

B. Reinvestment in Violence Prevention

In fiscal year 2020, the CDVSA used reinvestment funds to expand state and community level programming which began in FY18. Funding was also used to provide technical assistance and training to grantees, enhance media presence and collect data to assure that implementation efforts could be easily captured, reported on, and evaluated. Programs supported with reinvestment dollars include:

- **ANDVSA Programs** (\$268,360 investment): The Alaska Network on Domestic Violence and Sexual Assault (ANDVSA) is a non-profit agency and the federally recognized domestic violence/sexual assault (DVSA) coalition for the state of Alaska. Comprised of 21 member programs, ANDVSA acts as the coordinating body for DVSA intervention services and prevention programs in the state, offering a legal program along with technical assistance, training and support. Not only do these 21 programs offer victim services to survivors of intimate partner violence, teen dating violence and sexual assault, but most also implement community-based prevention programming, working to create environments where violence cannot occur. Since their inceptions, CDVSA and ANDVSA have worked closely to meet the need for DVSA services in the state, adding a prevention focus within the last six years. Together, ANDVSA and CDVSA create comprehensive statewide planning for prevention, develop and implement prevention projects and provide communities with support to do localized violence prevention.

- o **Stand Up Speak Up (SUSU)**: SUSU is a youth-led media and engagement campaign inspires and empowers youth to more effectively take action to end violence in their communities, and to encourage their peers to do the same. By equipping youth with leadership and project planning skills, and by increasing healthy relationship knowledge, Stand Up Speak Up facilitates youth in becoming agents of positive change in their own communities. FY20 funding supported staff positions to administer mini-grants for community-based projects in 10 communities around the state. This fiscal year, with five less communities implementing projects than last year, over 12,000 Alaskans were, nonetheless, estimated to have been reached by these youth-led community projects with healthy relationship messaging, building protective factors against domestic and sexual violence.

- o **Talk Now Talk Often**: A parent engagement project for parents of teenagers; provides resources for parents to speak with their teens about healthy dating relationships. FY20 funds were used to distribute resources to parents and other adults that work with youth to promote discussions about healthy relationships to increase relationship safety and positive teen-adult connections. FY20 funds were used to distribute conversation cards to families with teens via local community agencies and to offer support in using them. Over 650 packs of conversation cards were distributed this fiscal year.

- o **Youth Conference**: The annual LeadOn! youth leadership conference was held in Anchorage with FY20 funds to engage youth in effort to support positive changes to social norms around teen dating violence and empower them as leaders. Ninety-one youth from 23 communities from across Alaska attended the three-day conference. After the event, 90% of participants reported gaining experience in how to be a leader, while 92% learned how to recognize unhealthy behaviors in relationships. Participants also increased their community planning skills and confidence to create local change: there was a 28% increase in understanding of how to do a community project, while 92% of participants reported having gained confidence to address problems in their community.

o **Biennial Professional Development and Peer Learning Primary Prevention Training:** On January 15th and 16th in Kenai, 30 prevention practitioners from around Alaska gathered for the biennial professional development and peer learning Primary Prevention Training. From Utqiagvik to Prince of Wales, thirteen communities were represented and participated in two days of learning on topics ranging from comprehensive prevention programming and the nine principles of effective prevention, to evaluating and communicating prevention strategies. Prevention practitioners learned skills to better implement their prevention strategies, got grounded in Prevention theory and frameworks, all the while strengthening peer connections to more effectively build a movement to end violence in our state. The biennial professional development conference is hosted on alternate years in relationship to Alaska's Primary Prevention Summit.

o **Male Engagement:** Both CDVSA and ANDVSA have long recognized the importance of getting men and boys engaged in violence prevention efforts, having implemented the Alaska Men Choose Respect campaign and developed Alaska-based healthy relationship curriculum for boys like COMPASS and Boys Run in years past. This fiscal year, the COMPASS curriculum was evaluated through a case study to pull lessons learned from two communities, while funds also supported the development of a leadership team of adult men to guide the Engaging Men and Boys strategy. Fourteen individuals representing eight communities came together in a full day workshop to identify needs and plan action steps, while an additional nine individuals met weekly for six weeks to establish group guidelines and accountability practices. These strategic learning and connection building opportunities cannot be underestimated, as having a cohesive group of men inspired to speak out and act against DVSA, equipped to engage other men in prevention programs is vital. The ripple effect of these efforts will be felt for years to come, as these trained men begin to support and train other men in the five regions of Alaska to work on prevention violence in their own communities and statewide.

• **Coaching Boys into Men (CBIM):** (\$13,804 investment) CBIM is a violence prevention curriculum for coaches of male athletic high school teams. Coaches play a unique role in the lives of their athletes and because of this relationship are poised to positively influence how young men think and behave both on and off the field. CBIM is evidence based; a CDC study of high schools using the program showed that participants were more likely to report harmful behavior and less likely to engage in abusive behavior. Training and program implementation is now overseen by the Alaska School Activities Association with resources through the Federal Rape Prevention Education Funds and state designated general funds. Two trainings occurred in SFY20, one in Anchorage on October 28th during the School Health and Wellness and Institute and one in Bethel on November 8th and 9th 2020, collectively the trainings introduced 14-coaches to the curriculum. Spring and summer trainings were cancelled for SFY2020 due to the Covid pandemic. Survey results from AASB indicate that 26 coaches are currently implementing the curriculum across the state reaching approximately 669 student athletes.

Education Specialist Training: (\$1,034 investment) The Education Specialist Training was created to provide information, training and skill building opportunities for CDVSA funded program staff who work in K-12 school settings, in "hub" communities and broader service areas. The biennial training is designed with feedback from specialists across Alaska and offers opportunities to receive a variety of training on topics to assist in support staff development in the provision of services to students/schools/communities. This year the event was hosted on-line and included presentations on: Risk and Protective factors, Adolescent Development, The Alaska Safe Children's Act curriculum,

Bystander Programming, Partnering with Schools to Promote Healthy Relationships (Social Emotional Learning curriculums).

- **Girls on the Run (GOTR) of Greater Alaska:** (\$49,141 investment) GOTR is an empowerment program for 3rd-8th grade girls. The program combines training for a 5k running event with healthy living and self-esteem enhancing curricula. GOTR instills confidence and self-respect through physical training, health education, life skills development, and mentoring relationships. Girls learn to identify and communicate feelings, improve body image, and resist pressure to conform to traditional gender stereotypes. In SFY20, GOTR of Greater Alaska served 221 girls in 12 communities. There was a robust effort going into SFY20 with 19 GOTR sites- four teams in Juneau, three in Ketchikan, two in Fairbanks and Sitka, and one team each in Haines, Petersburg, Utqiagvik, Yakutat, Homer, Kake, Angoon and Metlakatla. Though the coronavirus pandemic ended in-person lessons, GOTR of Greater Alaska engagement and sharing of resources with the girls and their families continued throughout the normal season dates into late May, and there were several 5K events that reinforced the learning.

As soon as in-person practice started stopping nationwide, GOTR International began creating “GOTR at Home” lessons to engage broadly tied to the learning goals of our programs. The purpose was to ensure girls and their families remain connected to the program while sheltering in place, and to be able to continue to serve girls. We sent out sixteen lessons over eight weeks focused on the Girls on the Run core values to close to 221 families. GOTR at Home was offered in PDF and video formats. The lessons were designed to be self-paced and could be done by an individual participant or with family members.

- **Teen Dating Violence Awareness Campaign:** (\$85,000 in creative development/design and media placements) Alaska’s Teen Dating Violence prevention and awareness efforts are highlighted annually, throughout the month of February, in alignment with the National Teen Dating Violence Awareness Campaign. Research has indicated teen dating violence is a key risk factor in lifetime violence in adult relationships. Investing resources that support the development of healthy and safe dating relationships is an investment that will reduce perpetration rates and the need for criminal justice responses to intimate partner violence in adult relationships. In SFY 2020, as part of a larger social marketing campaign with multiple media channels, CDVSA through their contractor Walsh|Sheppard implemented, monitored, and adjusted a strategic digital campaign on multiple social media platforms.

Both paid ads and organic posts were utilized for this campaign. For paid digital, 13 types of ads were produced/placed for YouTube, Snapchat, Facebook, and Instagram. The ads ran to a target audience of females and males 13-21 for the entire month of February.

There were six total ads and one filter for Snapchat. Four of the six static ads that were based on new Alaska Technical Media Institute (ATMI) PSAs that tackled three major themes: partnerships, consent, and boundaries. Two of the ads were used from last year’s Sitka Youth Leadership Committee campaign, “Healthy Me, Healthy We”. The filter was adapted from that same tagline. Traffic for the static ads were sent to loveisrespect.org.

A similar ad set was used for the Facebook paid ads. However, there were two separate ad sets: 1) Teens and 2) Parents. For the teens ad set, there were two ads from SYLC, one carousel ad based on ATMI PSAs,

and one video ad from Stand Up Speak Up Alaska. As for the parent's ad set, we utilized the Talk Now Talk Often video. We wanted to make sure that we hit both the primary and secondary target. There were 23 organic posts and one organic filter that were available the day before #Orange4Love Day.

• **Community Programming:** (\$1,400,671 investment) CDVSA has two community programming funding opportunities: the community readiness and capacity (CR) grant and the community-based primary prevention program (CBPPP) grant. These grants currently operate on a three-year cycle and were designed to provide opportunities for community programs with and without primary prevention program experience. These three-year grants were extended by one year in SFY2020 during the Covid health crisis. A new RFP will be published in the spring of 2021.

Seven programs receive CR grants: - Abused Women's Aid in Crisis (AWAIC; Anchorage) - Advocates for Victims of Violence (AVV; Valdez) - LeeShore Center (Kenai) - Tundra Women's Reinvestment Implementation 65 Coalition (TWC; Bethel) - Safe and Fear Free Environment (SAFE; Dillingham) - Working Against Violence for Everyone (WAVE; Petersburg) - Women in Safe Homes (WISH; Ketchikan)

Five programs received CBPPP grants: - Aiding Women in Abuse and Rape Emergencies (AWARE; Juneau) - Cordova Family Resource Center (CFRC; Cordova) - Interior Alaska Center for Non-Violent Living (IAC; Fairbanks) - Sitkans Against Family Violence (SAFV; Sitka) - South Peninsula Haven House (SPHH; Homer).

Collectively funded programs supported the following:

- Facilitated 356 coalition/prevention team meetings
- Established 77 new community agency partnerships, MOUs, or other informal or formal agreements for community-based primary prevention efforts
- Dedicated, on average, 114 hours per week to the primary prevention of DV/SA among agency staff and coalition partners
- Provided presentations and community activities, 79% of which included a conversation on equity and/or inclusion
- Trained over 6,000 community members on DV/SA awareness, resources, and prevention programming; of those who attended trainings and were asked, an average of 79% reported an improvement in their awareness of/access to community resources for DV/SA
- Trained more than 2,600 Alaskans in Green Dot or another bystander program, including 982 community members and 788 high school students
- Facilitated prevention activities (e.g., presentations, equity dialogues, community meetings, specific prevention activities, coalition involvement) for more than 9,600 youth
- Implemented 26 unique primary prevention strategies in 11 communities, including Girls on the Run, Green Dot, and Boys Run

The quarterly reports submitted by grantees indicate that they are having success with their efforts to improve their community capacity for prevention programming through agency leadership, increased staffing, and community events and training that either introduce or strengthen existing prevention messaging across settings and populations. Their organizational and implementation efforts are consistent with best practices, and over time will continue to have a positive effect on reducing violence in Alaska.

CDVSA oversees the coordination, program planning, implementation, research and evaluation of primary prevention programming related to IPV/TDV and SA. CDVSA staff sits on multiple state level planning

committees including the Pathways to Prevention Statewide Planning Committee, Healthy Alaskan's 2030, and the Alaska Statewide Violence and Injury Prevention Partnership (ASVIPP) to provide content area expertise specific to DV/IPV, TDV and SA prevention and to coordinate efforts across multiple fields and funding streams.

To accomplish the scope of work required by these many tasks, CDVSA works closely with multiple stakeholders and contracted providers at the state and local level to create comprehensive statewide planning, develop and implement prevention projects, and provide communities with multiple forms of technical assistance.

Below is a list of our reimbursable service agreements and contracts for SFY2020:

Health and Social Services, Behavioral Risk Factor Surveillance System (BRFSS) \$7,500 investment

Health and Social Services, Women Children and Family Health (WCFH) \$15,000 investment

Program evaluation contract, Strategic Prevention Solutions (SPS) \$ 40,000 investment

Social media and marketing contract, Walsh/Sheppard \$17,647 investment