Prevention Domestic Violence and Teen Dating Violence in Alaska

Pathways To Prevent Domestic Violence
A Plan for Alaska 2010 – 2016

Alaska Network on Domestic Violence and Sexual Assault
lgrassgreen@andvsa.org
Structure

• Alaska Context
• Statewide Prevention Planning Efforts
• Statewide Prevention Strategies
• Local Prevention
• Statewide Support for Prevention
Alaska is roughly 20% of the entire US landmass.
698,473 in the entire state
The local context
Domestic and/or Sexual Violence

age 10

age 13

age 16

current self

60% of Alaskan Women Report Domestic and/or Sexual Violence
Pathways To Prevent Domestic Violence

A Plan for Alaska 2010 – 2016

ALASKA’S PRIMARY PREVENTION OF SEXUAL VIOLENCE STRATEGIC PLAN

April 2009
Statewide Steering Committee

Alaska Native Justice Center
Alaska Network on Domestic Violence & Sexual Assault
Alaska Rural Behavioral Health Training, University of Alaska Fairbanks
Association of Alaska School Boards
Department of Health Sciences/Public Health, University of Alaska Anchorage
Evaluation Management & Training Associates
Institute of Social and Economic Research, University of Alaska-Anchorage
Municipal Department of Health & Human Services, Safety Links Program, Municipality of Anchorage
Public Health Nursing, Dillingham
Steps To a Healthier Southeast Alaska
State of Alaska Department of Health & Social Services
Division of Public Health: Chronic Disease Prevention and Health Promotion; Women’s, Children’s & Family Health, Alaska Family Violence Prevention Project
Department of Public Safety, Council on Domestic Violence and Sexual Assault
Women in Safe Homes, Ketchikan
Zach Gordon Youth Center, Juneau

Implementation Partners:

• Alaska Department of Education and Early Development
• Alaska Department of Behavioral Health and Social Services- Division of Behavioral Health
• Alaska Native Tribal Health Consortium
• The Reuben E. Crossett Endowed Fund
• Media partners: GCI, ABC, KTUU
• Office of the Governor
• Center for Addiction and Mental Health
"I think you should be more explicit here in step two."
Seven Key Pathways

1. Establish a statewide infrastructure to coordinate prevention efforts
2. Youth are leaders in primary prevention
3. Prevention curricula are integrated into public school grades K-12
4. Data on domestic violence are standardized and easily accessed across systems
5. Media sources are partners in promoting respect, healthy relationships and equality
6. Statewide support for program approaches that address the root causes of domestic violence
7. Alaskan communities are engaged in preventing domestic violence
Adaptation
Promoting in Partnership with Champions
DV/SA prevention is integrated into classrooms and schools k-12

- Fourth R
- Draft Health Education Plan
- Health Education Standards
- Professional Development
Partnerships
Resources and Opportunities
Lead On!

For Peace and Equality in Alaska

Prevention Coalitions and Local Prevention Staffing

Stand Up Speak Up Alaska

www.standupspeakupalaska.org

Alaska Men Choose Respect

Training

Research and Evaluation
Fourth R: Alaska Perspectives
Comprehensive Health Education Curriculum
What is happening?
How is it working?

a. Reach and scope of Fourth R training (teachers, dv/sa programs, community members).
   - Who received fourth R training (geography, how many, role in school or community)
b. Reach and scope of Fourth R classroom instruction.
   - Which students received instruction, how many, etc.
c. Perceived adequacy of training / Perceived readiness to deliver curriculum
d. Teachers perceptions on Fourth R implementation success.
   - Comments heard from students
   - Challenges or strengths of materials
e. Implementation processes of teachers.
   - Did the teachers deliver all sessions, which activities were used,
f. Perception of interest and engagement of students.
g. Needs for contextual adaptations for Alaska classrooms and additional support.
What difference is it making to key risk and protective factors?

a. Decrease in the rate of self-reported perpetration of dating violence and peer violence;
b. Increase in participant awareness of dating behavior, including dating violence;
c. Improvement of interpersonal relationship skills relevant to curriculum objectives (delay, refusal, decision making);
d. Improved perceived parental communication and support related to interpersonal relations;
e. Increased healthy behaviors
f. Increased social connectedness
g. Changes in perceived norms about dating behaviors, including those related to sexual health and substance use.
Lead On!

For Peace and Equality in Alaska

Stand Up Speak Up

"I stand up for what I believe in - ending violence."

"I was raised with respect as an important value."

For more information go to
www.StandUpSpeakUpAlaska.org
call 907.586.3650
CAUTION
Future World and Local Leaders at Work and Play
Engaging Youth in Promoting Respect and Preventing Violence
Stand Up Speak Up Alaska - Lead On!

WWW.STANDUPSPEAKUPALASKA.ORG
LEAD ON! FOR PEACE AND EQUALITY IN ALASKA
YOUTH INFORMED, YOUTH DRIVEN, YOUTH-LED
• Audience Driven (youth ages 13-18)
• Changing social norms and aspirational
• Focused on early adopters and behavior change theory
• Multiple points of entry
Messaging
PRODUCTS

www.standupspeakupalaska.org
Information and Getting Connected

www.standupspeakupalaska.org
In the following questions, you will describe your project activities and goals. You may want to keep the Six Steps for Healthy Relationships in mind when brainstorming activities. The Six Steps are:

- **Relationship Basics**
  - Example: Find ways to get your peers to solve problems fairly, communicate better, and be in supportive relationships.

- **Keep Respect Going**
  - Example: Start projects that support differences: Treat people equally regardless of gender, culture, religion etc.

- **Building a Peer Culture**
  - Example: Become a peer educator or start a peer education program, host “respect events, and create messages around respect.

- **Leading the Way**
  - Example: Take a leadership role and get others involved in positive community change, cultural activities, etc.

- **Respecting Yourself**
  - Example: Host discussions with youth to discuss where they draw their line and communicate it clearly

- **Getting Help**
  - Example: Find new ways to share information about warning signs or how to get help.

Please describe the activity or activities your project would include.

Please describe the specific ways these activities would help your community.
SOMETHING I VALUE IS...

Freedom and Choices

Trying to be at my best!

Honesty and self-respect

Respect - It's important!

RESPECT

It means taking care of myself and others.

It means being trustworthy and considerate!

It makes me feel confident!

Sponsored by the Sitka Youth Leadership Committee:
Dedicated to promoting respect and building bridges amongst youth in Sitka and across Alaska.

Sponsored by the Sitka Youth Leadership Committee:
Dedicated to promoting respect and building bridges amongst youth in Sitka and across Alaska.
Jenny 14
Kiana
Youth Leaders Program

LATEST VIDEO » VIEW MORE VIDEOS
Check out Alaska youth standing up and speaking up in our latest commercial!
Technology & Social Networking

How AdSense Works

1. Choose where to show ads
   - Specify where you want ads to appear
   - Choose what types of ads can compete for those slots

Lead On! For Peace and Equality in Alaska

Would you like to help plan the Lead On! 2011 mini-summit? We want to hear your thoughts on speakers, workshops and activities. Post in 10-12 hours of work on the Planning Committee and you are guaranteed a spot at Lead On! 2011! Email Jeanette Merrill at jmerrill@ankaia.org if you would like more info or want to join the committee on Monday, Nov. 29.

Insights

72 Monthly Active Users
0 Daily New Likes
27 Daily Post Views
1 Daily Post Feedback

15 Friends Like This
6 of 15 Friends

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Lead On! For Peace and Equality in Alaska CLASSROOM CONTEST!

Teachers across Alaska have received our Stand Up Speak Up classroom materials. Complete the classroom activities, mail them in, and we'll enter your...
What is happening?
How is it working?

- Reach and scope of television advertising and bus ads.
- Reach and scope of posters
- Number of schools using materials
- Demographics and activity of breakdown of website materials
- Number of youth driven to website
- Number of individuals and communities that have become more connected to preventing violence and shifting norms.
What difference is it making to key risk and protective factors?

**Outcome/Impact Performance Measures:** Funding and human resources will be designated in 2011-2013 to evaluate the following measures. These measures were linked to specific risk and protective factors outlined by the Pathways Statewide Steering Committee and the social norms campaign committee.

- Relationship values and attitudes towards respect
- Social norms or attitudes about violence in relationships
- Youth leaders’ knowledge and attitude about violence and healthy relationships.
- Youth leaders’ knowledge and attitudes about community action/leadership
- Recall of prevention messaging
- Youth engagement measures
- Violence and respect attitudes and behaviors
- Bullying behaviors and respect attitudes/beliefs
Lead On!

- **Outcome/Impact Performance Measures:** The following highlights information collected from evaluation surveys.
  - Social norms or attitudes about violence in relationships
  - Youth leaders’ knowledge and attitude about violence and healthy relationships.
  - Youth leaders’ knowledge and attitudes about community action/leadership
  - Perceived skills for prevention violence and promoting respect
  - Youth engagement measures
  - Bullying behaviors and respect attitudes/beliefs
ANN RAUSCH
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Council on Domestic Violence And Sexual Assault

Lori Grassgreen
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Alaska Network on Domestic Violence and Sexual Assault

Sophie Wenzel
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DHSS
Women Children Family Health
A SPECIAL THANKS TO THESE ORGANIZATIONS FOR SUPPORTING
Lead ON! For Peace and Equality 2010

- Allstate Foundation
- Walmart Foundation
- Community Funds etc.
Alaska Men Choose Respect

www.alaskamenchooserespect.org
Messaging and Tools

• Coaching Boys into Men
• Men of Strength

Alaska Men Choose Respect Tools
REAL ALASKA MEN CHOOSE RESPECT

www.AlaskaMenChooseRespect.org

ANDVSA
Alaska Network on Domestic Violence & Sexual Assault
www.andvsa.org

AWARE, Inc.

© 2010 ANDVSA

CDVSA
Council on Domestic Violence & Sexual Assault
Safety in Partnerships
www.cdvsa.org
What is happening?  
How is it working?

- Reach and scope of messaging.
- Website metrics and online engagement on the Alaska Men Choose Respect site.
- Number of men involved in Alaska Men Choose Respect sponsored community level activities
- Number of requests for additional support or information to get involved in AMCR activities.
What difference is it making to key risk and protective factors?

We can measure how many men are working to shift norms in the community, we can assess the pretests/post-surveys from community level projects, but we have no one has invested the resources to do a more systematic evaluation.
GI and Prevention in the news

- [http://www.kodiakdailymirror.com/?pid=19&id=9576](http://www.kodiakdailymirror.com/?pid=19&id=9576)
- [http://www.thebristolbaytimes.com/article/1106edgmon_offers_update_on_legislative](http://www.thebristolbaytimes.com/article/1106edgmon_offers_update_on_legislative)
- [http://www.thebristolbaytimes.com/article/1106edgmon_offers_update_on_legislative](http://www.thebristolbaytimes.com/article/1106edgmon_offers_update_on_legislative)
Alaskan communities are engaged in promoting healthy relationships

- Dillingham: CANDU & RAFT
- Juneau: Juneau DELTA
- Sitka: Pathways to a Safer Sitka
- Ketchikan Wellness Coalition
Domestic Violence, Sexual Violence & Teen Dating Violence Prevention

Aiding Women in Abuse & Rape Emergencies

AWARD has one full-time prevention manager position partially funded through ANDYSA and the Centers for Disease Control and Prevention’s DELTA Project. AWARD also has a full-time school education staff member funded through the City and Borough of Juneau and a Jesuit Volunteer working part-time on engaging men in prevention efforts.

School Based Presentations:
- In FY 10, AWARD staff conducted 186 elementary school presentations to 4,003 student contacts.
- AWARD staff conducted 125 presentations in the middle and high school to 1,772 student contacts.
- AWARD staff conducted 19 presentations with preschool, private school, and UAS with 403 student contacts.

SV Safety Prevention Curriculum:
- All three Juneau high schools have adopted the Fourth R: Alaska Perspectives curriculum. This is a 30 lesson, research based, healthy relationship curriculum adopted for Alaska.
- One Juneau teacher will attend the Fourth R Master training at the Spring Institute in February 2013.
- AWARD’s Education Specialist and Outreach and Education Coordinators have attended the Fourth R training and work with teachers to implement this curriculum.

School Based Projects:
- AWARD hosts the Southeast charter for ‘Girls On The Run (GOTR), or girls ages 8-14 that uses running to teach the girls about positive self-worth. The program combines training for a 5K (3.1 mile) running event enhancing curricula. The Girls On the Run of Southeast Alaska programs include the communities of Ketchikan, Petersburg, Wr. Juneau, and Hoonah.
- AWARD will participate in Juneau Thunder Mountain Challenge Day. The role in providing on-going support to the Change groups.
- AWARD engaged soccer teams across the state to take the pledge against violence.
- AWARD placed ads, created banners, and recruited EMS teams to take the pledge to prevent violence.
- AWARD coordinates various prevention media campaigns throughout the year.
- In conjunction with ANDYSA, AWARD developed PSAs and materials with Carlos Boozer regarding ending violence and promoting respect.
- AWARD developed messaging for athletic events recruiting men in “Choose Respect” efforts.
- AWARD works with youth to develop public service announcements.
- AWARD organizes community members and places ads highlighting supporters of the White Ribbon Campaign, an international campaign of men working with men to end violence against women.

Media and Social Norm Campaign:
- AWARD staffed individuals to participate in a local coalition for prevention of intimate partner, dating, and sexual violence prevention.
- This coalition has conducted a local needs assessment, developed a plan for prevention that includes specific goals, strategies, outcomes, and strategies for Juneau. This group has adapted strategies for Juneau schools and community groups.
- AWARD continues to recruit community members to assist with planning and implementation of key prevention strategies.
- AWARD has worked with contracted evaluators to evaluate development tools for prevention efforts.
- AWARD, ANDYSA, and contracted evaluators are in the process of developing an evaluation plan for all three of the goals and outcomes articulated in this plan.

Community Education:
- AWARD is working closely with Big Brothers Big Sisters to launch a parent mentoring program where parents are matched with experienced parents to provide guidance and support.
- In collaboration with the Office of the Governor, AWARD helped organize and coordinate the “Choose Respect” march.
- AWARD hosts the Clothesline Project, a traveling exhibit where victims of domestic violence assault express emotions by decorating a t-shirt that is hung on the clothesline and displayed publicly.
- AWARD hosts Girls On The Run season every Spring. The 5K is a chance for all girls from diverse communities to come together and celebrate being healthy and positive. It also allows community members to support the youth in their community.
- AWARD participates in the Juneau Community Health Fair, a community wide event held every year to discuss both health promotion and relationships and screening practices.
- AWARD raises awareness during Sexual Assault Awareness Month with a series of events including Awareness Race, which raises awareness for the prevention of domestic and sexual violence.
- AWARD continues several activities during Domestic Violence Awareness Month including poster contests, Awareness Race, and other activities.
- AWARD offers Healthy Relationships class for women (10 week community-based education)
- AWARD integrates prevention training into bi-annual community volunteer trainings.

Male Engagement Projects:
- AWARD offers training through the Coaches Leadership Program which equips coaches to teach their athletes about respect for women and girls and that violence doesn’t equal strength. Thunder Mountain High School will be incorporating this curriculum into some of their athletics programming.
- AWARD has been working with a variety of community members to plan for and strengthen prevention programming for boys and men.
- AWARD hosted community events with Carlos Boozer to launch coaching programs and bring the community together for respect campaigns.

Community Snapshots 2010-2011

Youth Focused or Peer Education Projects:
- AWARD supported a youth-led prevention project, Paddles for Prevention, a week-long outdoor education program in Glaciers Bay that incorporates healthy relationship and leads development skills. This youth led project develops both outdoor and individual relationships skills which are incorporated into each of the activities. AWARD is discussing ex-growth of this program for 2013.
- Ten Juneau youth attended the 2010 Lead On! For Peace and Equality In Alaska, youth leadership Summit. The Lead On! youth mini-summit helps connect youth with adult mentors, to explore their communities. At the mini-summit youth gain leadership skills that help them master important life skills and awareness programs. This year there are two prevention project ideas. Youth A worked to submit and were awarded an ANDYSA youth mini-grant to fund this project.
- AWARD partnered with Southeast Alaska Guiding Association to host a rope course and relationship programs for boys and girls in Juneau.

Northern Southeast Prevention:
- Education is carried out in all of the Northern Southeast Alaska communities.
- AWARD established a charter for “Girls On the Run of Southeast Alaska” and has expanded the program to schools in Sitka, Angoon, Haines, Hoonah, Yakutat, and Juneau.
- AWARD staff has worked closely with youth from Hoonah, Tenakee Springs, and Gustavus to plan an outdoor leadership program for Northern Southeast youth. Funding for this project has come from mini-grants from ANDYSA, DHSS-Women Children and Family Health, and Gustavus Parks.
- With training and support provided by AWARD, Haines has launched a “Girls On the Run” program in the elementary school.
- Three youth from Haines and Klawock attended Lead On! 2010, a youth and adult planned youth leadership mini-camp.
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<thead>
<tr>
<th>BLOG NAME / DESCRIPTION</th>
<th>NO. OF POSTS</th>
<th>LAST ACTIVITY</th>
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<tbody>
<tr>
<td><strong>Alaska Violence Prevention Group Announcements</strong></td>
<td>3</td>
<td>9/27/2010</td>
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<tr>
<td>This is the Alaska Violence Prevention Group Announcement Blog. Members are able to</td>
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<tr>
<td>post announcements, comments or important team information. Please subscribe to this</td>
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<td>announcement blog to receive email notification as the page is updated.</td>
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<tr>
<td><strong>Boys and Men Ally Building</strong></td>
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<td>2/19/2011</td>
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<tr>
<td>Find and share information here about coaching boys into men, men can stop rape, a</td>
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<td>call to men, white ribbon, and other conversation threads on building programs to</td>
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<td>strengthen male allies.</td>
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<td><strong>Community and CCR Capacity Building</strong></td>
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<td>9/3/2010</td>
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<tr>
<td>This is the place to include information on how your CCR is set up, how you collaborate, and other community level prevention capacity building information.</td>
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<tr>
<td><strong>DELA Ponderings</strong></td>
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<td>9/3/2010</td>
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<td>This space was used to take notes of various topics during the DELA Retreat 2010. This space can be used for DELA prevention staff to share information for DELA specific inquiries or requirements.</td>
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<tr>
<td><strong>Education and In-school Prevention</strong></td>
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<td>12/21/2010</td>
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<td><strong>Evaluation and Evaluation Tools</strong></td>
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<td>8/20/2010</td>
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<td>This is a place where you can: * upload your evaluation plan and seek comment * upload your evaluation tools for specific strategies * upload your questions or comments about evaluation * post your presentations or share ways that you have compiled your evaluation information * and more.) Also, you can find some useful resources on evaluation here, including the full GTO step, presentations on evaluation, and links to more resources.</td>
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<td><strong>Facilitation</strong></td>
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<td>This is a section that can be used to upload resources and ask questions about</td>
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<td>facilitation. This section also includes information about personality types.</td>
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<td><strong>Organizational Capacity Building for Prevention</strong></td>
<td>3</td>
<td>9/27/2010</td>
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<tr>
<td>This is a great place to get resources or information on how various programs are</td>
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<td>structured for prevention. This can include job descriptions, organizational charts,</td>
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<td>governance tools, organizational vision, mission, and strategic plans.</td>
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On-site support

• Prevention 101 for community and/or staff
• Prevention 201 for community and/or staff
• Co-facilitating for prevention planning
• Review of research on prevention strategies
• Establishing evaluation tools for prevention strategies
• Action planning for prevention (staff and board)
2010-2011 Pathways Update

A progress report on strategies and activities used to reach the Pathways objectives: promoting healthy relationships and preventing violence.
Next Steps for Prevention:

Prevention priorities for FY11 are guided by the needs and resource assessment, strategic planning, and available research on effective prevention strategies compiled by the Pathways Steering Committee.

- Focus on rigorously **evaluating one statewide primary prevention strategy** implemented widely in Alaska. (e.g. Fourth R).
- Continue to support the adaptation and implementation of 6-12 violence prevention and **healthy relationship curricula. (Fourth R)**.
- Identify, adapt and implement k-5 violence prevention and **healthy relationship curricula.** (curricula not yet identified)
- Prevention projects that **engage men in prevention.** (Alaska Men Choose Respect -community engagement and media)*
- Support and **expand youth leadership** efforts for prevention. (Lead On! and integrate into local youth prevention efforts)*
- Expand **youth-led media messaging** and social marketing for prevention* (Stand Up Speak Up and regional efforts).
- Consistent and systematic prevention **technical assistance and support** for state and community IPV/SV prevention. (expand and coordinate ANDVSA, CDVSA, and DHSS support structure)
- Support **local staffing** to develop prevention collaborations and strengthen local prevention efforts.
- Host an **interdisciplinary prevention summit.**

**Offer outreach and education on the social determinants of health.**

*All of the strategies or actions above are explicitly linked to outcomes as identified by the Pathways Statewide Steering Committee. For information on how these fit with the existing outcomes please contact pbrown@andysa.org or jgrassegreen@andysa.org

*Indicates that these efforts were initiated in 2009-2010.
K-5 Comprehensive Healthy Relationship and Sexual Violence Prevention Curricula