

Development of the First SVPEP Orientation Manual & Annual Summary

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For the past several years, the Mel & Enid Zuckerman College of Public Health (MEZCOPH) Sexual Violence Prevention and Education Program (SVPEP) was responsible for updating the program brochures for the Arizona Department of Health (ADHS) Program Manager and funded Contractors. As the years have passed the Internet has become the center of attention for many programs, businesses, governments and individuals around the world.¹ The Internet has changed the way individuals communicate and obtain information.² During a site visit in June 2010, MEZCOPH and the Program Manager discussed concerns that printing a large number of brochures was not as useful to the funded Contractors as in the past. It was during this discussion, that the idea for the SVPEP manual was developed.

Between July and November 2010, the first SVPEP Orientation Manual & Annual Summary was developed with input from the Program Manager and funded Contractors. MEZCOPH created the content and arranged for the manuals to be printed professionally. MEZCOPH contracted with the Department of Health Science Biomedical Communications at The University of Arizona to assist with the design, production, and printing of the manual. Overall, the development of the first SVPEP manual was successful. However, there were challenges and learned lessons that may be applied in the future. The following paragraphs describe: the purpose, development process, challenges, and suggestions for future SVPEP manuals.

Purpose & Content

The manual was developed to be a historic document of SVPEP, training manual for new funded contractors and/or employees, and a dissemination tool of current research and practices and SVPEP activities. Many of the documents in the manual may be used to facilitate consistent reporting of state-level and national data by the funded Contractors for reports required by the Program Manager.

The content of the first manual (2009-2010) included: information about funded Contractors, orientation to SVPEP website and research activities performed by MEZCOPH, current statistical reports, publications and articles, sexual violence resources and websites, and other materials related to primary prevention of sexual violence. The manual also included updated ADHS forms and other materials requested by the PM.

Development Process

The following is a list of steps used for creating the manual.

1. Created outline of content & received approval from Program Manager.
2. Contacted Biomedical Communications & conducted meeting to discuss project.
3. Asked for input about contents from Program Manger & funded Contractors at a quarterly meeting.
4. Based on the outline (i.e., number of pages, color or black & white, type of paper) requested estimate of cost from Biomedical Communications.

¹ Gates, B. (2000). Shaping the Internet age. Internet Policy Institute. Retrieved from Internet on November 14, 2010 from <http://www.microsoft.com/presspass/exec/billg/writing/shapingtheinternet.mspx>.

² Communication technology: The printing press and the Internet. Retrieved from the Internet on November 14, 2010 from <http://www.pe.utexas.edu/Dept/Academic/Courses/SP2001/TC357/chapters/printing.htm>.

5. Based on estimate & available budget discussed the quantity of manuals to print with the Program Manager.
6. Created & updated documents. All documents were formatted using the same style (i.e., font, font size, & margins). Some documents MEZCOPH was unable to format (i.e., budget templates, logic model templates, publications developed by other entities such as the CDC).
7. Printed & reviewed a hard copy of the manual.
8. Worked with Biomedical Communications on the front cover.
9. Emailed Biomedical Communications all files for the manual.
10. Received and revised the 1st, 2nd, & 3rd proofs from Biomedical Communications.
11. Provided a hard copy of the 1st proof to Program Manager for review & approval.
12. Reviewed revisions with Biomedical Communications.
13. Approved the manual for printing in mass quantities.
14. Distributed manuals to Program Manager and funded Contractors.

Challenges

The following are two challenges experienced during the development of the manual.

1. Biomedical Communications failed to inform MEZCOPH about specific policies that affected the design of the manual. The University of Arizona (U of A) logo was required to appear on the cover. The use of acronym (MEZCOPH) was not allowed in place of the colleges' full name.
2. MEZCOPH did not have the Adobe software needed to format the contents of the manual. MEZCOPH had to contract with Biomedical Communications to format the content including adding page numbers to all documents. Biomedical Communications was unfamiliar with the content and made several errors when formatting the manual. They included duplicated documents, missing documents, and incorrect ordering of documents.

Suggestions

The following are suggestions that may be used to update the second manual.

1. At the beginning of the project ask Biomedical Communications about all policies related to the style, content, and other areas to prevent reformatting at the later stages in the development process.
2. Purchase the Adobe software needed to format the content of the manual. This would reduce the chances of many errors made by those who are not familiar with the manual and its content.
3. Throughout the contract year, use the same format (i.e., margins, font, font size) to create/update documents that will be included in the manual. Save an additional copy of each document in the manual file folder.
4. Administer a survey to the Program Manager and funded Contractors each year to assess the usefulness of the manual and obtain feedback.
5. Consider developing and printing the manual at the beginning of each contract year, using information obtained during the previous contract year. This would allow all publications & reports to reflect the most current statistics available.

MEZCOPH would like to thank everyone who made contributions to the development of the first SVPEP Orientation Manual & Annual Summary. We look forward to updating it in 2010-2011.