended
Empty Place at the
Table in
2017, 2018,
and 2019



Over the past 3 years, we have had more than 30 community organizations sponsor Empty Place at the Table. A big thank you to our continued sponsors and the volunteers who work diligently to make this annual event successful.



Two of our volunteers, Lanae Lang and her daughter, Mia, recorded the Empty Place at the Table radio ad for the 2017 event.



Christie and Curt we thank you for this incredible invite and we thank you for your continued mission to *Jana's Campaign* and the powerful message you share!!!! *Jana's voice will continue through your hearts.*
—Amy Summers, Empty Place at the Table attendee

Community Education

Social Media

Our online and social media efforts play a large role in our community education programming. We use various websites, Facebook, Twitter, Instagram, and YouTube, as a way to educate the general public on key issues related to gender and relationship violence.

Top 5 Followers By Country for Website/Facebook/Twitter Instagram/YouTube

United States
United Kingdom
Australia
South Africa
Canada

"I want to say thank you for all of the work you do! The information shared has been extremely valuable to those I have worked with. We need something like this in Canada!!!!!! Thank you thank you thank you!" —2018 Facebook message

Over
17,000
followers on
Facebook

18,592
views on YouTube
of Jana's Story
video between
2017-2019



www.janascampaign.org

Other Testimonials

"Jana's story has helped me a lot. I actually stopped what I was doing and learned that guys can hurt my life. I'm so glad Jana's parents came to my school and talked about this. It helped me a whole bunch and I wanna thank her for saving my life." —Email from high school student (October, 2019).

"My heart goes out to your family, I shout from the top of my lungs I am no longer a victim, I am a survivor. My story is filled with moments I know I could of been killed and Jana's story and campaign have helped me grow. I want you to know you are making a difference 1 person at a time." —Facebook follower comment on the 11th anniversary of Jana's passing (July, 2019).

"I didn't know Jana. But she was close to my age, and I also went to KU. I'm a social worker and therapist, and I'm passionate about helping people. I also volunteered at the women's shelter in Lawrence. We have some things in common so I identify with her. I just watched the video on the website about Jana. It caused many tears. Thank you for putting a name, and a person, to a horrible statistic.....Thank you for what you all are doing to help so many other people. I am so sorry for your loss. And I'm sorry that our world lost this extremely passionate person." Andrea Slagle-Abrams, Facebook follower (July, 2017).

"Had I been Jana's contemporary I would have watched her in awe from afar. You must be very proud of who she was and the gifts she continues to give.....I am truly sorry that you never got the privilege and joy of experiencing Jana as she took her fierce spirit, compassion, ability to connect, and joy for life further into adulthood. I believe your work on Jana's behalf is giving young women and men across the country an opportunity to believe in the power of their own voices." —Michelle Hostetler-Nugent, high school friend of Jana's mom (October, 2017).

"I have shared how much I believe this program should be heard in other schools.... my daughter Dacia and my grandson Dawson's lives were taken because of domestic violence. Thank you for educating and sharing the word to STOP DOMESTIC VIOLENCE!!!!" —Wichita, KS teacher (January, 2018).

"Mr. and Mrs. Brungardt:

Thank you for taking the time out of your busy schedule to present Jana's Campaign to the Leadership Kansas Class. Your story is heartbreaking and I admire and respect your work in educating the public on domestic violence. Without a doubt, your presentation had a lasting impact our class with many of us going home to speak to our loved ones on the subject. You are doing incredible work and I wish you both well as you continue to make a difference." —AT&T Area Manager of External Affairs (August, 2018).

"As a result of students attending Curt's presentation, I hope (and think) that the young men will be more aware of the decisions they make, especially when it comes to allowing others to act with violence towards women." —Joslin Hubbard, Bethany College - Lindsborg, KS (October, 2017).

"I did have a few friends that would have boyfriends and they'd be like, he keeps texting me, he doesn't want me to break up with him, he says he's going to do this if I break up with him. I was never in that situation but I was always the one there for them. So just being able to witness everything that was happening, it made me want to do something about it...so she invited Curt and Christie Brungardt, founders of Jana's Campaign to come speak about reducing gender-based abuse, promoting healthy relationships, and creating a culture of respect among adolescents." —Student from Pittsburg High School in Pittsburg, KS (February, 2018).

"3 things I learned: no matter what if you see a red flag in a relationship, speak up; verbal, emotional, sexual, and stalking, there's 1 in 4 people; and today teens are being disrespected by messaging 5,000 a day.....and someone was murdered and she was young and she was 25 years old. Thank you for teaching me how to be safe!" —Student from Hamilton Middle School in Wichita, KS (May, 2019).



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