

# PREVENTION

## FY 2012



# OUR VISION:

Alaska, free from domestic and sexual violence

# OUR MISSION:

The Council provides safety for Alaskans impacted or victimized by domestic violence and sexual assault through a system of statewide crisis intervention, perpetrator accountability and prevention services

# OUR PURPOSE:

There is established in the Department of Public Safety the Council on Domestic Violence and Sexual Assault. The purpose of the council is to provide for planning and coordination of services to victims of domestic violence or sexual assault or to their families and to perpetrators of domestic violence and sexual assault, and to provide for crisis intervention and prevention programs.”

-Alaska Statute § 18.66.010



## **COUNCIL ON DOMESTIC VIOLENCE & SEXUAL ASSAULT**

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## HISTORY OF PREVENTION STRATEGIES IN ALASKA

Incident rates of domestic violence (DV), dating violence and sexual assault (SA) in Alaska are widespread and continue to reflect some of the highest per capita rates in the nation. Beyond the actual incidents of violence, the long term damaging effects are astounding. These effects can include developmental delays, substance abuse, self-harm, poor physical health and psychological problems.

“Unaddressed violence in families leaves Alaska’s young people vulnerable to experiencing or recreating violent patterns within their own relationships. Fortunately, domestic violence, dating violence and sexual assault are preventable.”

In Alaska, there is a growing movement to do just this---prevent violence before it ever occurs. This is what is referred to as primary prevention. Primary prevention efforts are practice informed and seek to promote healthy relationships by reducing factors associated with violent behavior (risk factors) and strengthening factors that support positive behaviors (protective factors).

A growing interest in primary prevention was ignited in Alaska in 2003 when the Alaska Network on Domestic Violence and Sexual Assault (ANDVSA) entered into a Cooperative Agreement with the Centers for Disease Control and Prevention (CDC) to build capacity to prevent DV and SA throughout the state. The Cooperative Agreement called DELTA (Domestic Violence Prevention Enhancement and Leadership through Alliances) led to the development of a statewide steering committee and four local prevention coalitions.

The committees focused on bringing together all available information on prevalence of domestic violence, risk and protective factors for both victimization and perpetration, and existing prevention efforts. From this, the committee developed a comprehensive plan, *Pathways to Preventing Domestic Violence*. This plan represents the voices of many Alaskans from diverse professions, regions, cultures and experiences and establishes a framework to organize and coordinate prevention and promotion efforts over the next decade. The Council staff serves as steering committee members and continues to contribute their expertise and resources towards the statewide pathways to prevention plan and project implementation. <http://www.andvsa.org/pathways/>



Through four local DELTA coalitions, we learned effective prevention requires two key items: a comprehensive approach which engages broad populations within the community and a well-trained staff position to coordinate varied prevention activities. Implementing programs and activities requires a person, a shepherd.

In FY10, funding through the Governor's *Choose Respect* Initiative via the Council supported the development of public awareness (secondary and tertiary prevention), primary prevention and community engagement projects. The Council contracted and worked in partnership with ANDVSA to plan and implement these endeavors. The Council continues to embark on prevention efforts and coordinates with state entities and key stake holders to expand the work of primary prevention across Alaska.



## DV AND SA PREVENTION

### ***What is Prevention?***

Prevention of DV or SA is defined as a systematic process that promotes healthy environments and behaviors and reduces the likelihood or frequency of violence. Prevention activities can focus on stopping the violence before it occurs (primary prevention) or to keep violence from reoccurring (secondary and tertiary prevention.) Prevention works to promote healthy relationships by reducing factors associated with violent behavior (risk factors) and strengthening factors that support positive behaviors (protective factors) and creating systemic changes to address the social determinants of health and safety (root causes). Successful approaches require addressing not only people but the contexts in which they live and interact. In Alaska, each community has qualities that act as a support for or pose a challenge to prevention efforts.

### ***There are three levels of Prevention:***



Primary prevention (BEFORE) is a prevention level that works to change knowledge, norms, and behaviors so violence never occurs (e.g. Fourth R healthy relationship curriculum).

Secondary and Tertiary prevention levels are considered intervention strategies and serve to address the effects of violence after the violence has occurred or prevent a re-occurrence of violence. These levels also address the long term individual and societal consequences resulting from violence.

Secondary prevention lives in the middle and is often thought of as an IMMEDIATE response after a violent incident has occurred. Secondary efforts serve to address the short term consequences of violence and prevent violence from reoccurring. In addition to programs that provide an immediate response to violence, messages that inform the public about the issue and identify available resources are also examples of secondary prevention programming. Screening programs for individuals considered to be at-risk because they have exhibited abusive behaviors or possess certain risk factors (such as pregnancy in adolescence) that are associated with intimate partner abuse and/or sexual assault are also examples of secondary prevention.

Tertiary prevention lives at the far end of the prevention continuum (LONG-TERM). Tertiary efforts provide long-term responses after violence has occurred to assist with the lasting consequences of violence. Tertiary work can include legislation and policy development, civil and criminal responses and services for victims and perpetrators (e.g. batterer intervention program or sex offender treatment).

## NINE PRIMARY PREVENTION PRINCIPLES

1. Comprehensive: strategies should include multiple components and affect multiple settings to address a wide range of risk and protective factors of the target problem.
2. Varied Teaching Methods: strategies should include multiple teaching methods, including some type of active, skills-based component.
3. Sufficient Dosage: participants need to be exposed to enough of the activity for it to have an effect.
4. Theory-driven: preventive strategies should have a scientific justification or logical rationale.
5. Positive Relationships: programs should foster strong, stable, positive relationships between children and adults.
6. Appropriately Timed: program activities should happen at a time (developmentally) that can have maximal impact in a participant's life.
7. Socio-Culturally Relevant: programs should be tailored to fit within cultural beliefs and practices of specific groups as well as local community norms.
8. Outcome Evaluation: a systematic outcome evaluation is necessary to determine whether a program or strategy worked.
9. Well-Trained Staff: programs need to be implemented by staff members who are sensitive, competent, and have received sufficient training, support, and supervision. Follow-up (booster) training and technical assistance to staff are critical.

Source: Nation, M., Crusto, C., Wandersman, A., Kumpfer, K. L., Seybolt, D., Morrissey-Kane, E., & Davino, K. (2003). *What works in prevention: Principles of Effective Prevention Programs*. *American Psychologist*, 58, 449-456.



## RISK FACTORS

The risk factors described in the below graph are associated with a greater likelihood of DV/SA victimization or perpetration. They are contributing factors and may or may not be direct causes. Not everyone who is identified as “at risk” becomes involved in violence. A combination of individual, relational, community and societal factors contribute to the risk of becoming a victim or perpetrator of DV. Understanding these multilevel factors can help identify various opportunities for prevention.

### RISK FACTORS FOR SEXUAL AND INTIMATE PARTNER VIOLENCE

Perpetration by Men	Victimization by Women
<b>Individual Level</b>	
<b>Demographics</b> Low Income Low Education <b>Young Age</b> <b>Unemployment</b> <b>Low Socio-economic Status/Income</b>	<b>Demographics</b> Young Age Low Education Separated/Divorced Marital Status <b>Low Socio-Economic Status/Income</b> <b>Pregnancy</b>
<b>Gang Membership</b>	<b>Early Exposure to Sexual Activity</b>
<b>Exposure to Child Maltreatment</b> Sexual abuse Intra-Parental Violence <b>Physical Abuse</b>	<b>Exposure to Child Maltreatment</b> Intra-Parental Violence <b>Sexual Abuse</b>
<b>Mental Disorder</b> Antisocial behavior	<b>Mental Disorder</b> Depression
<b>Substance Abuse</b> Harmful Use of Alcohol Illicit Drug Use	<b>Substance Abuse</b> Harmful Use of Alcohol Illicit Drug Use
<b>Acceptance of Violence</b>	<b>Acceptance of Violence</b>
<b>Past History of Being Abused</b>	<b>Exposure to Prior Abuse/Victimization</b>
	<b>Prior Victimization</b>



## RISK FACTORS FOR SEXUAL AND INTIMATE PARTNER VIOLENCE ( CONTINUED)

Perpetration by Men	Victimization by Women
	Prior Victimization
<b>Relationship Level</b>	
Multiple Partners/Infidelity Low Resistance to Peer Pressure Family Honor and Sexual Purity	Educational Disparity Number of Children Multiple Partners
Relationship Quality Marital Dissatisfaction/discord Gender Role Disputes Marital Duration	Relationship Quality Marital Dissatisfaction/Discord
<b>Community Level</b>	
Weak Community Sanctions Poverty	Weak Community Sanctions Poverty
Acceptance of Traditional Gender Roles	Acceptance of Traditional Gender Roles
Neighborhood Characteristics High Proportion of Poverty High Proportion of Unemployment High Proportion of Male Literacy Acceptance of Violence High Proportion of Households that Use Corporal Punishment	Neighborhood Characteristics High Proportion of poverty High Proportion of Unemployment High Proportion of Female Literacy Acceptance of Violence Low Proportion of Women with Higher Education
<b>Societal Level</b>	
Traditional Gender and Social Norms Supportive of Violence Ideology of Male Sexual Entitlement Weak Legal Sanctions	Traditional Gender and Social Norms Supportive of Violence Ideology of Male Sexual Entitlement Weak Legal Sanctions
	Divorce Regulation on Intimate Partner within Marriage Protective Marriage Law

Black text represents risk factors associated with both forms of abuse, blue text reflects risk factors specific to intimate partner violence, and red text are risk factors specific to sexual violence

Source: *Prevention intimate partner and sexual violence against women: Taking action and generating evidence*, World Health Organization, September 2010.



## PROTECTIVE FACTORS

Protective factors decrease or buffer against risk of perpetrating or being victimized by domestic or sexual violence. There is less research on factors that protect against domestic and/or sexual violence however emerging research supports the below list as key to protecting against domestic violence and sexual assault perpetration and victimization:

- Having benefited from healthy parenting as a child;
- Education (secondary schooling and higher);
- Academic and social success;
- Positive cultural identity;
- Safe and caring adults;
- Communication skills;
- Peers that support healthy & safe relationships;
- Opportunities to give back.

*Source: Prevention intimate partner and sexual violence against women: Taking action and generating evidence, World Health Organization, September 2010.*

## ALASKA PREVENTION STRATEGIES

The Council on Domestic Violence and Sexual Assault is pleased to provide an introduction to prevention concepts and examples of activities happening throughout Alaska related to preventing domestic violence and sexual assault. Through these activities and along with a myriad of community and agency partnerships, CDVSA is working to change social norms around violence.



## STAND UP SPEAK UP

(PRIMARY PREVENTION)

PROTECTIVE FACTORS ADDRESSED: NORMS FOR HEALTHY RELATIONSHIPS AND HEALTHY RELATIONSHIP ADVOCACY, POSITIVE PEER ROLE MODELS, POSITIVE NONVIOLENT LEADERSHIP IDENTITY, POSITIVE DECISION MAKING SKILLS, EMPOWERMENT

The Stand Up Speak Up media campaign focuses on reaching Alaska's youth ages 13-18. The campaign includes mass media, community partnerships/action, target audience engagement, and youth lead/adult supported community led projects.

The Stand Up Speak Up Alaska youth initiative was informed by youth from across Alaska and developed by a committee including the CDVSA, ANDVSA, the Department of Health and Social Services (DHSS), and the Alaska Native Tribal Health Consortium.



Intended outcomes from this project include:

- Shift social norms or attitudes about respect and violence in relationships
- Improve youth leaders' knowledge about violence, healthy relationships, and community leadership
- Increase the number of youth getting involved in these prevention/promotion efforts

## GIRLS ON THE RUN

(PRIMARY PREVENTION)

PROTECTIVE FACTORS: HEALTHY PEER AND ADULT ROLE MODELING, POSITIVE DECISION MAKING SKILLS, COMMUNICATION SKILLS, OPPORTUNITIES TO CREATE CHANGE AND PARTICIPATE

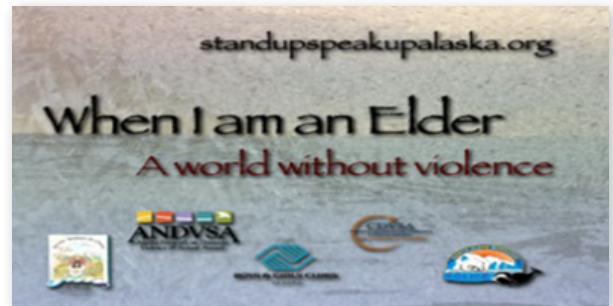
Girls on the Run is a 10-12 week after school program for girls in the 3rd through 5th grade that encourages positive emotional, social, mental and physical development. Participants explore and discuss their own beliefs around experiences and challenges girls face at this age. The program models healthy peer and adult role modeling, healthy relationships and provides the girls with opportunities to explore how they can positively connect with and shape the world. The program now offers a curriculum for 6th-8th grade girls and a "Let Me Run" program is also available for boys. (<http://www.girlsontherun.org/What-We-Do/3rd-5th-Grade-Program>)

## WHEN I AM AN ELDER

(PRIMARY PREVENTION-SELECTED AUDIENCE)

PROTECTIVE FACTORS ADDRESSED: CULTURAL AND COMMUNITY NORMS,  
NORMS FOR HEALTHY RELATIONSHIPS, EMPOWERMENT

When I am an Elder is the latest addition to a number of Stand Up Speak up public service announcements, posters, and materials developed with youth committed to creating a better world and Standing Up and Speaking Up to end violence. The television spots are based on a poem, called “When I’m an Elder” created and written by Bethel Teens Acting Against Violence (TAAV) in 2002. TAAV youth have added and changed lines over the years, slowly making “When I’m an Elder” a powerful collective creation.



## LEAD ON! FOR PEACE AND EQUALITY IN ALASKA

(PRIMARY PREVENTION)

PROTECTIVE FACTORS: NORMS FOR HEALTHY RELATIONSHIPS AND HEALTHY RELATIONSHIP  
ADVOCACY, POSITIVE NONVIOLENT LEADERSHIP IDENTITY, POSITIVE DECISION MAKING SKILLS,  
EMPOWERMENT, COMMUNICATION SKILLS, LEADERSHIP SKILLS, HEALTHY PEER AND ADULT ROLE  
MODELING, OPPORTUNITIES TO CREATE CHANGE AND PARTICIPATE

Lead On represents a group of youth and adults from across Alaska who are committed to positively impacting their communities. A goal of this program is to shift norms around respect as well as sexual and teen dating violence.

The Lead On summit is an annual event that brings youth and adults together for a three-day event in Anchorage where they build leadership skills to promote healthy relationships. This youth-driven summit includes national speakers, Alaska youth speakers, and Alaskan adults who provide inspiration, tools, and opportunities for youth to promote respect. Youth spend a significant amount of time planning for projects in their home community.

A five minute documentary was developed to explain Lead On! to youth and potential partners.



## THE FOURTH R

(PRIMARY PREVENTION)

PROTECTIVE FACTORS- UNDERSTANDING POWER/CONTROL AND DATING RIGHTS; SKILL BUILDING FOR NONVIOLENT COMMUNICATION; CLASSROOM NORM OF NONVIOLENCE IN RELATIONSHIPS; POSITIVE ADULT ROLE MODEL FOR RELATIONSHIPS

The Fourth R is a comprehensive school-based program designed to include students, teachers, parents, and the community in reducing violence and many of today's risky behaviors. The curriculum is currently being implemented in 20 schools across Alaska with 34 trained teachers and more than 20 dv/sa and public health programs. A process evaluation was initiated in fall 2010. The outcome evaluation began in fall 2011.

The planning, funding, and implementation team for the 4th R include the CDVSA, ANDVSA, DEED and DHSS. Additional partners working on establishing Fourth R evaluation structure include the Alaska Native Tribal Health Consortium, Strategic Prevention Solutions, University of Alaska Anchorage partners, and the Centers for Addiction and Mental Health.



## THE GREEN DOT

(PRIMARY PREVENTION)

PROTECTIVE FACTORS- POSITIVE NON-VIOLENT LEADERSHIP THROUGH BYSTANDER INTERVENTION, PROMOTION OF HEALTHY COMMUNITY NORMS, SKILL BUILDING, EMPOWERMENT TO AFFECT CHANGE



People often want to do something to help end domestic violence and sexual assault, but don't know what to do or how to do it. Green Dot is about engaging individual community members and leaders in prevention by providing them with the tools to intervene safely before violence

occurs. The goal is to equip community members with skills allowing them to integrate moments of prevention within existing relationships and daily activities. By doing so, new norms will be introduced and those within their sphere of influence will be significantly influenced to move from passive agreement that violence is wrong, to active intervention. Green Dot is currently being engaged as a strategy by South Central Foundation and the community of Kodiak. Bethel, Dillingham and Sitka are also examining how to incorporate Green Dot into their community prevention strategies. The Council is working with Green Dot Kentucky to adapt the program for use in Alaska.



## ALASKA MEN CHOOSE RESPECT

(PRIMARY AND SECONDARY PREVENTION)

PROTECTIVE FACTORS ADDRESSED: EDUCATION, EMPOWERMENT, POSITIVE ADULT ROLE MODELS, SOCIAL SUCCESS, POSITIVE DECISION MAKING SKILLS, HEALTHY MASCULINITY



Alaska Men Choose Respect is a statewide effort of men to end violence by choosing and teaching respect. This campaign has both primary and secondary prevention components including television ads, a website, and community engagement grants. Alaska Men Choose Respect primary prevention messaging focuses on shifting norms around respect and men's role in preventing domestic and sexual violence. The website [www.AlaskaMenChooseRespect.org](http://www.AlaskaMenChooseRespect.org) was developed to provide information to and connect men interested in getting more involved in prevention

efforts. The Governor's Office, in partnership with domestic violence and sexual assault programs, coordinates statewide *Choose Respect* marches which have grown from 18 communities in its first year to over 160 communities in 2012, with thousands of Alaskans walking together to choose respect.

The Alaska Men Choose Respect community engagement projects funded through the Governor's *Choose Respect* initiative serve to strengthen healthy relationships and respect building skills among men and boys. These grants provide men with an opportunity to become more involved in making Alaskan communities safer by partnering with allies in ending violence and promoting respectful relationships. Examples of community engagement projects funded in fiscal year 2012 include:

**Emmonak** (Boys and Girls Club) – Emmonak's Boys and Girls Club implemented a culture based prevention project at the Boys and Girls Club bringing Elders in the community together with Men and Boys to celebrate their culture and ability while incorporating respect messaging into teachings and activities.

**Juneau** (AWARE) – Aiding Women in Abuse and Rape Emergencies project included a multi-faceted approach that was comprised of social norms campaigns, a professional training series for male allies, sponsored activities with fathers that served to promote healthy relationships with their children and continued support to expand the Coaching Boys into Men program in Juneau's high schools.

**Ketchikan** (KIC) - Ketchikan Indian Corporation's Rules of the Game Respect project included a five day basketball camp for boys ages 8-18. The camp used basketball as a tool to engage boys and young men in discussions around leadership, respect, cultural competency and promoting healthy relationships.





## COACHING BOYS INTO MEN

(PRIMARY PREVENTION)

PROTECTIVE FACTORS: POSITIVE DECISION MAKING SKILLS, COMMUNICATION SKILLS, LEADERSHIP SKILLS, HEALTHY PEER AND ADULT ROLE MODELING, OPPORTUNITIES TO CREATE CHANGE AND PARTICIPATE

Coaching Boys into Men (CBIM) engages athletic coaches through the Coaches Leadership Program to help shape the attitudes and behaviors of young male athletes. Athletic coaches play an extremely influential and unique role in the lives of young men, often serving as a parent or mentor to the boys they coach. Because of these special relationships, coaches are poised to positively influence how young men think and behave both on, and off, the field. From speeches to the team, practice sessions, or simply casual conversation, coaches have many opportunities to impart their philosophies to athletes. CBIM is currently being implemented in SE Alaska and plans are underway to introduce the program to high school coaches of male athletic teams throughout the state.

[http://www.futureswithoutviolence.org/section/our\\_work/men\\_and\\_boys/\\_coaching\\_leadership](http://www.futureswithoutviolence.org/section/our_work/men_and_boys/_coaching_leadership)

## REAL ALASKAN'S CHOOSE RESPECT

(SECONDARY PREVENTION)

PROTECTIVE FACTORS ADDRESSED: PUBLIC AWARENESS, ACCESS TO RESOURCES, HOPE FOR CHANGE

The Real Alaskans Choose Respect media campaign serves to increase the general public's knowledge and awareness around domestic violence and sexual assault; identify available resources to those in need and offer hope by encouraging Alaskans who are victims of domestic violence or sexual assault or perpetrators of abuse to ask for help. The campaign sought to use a variety of communications tools including television advertising placements, free and earned media and a media match to increase the frequency of message delivery, posters to reinforce the message in rural communities, and statewide radio placement.

