



2010-2011 Pathways Update

A progress report on strategies and activities used to reach the Pathways objectives: promoting healthy relationships and preventing violence

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Pathways Committee: *Working together to prevent violence.*

Convened by: The Alaska Network on Domestic Violence and Sexual Assault. **Steering Committee Members:** Alaska Native Justice Center, The Association of Alaska School Boards, Alaska Department of Public Safety-Council on Domestic Violence and Sexual Assault, Alaska Department of Health and Social Services Division of Public Health, Anchorage Municipality- Safety Links Program, Clarke Public Health Consulting- Sitka, Dillingham Public Nursing, First Alaskans Institute, Evaluation Management Training Associates, University of Alaska Anchorage, University of Alaska Fairbanks, Women in Safe Homes- Ketchikan. **Plan Implementation Partners:** Alaska Native Tribal Health Consortium, ANDVSA member programs (domestic violence and sexual assault programs), Center for Disease Control and Prevention, Centers for Addiction and Mental Health- Prevention Science, Department of Education and Early Development; Department of Health and Social Services Division of Behavioral Health, Office of the Governor, the Reuben E. Crossett Fund, Wal-Mart Foundation, youth, youth group leaders, teachers, counselors, school administrators, and countless community members across Alaska.

Violence is *Preventable*:

The Pathways steering committee operates from the premise that violence *is preventable* and because violence is so pervasive in Alaskan homes and communities, prevention is urgent.

Reviewing prevention efforts nationally and in Alaska we can see prevention works when well-coordinated, comprehensive, and strategic. The role of the Pathways Committee is to build on effective prevention approaches, to strengthen statewide prevention capacity, and to collaborate to implement and evaluate the statewide Pathways to Prevent Domestic Violence Prevention plan.

Prevention in Action

The Statewide Steering Committee and key implementation partners have focused on these strategies in 2010:*

- Alaska Perspectives Fourth R: Healthy Relationship Curricula & Instruction (grades 8-10)
- Lead On! For Peace and Equality in Alaska (youth leadership for promoting respect)
- Stand Up Speak Up Alaska (youth media and engagement campaign)
- Alaska Men Choose Respect (messaging and engagement opportunities for men)
- Supporting, Exploring, and Piloting Local Strategies for Prevention (technical assistance and local prevention initiatives)

**These strategies are linked to specific goals and measurable outcomes identified in the Pathways Statewide Prevention Plan. For the full plan please visit the ANDVSA website.*

Alaska Perspectives: Fourth R Curricula

Implementation and Funding Partners: Alaska Network on Domestic Violence and Sexual Assault, Alaska Department of Education and Early Development; Alaska Division of Public Health- Women's Children and Family Health, Chronic Disease Prevention and Health Promotion; Council on Domestic Violence and Sexual Assault; University of Alaska Anchorage; Canadian Center for Addictions and Mental Health. Prevention Science.



In Classrooms across Alaska:

The evidence-based and Canadian-developed Fourth R program was adapted for implementation in Alaskan communities. The Fourth R is a comprehensive curriculum that seeks to reduce violence and promote protective factors to prevent first time perpetration and victimization. It has been proven to reduce violence, improve decision-making, and communication among students.

The Alaska Network on Domestic Violence and Sexual Assault worked closely with the Fourth R, Alaska communities and teachers, the University of Alaska Anchorage, and others to adapt the 9th grade version for Alaska.

In Alaska, we have:

- * Trained 35 teachers, DV/SA staff, and community members on Fourth R instruction for grades 8-10.
- * Funded one Alaska teacher to train as a Fourth R trainer.
- * Support more 20 teachers (17 schools) using the Fourth R in classroom. Each teachers has developed school/community action plans for using the Fourth R.
- * Provided follow up support, planning stipends, and additional materials to communities implementing the Fourth R.
- * Designed a spring institute for February 2011 to increase the number of in-state trainers, provide core training for new Fourth R teachers, and offer media literacy training for teachers to work with parents/students.
- * Initiated a contract with the Fourth R/Centers for Addiction and Mental Health Prevention Science to develop curricular adaptations for villages and small classrooms. Proposed adaptation will be completed in summer of 2011.

Teachers, Counselors, and Prevention Staff from DV/SA Programs Across the State Are Working Together to Bring the Fourth R to Alaskan Students.

"The students really enjoyed the class and I felt like we really bonded during the discussions"

- Nikki,
Juneau
Teacher



Lead On! For Peace and Equality

In 2010, funding and planning partners for this project include the Association of Alaska School Boards, Alaska Division of Public Health- Women's Children and Family Health & Chronic Disease Prevention and Health Promotion, Reuben E. Crossett Fund, Alaska Division of Behavioral Health, Council on Domestic Violence and Sexual Assault.. DV/SA program, youth, and youth groups from Anchorage, Sutton, Port Alexander, Juneau, Wrangell, Sitka, Dillingham, and Bethel assisted with planning for Lead On.

Youth Coming Together To Promote Respect:

Lead On! is an innovative strategy that creates space for youth to take a leadership role in preventing violence and promoting respect.

Lead On! For Peace and Equality is a youth engagement strategy based on a model that identifies, trains, and enlists the help of key opinion leaders to change social norms and behaviors. The program is based on effective behavior change theory, diffusion of innovation/social influence principles, which states that trends and innovations are often initiated by a relatively small segment of opinion leaders in the population. Once innovations are modeled and accepted, they then diffuse throughout a population, influencing others.

In 2010, 120 Youth and adults from across Alaska came together for a three-day summit. Youth have an opportunity to become inspired, gain skills through workshops, provide testimony to legislators, and express themselves through art. Each youth attendee and adult partner has a chance to develop ideas and a create a plan for prevention projects in their home community. In 2009, 80% of youth that attended Lead On! went home to promote respect, healthy relationships or take action in their community. Projects have ranged from community-wide events, developing local public service announcements, starting a peer education program, working on culture-based projects that bring youth and positive adults together, or developing outdoor leadership programs.

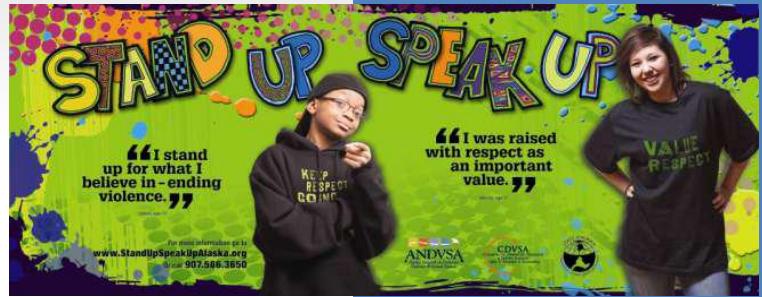
At the close of Lead On!:

- 96% of participants reported having some understanding of how to promote respect amongst their peers and with dating partners.
- 98% participants believed they understood what self-respect means.
- 95.8% reported skills in working with other youth to prevent violence and take action.
- 94.3% reported having skills and tools to be a leader for respect in communities.

Communities Represented at Lead On!

Akiachak
Anchorage
Bethel
Buckland
Cordova
Deering
Dillingham
Fairbanks
Galena
Haines
Huslia
Juneau
Klukwan
Ketchikan
Kiana
Kodiak
Nenana
New Stuyahok
North Pole
Palmer
Port Alexander
Sand Point
Sitka
St Paul
Sutton
Togiak
Wasilla
Wrangell

Stand Up, Speak Up



Funding and Planning Partners: The Alaska Network on Domestic Violence and Sexual Assault; Alaska Division of Public Health; The Council on Domestic Violence and Sexual Assault; Alaska Native Tribal Health Consortium; Youth Alliance for a Healthier Alaska; youth from Anchorage, Bethel, Buckland, Cordova, Juneau, Kiana, Ketchikan, Tenakee Springs, Sitka/Kipnuk.

**BUS SIGNS STAND UP
SPEAK UP ALASKA**

Getting the Message Out:

Through focus groups, surveys, and direct participation we incorporated youth ideas into Stand Up Speak Up, a campaign focusing on promoting healthy relationships and respect. The campaign provided six messages of respect through tv ads, posters, bus signs, website, and materials including:

Respect and Relationship Basics
Keeping Respect Going
Leading the Way

Respecting Yourself
Building a Peer Culture of Respect
Getting Help

Posters with youth quotes and images were distributed to more than 800 locales including every middle school, high school and health clinic in the state. Bus signs were placed in Anchorage, Juneau, Fairbanks, and Ketchikan.

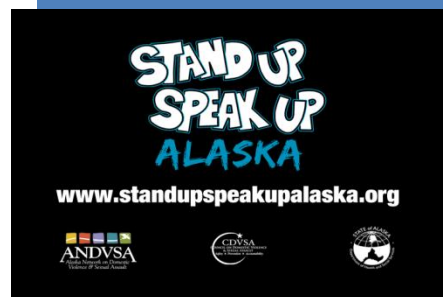
The Stand Up Speak Up tv ads, posters, bus signs, and google ads, drove more than 2200 unique visitors from communities across Alaska to the Stand Up Speak Up website between June to December 2010. The website offers tools, information and networks to get more involved. After positive responses from schools and teachers, we released Stand Up Speak Up contests and activities for the classroom.

To strengthen youth-led community engagement efforts, we awarded Stand Up Speak Up grants to support these projects:

Anchorage POWER TEENS Sexual Assault Awareness Activities, **Cordova** PEER HELPERS Respect Benches, **Dillingham** Leadership Asset Youth Coalition, **Homer** Peace Flags Project, **Ketchikan** Leadership Enrichment Arts Program, **Kodiak** Peace Quilt Project, **Northern Southeast** Alaska communities- Glacier Bay National Park and AWARE, **Shishmaref** Youth Hunting and Survival Skills Trip, **Sitka** Youth Leadership Committee Respect Campaign, **Venetie** Traditional Dance Group, **Wrangell** Teen Action Group.

Initial evaluation indicated messages and design of Stand Up Speak Up resonated with youth ages 12-14. Phase two of the campaign, Stand Up Speak Up Alaska, will launch early 2011. Stand Up Speak Up Alaska features youth from across Alaska sharing and connecting around how they Stand Up and Speak Up for respect, to create change, and to end violence.

**IMAGES FOR STAND UP
SPEAK UP ALASKA**





Alaska Men Choose Respect

Funding and Planning: Alaska Network on Domestic Violence and Sexual Assault and The Alaska Department of Public Safety, Council on Domestic Violence and Sexual Assault, and the Office of the Governor.

Alaskan Men *Choosing* and *Promoting* Respect:

Alaska Men Choose Respect is a statewide effort of men to end violence by choosing and teaching respect. This campaign has both prevention and public awareness components including television ads, a website, and community engagement grants.

Alaska Men Choose Respect prevention messaging focuses on shifting norms around respect and men's role in preventing domestic and sexual violence. This campaign includes television ads with themes of teaching respect, respect and culture, and coaching boys to men.

The website www.AlaskaMenChooseRespect.org was developed to provide information to and connect men interested in getting more involved in prevention efforts. The web site has had over 8,000 visits and 3,200 unique visits during the period of November 2009 through December 2010, according to the site analytics tracking the site. The home page, Our Commercials, and What Men Can Do are, and a Man's Issue are the most frequently visited pages on the Alaska Men Choose Respect website.

The Governor's Office, in partnership with domestic violence and sexual assault programs, coordinated statewide Choose Respect marches in more than 20 communities. With thousands of Alaskans coming out to choose respect.

In an effort to support Alaskan men to promote respect and end violence in their own communities, Alaska Men Choose Respect engagement grants were awarded to three projects:

- Saxman Men's Group: A group for young men in Saxman and Ketchikan that creates a space for men to come together discuss relevant issues and take community action to promote respect.
- Juneau Coaching Boys to Men training, SAGA ropes courses and the choose respect celebration event with Carlos Boozer brought community members together to promote healthy relationships.
- Kotzebue "A Call to Men"- Maniilaq Association is working with local men to adapt and pilot A Call to Men materials focused on strengthening fathering skills.

Due to the number of requests for effective tools and resources to teach and mentor boys about respect and wellness, there are a group of individuals that have been coming together to review and adapt materials for mentoring that can be integrated into outdoor, subsistence, and athletic activities. There will be a series of Alaska Men Choose Respect materials and messages developed to promote these tools and efforts in 2011.

Community Prevention

DELTA Implementation Partners: AWARE- Juneau, SAFE- Dillingham, SAFV- Sitka, WISH- Ketchikan, Juneau CCR, Ketchikan Wellness Coalition, Pathways to a Safer Sitka, Rural Alliance For Teens- Dillingham. **Local Prevention-** AWAIC- Anchorage, STAR-Anchorage, AWIC- Barrow, TWC- Bethel, CFRC-Cordova, IAC-Fairbanks, SPHH- Homer, Leeshore- Kenai, KWRCC- Kodiak, MFCC-Kotzebue, BSWG- Nome, USAFV-Unalaska, AVV-Valdez.

Communities Collaborating and Planning for Prevention: DELTA

Through funding from the Centers for Disease Control and Prevention via ANDVSA, four communities are staffed and funded to work on prevention efforts through the DELTA program. Dillingham, Juneau, Ketchikan, and Sitka have been supported to work through a planning, implementation, evaluation and sustainability process with community coalitions. Each community has begun to implement several prevention strategies that fit together to promote healthy relationships and prevent violence.

Some of the strategies include (all strategies are linked to specific measurable outcomes within a community developed plan):*

- Youth Leadership Committees / Outdoor Programs
- Culture camps and year round culture programs
- Green Dot Strategy
- Peer Education Efforts
- Coaching Boys to Men
- Girls on the Run
- Mentoring teen parents program
- School-based prevention (Fourth R, Olweus)
- Campaigns to engage men and youth
- Arts-based programs

Partnering for Prevention

Domestic Violence and Sexual Assault Programs are working in villages, towns, and cities across the state to strengthen prevention efforts and partnerships. Key strategies that have been incorporated into local prevention efforts include: **Peer Helpers and Peer Educator Programs; Healthy Relationship and Sexual Violence Prevention Classes; Culture and arts-based programs; Media messaging and campaigns.**

For a program by program overview of prevention activities please contact ANDVSA for the Community Prevention Snapshot Document.





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@andvsa.org or lgrassgreen@andvsa.org

*Indicates that these efforts were initiated in 2009-2010.



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