



MAKING A DIFFERENCE



**Accomplishing Our
Social Impact Goals**

CONTENTS



reduce addiction

4

To help reduce tobacco, alcohol, and other drug use and addiction



child and family

10

To enhance child and family health

president's message

Danya's Mission: To Have a Social Impact

In Danya International's early years, our mission stated: "Danya strives to promote health and facilitate economic and personal growth around the world through the creative use of new technology." At that time, we were developing a number of relatively small health education projects and Web sites, primarily funded by the Small Business Innovation Research program. Danya was a unique company from the beginning, combining health communications with innovative technology and evaluation research. It was during this time that we coined our company tag line, "Shaping Healthy Futures."

We later modified our mission: "To impact global public health and education through the development and implementation of innovative health communication, research, and technology programs." This mission statement effectively describes the core work we do, but it is still difficult to sink one's teeth

into this somewhat abstract mission. We also articulated our vision statement, "Breakthrough solutions for public health and education," which provides a motivational punch to our mission. But something was still missing.

Then several months ago, as I was presenting an update on our strategic plan at a general staff meeting, I realized what was missing. Our work environment was seen as excellent, our organization developing, business processes improving, and we were exceeding our annual growth rate goals—but how were we making a difference in the world? That was the question I felt remained unclear to me, and to others. So our senior management team, with input from staff, began a process to answer these questions: *What are our major goals as a company? What do we really want to accomplish? How can we really make a difference?*



reduce diseases

6

To help reduce the rate of new HIV infections and other infectious diseases



early childhood education

8

To improve the quality of comprehensive early childhood education



mental health education

12

To promote mental health education



diversity and inclusion

14

To promote diversity and inclusion in everything we do

This process, which was quite easy since it was only a matter of capturing what we were already doing, resulted in Danya’s Social Impact Goals:

- To help reduce tobacco, alcohol, and other drug use and addiction
- To help reduce the rate of new HIV infections and other infectious diseases
- To improve the quality of comprehensive early childhood education
- To enhance child and family health
- To promote mental health education
- To promote diversity and inclusion in everything we do

What follows in this 10th anniversary newsletter is a description of how Danya is working to achieve each of these social impact goals. We have now grown to a size and strength where we as a company, together with our government and private partners, can truly have a national and global impact on these goals. Since we have begun to communicate our goals throughout the company, it has been like an “Ah-ha!” experience—“This is what we are doing.” “This is how we are making a real difference in the world.”

I ask you to embrace Danya’s social impact goals. With our combined talent, teamwork, and tenacity, we can make a difference!

reduce addiction

Since its inception, Danya has made significant strides to reduce and prevent tobacco, alcohol, and other drug addictions by assisting and supporting youth, adults, older adults, and families in their efforts to make positive lifestyle changes.



To help reduce tobacco, alcohol, and other drug use and addiction

In the focus area of helping to reduce tobacco, alcohol, and other drug use and addiction, the company and its dedicated staff apply a multidimensional approach in their research services and product development through funding from research grants and Federal Government contracts. This approach includes a combination of developing training courses and screening instruments, applying social marketing techniques, and providing information dissemination and outreach.

First, in the area related to training courses and screening instruments, Danya's talented staff have produced many products to help effect smoking cessation and identify successful prevention of and counseling for alcohol and

drug use. These exemplary products include: *Living in Balance (LIB)*, a research-based treatment curriculum for addiction professionals; *Adolescent Smoking Cessation Escaping Nicotine and Tobacco (ASCENT)*, a multifaceted smoking cessation intervention targeting adolescents; *Training Healthcare Providers on Senior Substance Abuse*, an online continuing education course for home healthcare nurses on alcohol use and abuse among older adults; *Online Buprenorphine Course for Physicians and Counselors*, an online continuing medical education course for physicians and addiction counselors for the treatment of opioid addiction;

Adolescent Drug and Alcohol Screening Instrument for Primary Care (ADASI-PC), a computerized, self-administered screening instrument designed for primary care providers to identify youth at risk for substance use and/or abuse; *Clinical Supervision Training Program*, a multicomponent, multimedia clinical supervision training curriculum for addiction treatment counselors; and *Dr. Jeff's Quit Commit Program for Smoking Cessation*, a single-session offering free to anyone interested in quitting smoking.

Danya staff have also successfully managed projects that support and train substance abuse counselors to improve their services and the effectiveness of their services. These activities include the *Navy Clinical Preceptorship*



Program, which supports counselors providing substance abuse treatment in 70 facilities located on Navy and Marine Corps bases throughout the world; and the *Clinical Supervision Training Program*, a multicomponent, multimedia clinical supervision training.

Second, the Danya team has applied various social marketing techniques with aims at reaching the social impact commitment. The representative projects with strong social marketing focus include: *Office of National Drug Control Policy (ONDCP) Anti-Drug Media Campaign*, a subcontract to manage the Media Campaign Advisory Team in reviewing advertising concepts, research strategies, and instruments of the social marketing campaign aimed to educate and enable U.S. youth to reject illicit drugs; *Young Workers Living in Balance: A Comprehensive Wellness Program for the Workplace*, an in-service intervention for youth in the worksite with health promotion materials of prevention for alcohol, tobacco, illicit drugs, STDs, HIV, unintended pregnancies, weight-related diseases, and anger management; and *Students Making Advertisements to Reduce Tobacco (StartSMART)*, an innovative, school-based curriculum designed to educate youth 11 to 13 years old about the social influence of smoking.

Third, Danya staff have exerted boundless efforts toward disseminating information and materials to reach out to the target population. Our objective is to maximize both the reach and impact of those who are vulnerable to smoking, alcohol, and drug abuse problems. For example, Danya is

the lead contractor of the National Conference on Tobacco or Health (NCTOH), which brings together the community of smoke control professionals and researchers to search for new ideas, discuss lessons learned, and examine related policies and programs. Danya is also the logistic contractor to organize the annual National Hispanic Science Network (NHSN) of substance abuse researchers for the National Institute on Drug Abuse. In addition, we developed a Web-based *Tobacco Knowledge Management System* (www.kNOwtobacco.net), a site designed for use by tobacco prevention and control professionals, voluntary health organizations, nonprofit organizations, private entities, and the general public.

Finally, Danya is making its mark on social impact beyond the National border. For the past 4 years, the Danya team conducted an assessment of promising practices in drug treatment and prevention programs in Europe, Latin America, the Caribbean, and Southeast Asia. Another team is currently conducting an evaluation of Daytop International's Drug-Free Treatment training curriculum in Colombia and Vietnam. We are also developing a *Drug Abuse Research Training Program for International Investigators (DART-I)*, a highly interactive and user-friendly Web site for the international drug abuse research community, including training modules and links to other relevant resources.

A long and winding path still remains ahead to fully realize this critical social impact goal at home and abroad; however, we are proud of our accomplishments and dedicate our efforts and energy to reach the highest plateau.



reduce diseases

Twenty-five years since the diagnosis of what is now known as the first case of HIV in the United States, prevention has become an even more critical component of fighting this pandemic.

To help reduce the rate of new HIV infections and other infectious diseases



More and more people are living with HIV thanks to dramatically improving treatment. Prevention efforts to assist people in learning their HIV status and educating HIV-positive persons about how to prevent transmission of or reinfection with the virus have risen to the top of the national prevention agenda. The overarching HIV prevention goal for the Nation's public health agency, the

Centers for Disease Control and Prevention (CDC), is to reduce the number of new HIV infections and eliminate racial and ethnic disparities by promoting HIV counseling, testing, and referral, and by encouraging HIV prevention both among those persons at high risk for contracting HIV and those already living with the virus.¹ Danya embraces this critical HIV prevention goal, as well as prevention of

other infectious diseases. This commitment to prevention has been demonstrated time and again in the HIV and STD projects that we support for a variety of clients and in the charitable work done by the agency and its staff.

Danya has worked to help reduce HIV and STD infections through the development of innovative prevention materials and information dissemination efforts for many years. The HIV Counts campaign for the District of Columbia began in 2001, when the D.C. Administration of HIV/AIDS (AHA) contracted with Danya to develop and implement its unique identifier system, including the development of a research-based media campaign targeted to people likely to test HIV positive. The project also included an information and training campaign targeted to providers, and offered technical assistance for providers as they implement the reporting system. The project's overall methodology was guided by a customer-driven, social marketing approach.

Danya's ability to blend creativity with sound science has led to the development of such products as the comprehensive STD prevention package for African American youth, *Peer to Peer: Stop, Think, Be Safe!* Designed for use in a classroom or other youth-focused setting, it includes a video, a facilitator's guide, and an awareness poster. When used together, the pieces of this intervention provide information, skills-building, and community-based activities designed to reduce risky behaviors among middle school-aged adolescents. Research with at-risk youth has found this intervention to be effective and engaging.

Since mid-2004, Danya has been working with CDC to redirect the National Prevention Information Network (NPIN) project to better serve CDC's HIV, STD, and TB prevention partners. NPIN facilitates communication among prevention partners and their constituencies, and also accumulates and disseminates prevention knowledge and resources.

NPIN facilitates requests for CDC's HIV, STD, and TB prevention information by researching, collecting, organizing, and distributing the latest CDC-produced materials. NPIN's core services include the primary Web site, five online searchable databases, a call center, distribution and fulfillment services, and a state-of-the-art health communication facility in Atlanta.

In 2006, Danya used technology to offer a cost-effective, creative solution for the Global AIDS Program (GAP) and established a collaborative work environment to assist all U.S. Government agencies working on the President's Emergency Plan for AIDS Relief (PEPFAR) in sharing information and facilitating communication.

¹CDC. (2006). Evolution of HIV prevention programs—United States, 1981–2006. *Morbidity & Mortality Weekly Report*, 55, 597–602.



early childhood education

More than one million low-income infants and children and their families throughout the United States and its territories benefit from early childhood development and educational services through the Head Start program.



To improve the quality of comprehensive early childhood education

Danya stands alongside the Office of Head Start (OHS) in helping to improve the quality of education for these children and families by leading the monitoring efforts of the nearly 1,700 grantees that OHS funds each year.

Head Start programs serve families, their children, and the larger community by providing comprehensive educational

development services that prepare the children for elementary school and beyond. To ensure the services comply with Federal standards and regulations, Danya's consultants travel in teams to grantees throughout the year and conduct week-long monitoring reviews. These reviews touch all aspects of the programs, reaching deep into the communities where services are provided.

Danya's professionals are skilled and qualified in all of the following critical areas required for programs in the business of supporting healthy childhood development and covered during the reviews:

- Infant, Toddler, and Early Childhood Development
- Maternal and Child Health
- Mental Health
- Disabilities
- Family and Community Partnerships
- Program Design and Management
- Fiscal Review

To fully assess a program's specific services and the organizational systems within which they are offered, review teams spend time interviewing teachers, parents, and governing bodies; observing classroom activities; and studying materials relevant to each program. If a program is determined to be noncompliant or deficient in one or more areas as a result of the monitoring review, it must demonstrate corrective action that remedies the situation. Only through this intensive quality assurance initiative do we feel confident that this population is receiving superior



educational development services, which undoubtedly will extend into their later development. Danya is playing a key role in making Head Start a model national program that creates opportunities for millions of low-income children and families.



child and family

Promoting child and family health has been one of Danya's top priorities since our inception—striving to provide youth with information that they can use to make healthy decisions.



**To enhance
child and
family health**

Our greatest successes in Child and Family Health have been in the areas of Tourette syndrome, obesity prevention, and drug abuse education.

Tourette syndrome is a neurological disorder characterized by tics—involuntary movements and sounds often perceived by the unaware as disruptive, bizarre, or even hostile. Tourette syndrome generally emerges during the school-age years and can cause significant problems for a young child in terms of making friends, attending school, or developing key social skills. Working with the

Tourette Syndrome Association of Greater Washington, Danya created four video-based intervention packages, "You've Got a Friend," "Real World of Tourette Syndrome Interventions," and their Spanish adaptations "Tienes un Amigo" and "El Verdadero Mundo del Síndrome de Tourette," to educate youth and teens about Tourette syndrome.

After extensive formative research and nationwide evaluation, we found that these educational videos increased knowledge and positive attitudes about individuals with

Tourette syndrome in typical classmates. And perhaps more importantly, outcomes for the child with Tourette syndrome significantly improved after the intervention. Our intervention package is now the “gold standard” for classroom presentations—used nearly every day to educate students and teachers touched by Tourette syndrome and by more than 36 local advocacy groups across the country.

In addition to developmental disabilities, substance abuse prevention is another focus area for Child and Family Health. Through our partnership with the National Institute on Drug Abuse, we have created many multimedia materials to educate students, from kindergarten to high school, about the brain, how drugs change the brain, and how scientists study the brain. The goal of these materials is to use information about drugs as a hook to interest students about science and to provide a factual basis for healthy, protective decisions about drug use. *Brain Power! The NIDA Junior Scientists Program* is a video-based curriculum for students, with modules for kindergarten through fifth grade. More than 50,000 copies of the curriculum have been requested by school districts and teachers nationwide at this point; in the last 6 months, there have been more than 22,000 hits to the companion Web site.

The National Youth Anti-Drug Media Campaign is one of the largest social marketing campaigns in the country. The White House Office of National Drug Control Policy, under congressional mandate, uses advertising and public communications to reach youth ages 9–18, with emphasis on middle adolescents (ages 14–16). The integrated social marketing campaign includes: television, radio, print, and Internet advertising, as well as media outreach, partnerships, brochures, specialized Web sites, and clearinghouses. The overarching goal of this national campaign is to educate and enable America’s youth to reject illicit drugs. The campaign focuses on primary prevention and drugs of first use, particularly marijuana. As a partner to the advertising contractor Foote Cone

and Belding, Danya contributes our behavior change and substance abuse prevention to development of campaign strategy. In particular, Danya manages the Media Campaign Advisory Team, a multidisciplinary group of experts that provides input and validation for the campaign throughout the development, testing, and evaluation of advertising.

Results of National surveys of youth drug use have shown that, since the campaign has been in place, youth’s use of marijuana has decreased significantly, accompanied by a significant increase in the perception of marijuana smoking as a high-risk activity.

In response to the highly publicized need for prevention strategies to curb the growing public health epidemic of obesity in America, Danya is also developing an animated obesity prevention tool for early elementary school children. *The Super Nutri-ventures of Jasper & Kiki™* is an innovative and engaging way to present comprehensive obesity prevention information in a developmentally appropriate and stylistically captivating manner for children in kindergarten through second grade (ages 5–8). Jasper and Kiki, as Nutriboy and Nutrigirl, fight to save the world from unhealthy eating and inactivity. Pilot tests with children and parents suggest *The Super Nutri-ventures of Jasper & Kiki* is an entertaining and effective way of presenting health information. We are currently pursuing several options for further development of *The Super Nutri-ventures of Jasper & Kiki*, including as a television series, graphic novel, feature length film, and multimedia classroom curriculum.



mental health education

Danya is deeply committed to improving the lives of children and adults with mental illness through public education, research, and the development of mental health-related products and services.

To promote mental health education



Throughout multiple areas of the company, Danya staff have a strong combination of scientific and subject matter expertise related to mental health. Danya is using their expertise and promoting mental health and emotional well-being through the following types of projects and services:

- Provider training and education in mental and behavioral health
- Promotion of evidence-based practice in mental health education and services
- Curriculum development on mental health and related topics
- Educational interventions for people with autism and other developmental disabilities
- Promotion of public awareness of mental illness and reduction of stigma
- Family engagement in mental health research and practice



Through our employee volunteer program, Danya is also helping to promote mental health and well-being in our local community. Numerous Danya staff volunteer at the Families Foremost Center, a community-based program that works to promote healthy family functioning and child development for Montgomery County, Maryland, families with children up to 4 years of age. The Center provides

parent education and support, infant/toddler care, parent-child activity groups, health care education, adult education and employment readiness, and home visiting.

In addition to these public service-related projects, Danya has strived to promote the emotional well-being of our employees. At our annual Health and Wellness Fair, employees have participated in sessions to learn about holistic nutrition and techniques of meditation, yoga, and Tai Chi. In addition, with a significant record of success, Danya has supported employees' personal health goals by offering a Weight Watchers program and health club membership subsidies.

Through these efforts and others, Danya has worked steadily on promoting mental health. Over the next years, we look forward to continuing our efforts to promote mental health and emotional well-being in our local communities and nationwide.



diversity and inclusion

Since our founding in 1996, Danya has been committed to the core values of diversity and inclusion, as exemplified both within the company and in the work we do every day.



**To promote diversity
and inclusion in
everything we do**

Danya's commitment to promoting diversity is no accident, both in terms of the diversity of our workforce and our support of diversity efforts on behalf of our Federal Government clients and the populations they serve. Danya's Internal Diversity Initiative deploys actions in four major areas: recruitment strategies that ensure we bring in the best and the brightest from across the communities we serve; a reward, recognition, and acknowledgment system that is accessible to all; an opportunity for every employee to have a voice in the organization's policies and procedures; and a benefits package that is sensitive to the varied needs of our employees.

Generating and sustaining this goal has been the result of a firm commitment to this core belief and implementation,

and the constant monitoring of concrete and measurable efforts and milestones.

Among Danya's internal diversity initiatives, in 2005 the Voices of Danya taskforce was established to review and provide input for several areas affecting employees, including recruitment and selection, growth and development, benefits and compensation, policies and procedures, and employee relations. The goals of this group are to: (1) Promote an organizational environment in which staff have the opportunity to continuously provide input, without fear, and to feel that their opinions and thoughts are valued and

considered; (2) Have staff contribute their time and expertise in selecting, writing, and evaluating organizational policies and procedures to ensure we represent the interests of our employees; and (3) Ensure a work environment that is inclusive, as well as diverse, and one that fosters a spirit of community across all lines. This taskforce meets regularly, conducts employee surveys, makes recommendations to Danya's Executive Management Team, and monitors progress toward these goals.

In terms of Danya's external diversity initiatives, the vast majority of Danya's grants and contracts are designed to serve the public health and/or education needs of ethnically and geographically diverse populations of consumers and other end users, both youth and adults.

Danya’s commitment to workforce diversity is reflected across all levels and areas of the organization.

Classification	Female	Minority
Management Team	64%	46%
Executive Management Team	40%	40%
Local Area Demographics*	36%	21%
Organization Demographics	68%	53%
Local Labor Market	47%	42%

* Based on 2000 census data

The following Danya projects illustrate the company’s deep and abiding commitment to diversity and inclusion in the delivery of contractor services:

The Head Start Project. More than one million low-income infants and children and their families throughout the United States and its territories benefit from early childhood development and educational services through the Head Start Program. Danya provides broad-based contractor support to the Office of Head Start in its mission to improve the quality of education for these children and families.

The HIV Awareness Day Project. A growing number of grassroots campaigns and programs have been initiated to raise awareness of HIV/AIDS. In an effort to prevent new cases and reduce the stigma that surrounds testing and accessing HIV/AIDS-related services, Danya works with the CDC staff to ensure broad-based communication and supportive cooperation with the various national planning committees of the Asian and Pacific Islander Anti-Stigma Campaign, the National Black HIV/AIDS Awareness Day (NBHAAD) campaign, the National Latino AIDS Awareness Day (NLAAD) campaign, and the American Indian/Alaska Native/Native Hawaiian (AI/AN/NH) campaign.

The University Partnerships Clearinghouse Project (UPC). HUD’s Office of University Partnerships (OUP) was created in 1994 to encourage and expand the efforts of institutions of higher education striving to make a difference in their communities by making grant funds available to deserving applicants. Over the years, OUP has administered a variety of separate grant programs, all of which serve diverse populations and most of which are aimed specifically at formally designated “minority-serving institutions” of higher education. UPC is a large-scope, full-service, multitask information services contract.

The Peer to Peer Project. More than three-fourths of U.S. teens report having sexual intercourse by the time they are 19 years old. Three million teens are infected with an STD. Rates of reinfection have been found to be higher among minorities. Teens and minority youth have significantly higher rates of STDs and unplanned pregnancies than do other groups. African American youth are significantly more likely than their white peers to be infected with STDs. The *Peer to Peer: Stop, Think, Be Safe!* program addresses the significant public health issue of STD infection among these youth. This CDC-funded Phase II Small Business Innovation Research contract developed a video-based intervention for African Americans ages 12–15 who are at high risk of STDs.





8737 COLESVILLE ROAD, SUITE 1100
SILVER SPRING, MARYLAND 20910
WWW.DANYA.COM

A few key Danya milestones

