

# Peninsula Points on Prevention: Community Based Primary Prevention Programming Evaluation Report SFY2021

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# Acronyms and Abbreviations

- ACEs** - Adverse Childhood Experiences
- ANDVSA** - Alaska Network on Domestic Violence and Sexual Assault
- CDVSA** - Council on Domestic Violence and Sexual Assault
- CNA** - Community needs and readiness assessment
- CR** - Community Readiness
- DV** - Domestic Violence
- DYK** - Did You Know Media campaign
- FY** - Fiscal Year
- GD** - Green Dot
- GOTR** - Girls on the Run
- IPV** - Intimate Partner Violence
- PBV** - Power-based Violence
- PPOP** - Peninsula Points on Prevention
- SA** - Sexual Assault
- SAFR** - Southcentral Alliance for Family Resilience
- SEL** - Social Emotional Learning
- SFY** - State Fiscal Year
- S.O.A.R.** - Support, Opportunities, And Resources into Parenting
- SOS** - Sources of Strength
- SV** - Sexual Violence
- TDV** - Teen Dating Violence

# Purpose of this Report

In October of 2017, The LeeShore Center was awarded the Community Readiness and Capacity Building Grant (CR) from the State of Alaska, Department of Public Safety's Council on Domestic Violence and Sexual Assault (CDVSA). This three-year grant focused on primary prevention of teen dating violence (TDV), domestic violence (DV), and sexual violence (SV). The funding was designed to support local building capacity for comprehensive primary prevention within Alaskan communities as well as support local efforts to implement and/or enhance existing prevention efforts in the community. The primary objective of the CR Grant is to develop primary prevention community plans and implement community-based strategies focused on the prevention of IPV, SV, and TDV.

This report provides an overview of activities and results of Peninsula Points on Prevention (PPOP) prevention efforts and evaluation of these efforts for SFY 2017-SFY 2020. The CR Grant funded the continuation of capacity building, sustaining coalition engagement, and supported the implementation of several evidence-based prevention strategies in Kenai, Alaska. Strategies were identified based on existing evidence of their effectiveness and the activities alignment with PPOP's overarching goals, outlined in the PPOP's Community Prevention Plan. Critical components, and milestones for implementing comprehensive primary prevention programming in partnership with PPOP included:

- Implementing and/or enhancing DV/SV primary prevention and health activities in the community,
- Increasing collaboration among local entities with shared interest in strengthening protective factors and increasing public safety,
- Strategically planning and initiating implementation of prevention and health activities in the community,
- Increasing awareness to the issue of IPV, SA, TDV, ACEs, and primary prevention.

# Peninsula Points on Prevention Coalition (PPOP)

PPOP is a collaborative effort of community members, resource agencies, tribal members, small business owners, law enforcement, and other local coalitions all working together to bring awareness and education surrounding prevention efforts in our community. The CR Grant contributed to and enhanced capacity within our community to address very important issues surrounding DV and SV primary prevention and provided valuable resources enabling PPOP to incorporate all of our prevention efforts together to develop a safety net within our community, knowing that many of our efforts intersect with each other.

## Coalition Mission

To enact a positive change in our community's health and safety through collaborative prevention efforts in the Central Kenai Peninsula.

## Coalition Vision

To ensure education and resources are readily available fostering a safe, supportive, and healthy community.



# Executive Summary

PPOP's DV/SV primary prevention efforts in the Southern Kenai Peninsula communities were coordinated and expanded under CR funds, increasing local capacity and efforts to implement DV/SV primary prevention programming. LeeShore Prevention staff leveraged partnerships and the collective synergy of PPOP to:

- empowering community members to play an active role in violence prevention
- expand programming and diversify prevention messaging aimed to increase community awareness about DV, SV, and TDV, as well as ACEs
- Sustained and increased engagement in Bystander programs
- Increase community and PPOP engagement and awareness to protective factors to prevent DV and SV

During the funding period, the LeeShore Center and PPOP:

- Conducted a community needs and readiness assessment for DV, SV, and TDV
- Created and adapted primary prevention and evaluation plans to reflect important contextual and community needs and resources, and in response to continuous quality improvements
- Participated in statewide and national technical assistance and training to enhance local capacity to implement comprehensive primary prevention
- Hired and trained prevention staff, coordinators, coaches, and consulted with external evaluators to support implementation and evaluation
- Selected and implemented four unique primary prevention strategies, most of which were implemented for several years (e.g., GD, Choose Respect, DYK, The Fourth R & Youth Advocate Presentations)

One of the primary objectives of PPOP was to inform and educate the community about healthy relationships and support families by promoting protective factors of DV and SV (i.e., community connectedness, coordinated services of local agencies, access to health information and resources). This was accomplished primarily through a community messaging campaigning (i.e., Did You Know (DYK)) and healthy relationships-based strategies (i.e., Fourth R, Youth Advocate Presentations, Choose Respect) aimed at increasing awareness and knowledge of the issue, building collective community buy-in around primary prevention initiatives, and providing opportunity for community engagement. During the funding period, LeeShore Prevention staff in collaboration with PPOP and other partners:

- Created an interactive ACEs, IPV, and SA tool

- Hosted numerous events presenting DYK and GD Overviews reaching over 1,400 community members
  - 77% of post DYK presentation survey respondents reported knowing a great deal about the warning signs of ACEs, TDV, IPV, and SA; a +67 percentage point difference compared to pre.
- Amassed over 355 podcast plays featuring PPOP and LeeShore DV and SV Prevention-focused messaging
- Over 1,037 instances of youth receiving school-based presentations about healthy relationships and community resources occurred during the funding period.
  - Student responses on surveys indicate gains across all years on the following factors:
    - Understanding what dating violence means,
    - Handling conflicts in relationships,
    - Knowing strategies to help themselves or others when experiencing unhealthy relationships,
    - Knowing helpful resources in the community, and
    - Identify safe people to talk to about healthy relationships.

LeeShore Prevention staff also implemented bystander trainings and overviews to increase community awareness and engagement in learning bystander behaviors. Training was attained to sustain and build comprehensiveness of this strategy into the future. During the funding period, LeeShore:

- Delivered 10+ GD Bystander trainings
- 5 community members became certified GD Trainers, increasing local capacity for GD implementation.

Findings from GD bystander trainings and overviews indicate most community member survey respondents who attended endorsed greater knowledge of what it means to be a bystander, are better able to identify high-risk situations, and better recognize the warning of signs of DV/SV. Moreover, most reported a greater skill in how to initiate safe interventions to intervene in potentially unsafe situations and the overwhelming majority expressed an intention to do a proactive and reactive GD following the training.

In collaboration with PPOP, the LeeShore Prevention staff have also strengthened community partnerships with agencies addressing similar shared risk and protective factors. This has positioned them to transform and merge coalitions and efforts to better advocate for primary prevention of multiple forms of violence, including DV and SV. Taken together, the narrative provided and evaluation results of LeeShore's DV and SV primary prevention programming



indicate Kenai implemented, sustained, grew, and innovated during this period. All the objectives set form in SFY 2017 evidenced incremental success, with most being achieved.

# Capacity Building & Program Description

In SFY 2017, the LeeShore Center undertook a community needs and readiness assessment (CNA) to assess current needs, resources, and conditions related to DV/SV violence in the Southern Kenai Peninsula communities, with efforts concentrated in the community of Kenai. The LeeShore staff interviewed 8 members of the Kenai community. These interviewees represented a range of professional, organizational, and social entities including law enforcement, faith-based community, education, health, business, and government (including tribal). Interview responses were scored by two independent scorers utilizing standardized scoring criteria. Findings from this assessment were used to inform strategic planning and the creation of a Community Prevention Plan.

A full CNA report can be obtained by contacting the LeeShore Prevention Coordinator. An adapted version of Colorado State University's Tri-Ethnic Center for Prevention Research Community Readiness for Community Change was utilized for the CNA. The assessment measured attitudes, knowledge, and perceptions about the Kenai community and leadership in relation to the community's readiness to engage in primary prevention of DV/SV along several dimensions (see Table 1). Overall, the finding of this assessment was that the community of Kenai at the time of the assessment, recognized DV, SV, and TDV as a concern, but there was little recognition it was occurring locally.

Table 1. Kenai CRA Assessment Dimension and Overall Scores

Community Readiness Dimension	Score
Community Efforts	2.5
Community Knowledge of Efforts	2.2
Community Climate	2.4
Community Knowledge of the Issue	3.0
Resources	2.8
Leadership	2.6
<b>Overall Community Readiness Score</b>	<b>2.6</b>

The overall community readiness score of 2.6 is indicative that Kenai's current readiness lies in the Denial/Resistance stage of readiness. Results indicate leadership and community members in Kenai may not believe the issue is a primary concern, and, in some cases, do not think it can or should be addressed. Community members also had misperceptions or misinformation about efforts that are currently taking place, such as efforts being undertaken by The LeeShore Center.

At the beginning of the grant period, equipped with this assessment, LeeShore and PPOP determined it was a critical priority to begin increasing the level of awareness about DV, SV, and TDV and its short- and long-term effects and implications. It is important for community members to understand that unless change is introduced, these patterns of violence are passed from one generation to the next thus creating societies that allow unacceptable rates of violence. To

accomplish this, multiple avenues and strategies were planned to reach as many community members as possible utilizing web-based outreach, presenting to a variety of community groups, service agencies, business owners, and conducting one on one meetings with community leaders.

Over the grant cycle a primary prevention coalition has continued to engage and invite partner agencies within the community who may or may not be working on various prevention efforts, resource agencies, concerned community members, and small business owners. For the first two and half years the coalition met the second Monday of each month with an average of 10 individuals in the meeting representing agencies such as:

- Department of Corrections
- Vocational Rehabilitation
- Love Inc.
- Frontier Community Resources
- Kenaitze Indian Tribe
- Peninsula Community Health Services of Alaska
- Kenai Public Health
- Change 4 the Kenai Coalition (a local coalition focused on primary prevention of substance misuse)

Members provided information and education for other members, thereby enhancing local capacity and coordination of efforts. Through these collaborative, synergistic agency cooperation's, DV and SV primary prevention programming in Kenai was implemented and thrived. One of the principles of the public health approach is building partnerships and identifying the strengths and expertise that partners offer to help frame solutions to a public health problem. Kenai Public Health has also been instrumental in helping the coalition members understand DV and SV as a public health issue. Another example of cross-pollination of effort and growth through partnership was LeeShore's engagement with the Kenaitze Indian Tribe. This organization provided valuable input to support local primary prevention efforts in ensuring that the Alaska Native and American Indian populations were represented. In June 2018, the Kenaitze Indian Tribe facilitated a Violence against Women Forum, in which five coalition members participated. This grant afforded opportunities for local agencies to engage and build better understanding of the historical trauma that our Alaska Native and American Indian populations experience and learn about the steps Indigenous leaders and organizations are taking to reduce any further trauma; as well as how other community initiatives can support and build on this work.

Over the past several funding years, LeeShore's Prevention staff and both PPOP and Change 4 the Kenai coalition members have strived to build stronger relationships with local school district administrators, counselors, and teachers. The Change 4 the Kenai Coalition is currently promoting

the community based "Sources of Strength" (SOS), to enhance the same program being implemented in local high schools. This was designed as a suicide prevention program and has been identified as a way not only to help children, but build resilience in adults as well. Two members of the PPOP Coalition attended the school district's SOS training held at Nikiski Middle/High School. They were able to attend this training with teachers, administrative staff, and students. This was a great opportunity to connect with the Nikiski youth. The Prevention Coordinator has been in communication with the Kenai Peninsula Borough School District Curriculum Coordinator telephonically, through email correspondence, and in person. During these meetings, they identified the school districts current activities to support the Safe Child Act and how the coalitions or LeeShore's Youth Outreach Advocate may be able to provide support to schools around difficult topics, like TDV and SA. As a collective coalition we were also encouraged to have the Kenai Peninsula's Borough School District's, Recidivism Prevention Liaison sharing the Wednesday Market Booth with us it has given us an opportunity to share our work with each other and identify how it is all connected.

PPOP and Change 4 the Kenai Coalitions merged in the Fall of 2020 and currently hold one monthly coalition meeting. Combining these meetings has allowed us to bring a larger variety of community partners to one table. There are ongoing conversations about how all prevention work is connected and combining our resources and taking a multifaceted, shared risk and protective factors approach may enable us to create a collective impact across our community.

Most recently, PPOP is exploring a coalition restructure to form small workgroups so as to focus on specific areas or demographics. As part of that we have formed our first work group; SAFR (Southcentral Alliance for Family Resilience). This group will be focusing on outreach and education for children 0-18. This group is broken into two parts, one part will be focused on children 0-4, and they will be developing educational outreach activities for families with newborns-4 years old. The second part will be focused on youth 5-18 years old, this group will be promote education and outreach activities through both school presentations and community events. The group will also concentrate on providing youth 12 to 18 years old with leadership opportunities that encourage their participation in prevention efforts in the community.

LeeShore Prevention staff have also engaged in efforts to build local capacity, identify opportunities to enhance capacity and leverage existing resource, partnerships, and community strengths to better implement and evaluate its primary prevention programming efforts. Over the funding period, LeeShore staff have received many hours of training and consultation to enhance and sustain DV/SV primary prevention capacity. Some of the events and trainings attended by LeeShore Prevention staff include:

- ANDVSA's Monthly Statewide Technical Assistance Calls
- Biannual CDVSA Prevention Conferences
- Biannual CDVSA Prevention Gatherings

The LeeShore Prevention Coordinator also enhanced the evaluation capacity of the initiative by prioritizing and supporting the creation and implementation of measures. In collaboration with implementors and members of PPOP, the Prevention Coordinator has chosen measures with input and adapted measures based on what was being learned in the community. LeeShore Prevention staff have worked to find ways to collect, manage, and store data and continue to improve the implementation of evaluation for programming.

Over the course of funding, LeeShore's Prevention Coordinator has also expanded community outreach through public visibility at various events and agency outreach. Currently, two coalitions have partnered at the Wednesday Market for the summer and have also invited many of our other partner agencies to join us in the booth when they are available. We have had staff from the SAFR, Ladies First, Help me Grow, school district, Identity and Kenai Peninsula College so far and we other partners requesting to attend other Wednesdays; this will support our collaborative efforts that have been on hold due to the pandemic.

It has been a great opportunity to get back out in the community and start connecting with community members. PPOP has been utilizing the "Did You Know" campaign to educate families about Adverse Childhood Experiences (ACEs) with a focus on building resilience within ourselves and those around us. We have activities for the children to do (making calming jars, decorating birdhouses, playing with bubbles or getting a toy from the treasure chest) while we do education with the adults; this is working out well. We will continue to attend the Wednesday Market annually as this is a great opportunity to connect with a variety of community members.

The coalition identified the following Primary Prevention Goals:

## Program Goals

**Goal #1: We will have an informed and educated community that supports safe and healthy relationships.**

Primary strategies: "Did You Know" a local media campaign, Youth Advocate Presentations, Choose Respect

**Goal 2: Youth recognize their individual power to choose the nature of their relationships and identify the components that make up healthy relationships.**

Primary strategies: "Did You Know" local media campaign; GD Alaska; The Fourth R; The Ophelia Project (Safe schools)

**Goal 3: We will be a community that takes an active bystander role, promoting a safe and healthy community.**

Primary strategies: GD Alaska

# Overview of Strategies & Activities

## Did You Know Campaign

“Did You Know” (DYK) is a local media campaign developed to increase awareness about ACEs, TDV, DV, and SV. The campaign aims to help community members understand some of the warning signs associated with these forms of violence, potential short- and long-term consequences, the prevalence within the state and community, the intersections with many of the other challenging issues our community is faced with, and introduce protective factors associated with reducing the chances of violence occurring in the first place. The PPOP and Change 4 the Kenai community coalitions designed and disseminated many materials for sharing this information over the course of funding (e.g., posters, pamphlets, presentations, interactive online tools).

## Green Dot

Green Dot Alaska is a community-based violence prevention strategy. The goal of GD is the permanent reduction of power-based violence including, but not limited to IPV, SV, TDV, stalking, and child abuse. To reach that goal, the GD strategy is designed to establish two cultural norms in communities: 1) power-based violence will not be tolerated; and 2) everyone does his/her part to maintain a safe community. The GD strategy purports to change norms by engaging and teaching community member’s new behaviors through awareness, programming, and education. The GD team shares information in a variety of ways including attending community events to introduce GD concepts. Event participants are invited to attend monthly community overviews and encouraged to attend a full day bystander training.

## The Fourth R & Youth Advocate Presentations

The Fourth R emphasizes the five basic competencies of social and emotional learning: self-awareness, self-management, social awareness, relationship skills, and responsible decision-making. The Fourth R provides lessons that meet the skills for Health Life Content Standards developed by the State of Alaska, Department of Education & Early Development and aligns with the performance indicators of all eight of the U.S. National Health Education Standards for grades 9-12. The Fourth R is a comprehensive curriculum that aims to reduce violence and promote related protective factors to prevent violence perpetration and victimization. The LeeShore Center’s Youth Outreach Advocate utilizes lessons from the Fourth R curriculum to support and supplement what is currently being implemented in the Kenai Peninsula School District<sup>1</sup>.

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<sup>1</sup> The Kenai Peninsula School District has been implementing portions of the Fourth R curriculum for approximately five years.

## Additional Activities and Community Outreach

There are numerous annual activities and events that LeeShore and PPOP members organize, support, or participate in throughout the year to promote IPV, SA, and TDV prevention (see Appendix A). Some of these events including: Teen Dating Violence (TDV) Awareness Month, Sexual Assault Awareness Month (SAAM), Domestic Violence Awareness Month (DVAM), and Wednesday Markets. These events offer opportunities to strengthen and sustain agency partnerships, identify new partners, recruit volunteers, and promote prevention efforts.

### Ophelia

The Ophelia Project promotes safe school environments. The Ophelia Project creates safe school environments through a multifaceted change process that brings together a community of caring adults (i.e., administrators, teachers, staff, and parents) with school-aged students. These groups work collaboratively to change social norms in a school or school district. The primary goal is to promote protective social norms by recognizing and addressing the hurtful, covert behaviors of peer aggression while also identifying, teaching, and modeling a more positive set of normative behaviors for educators, students, and parents.

### Choose Respect

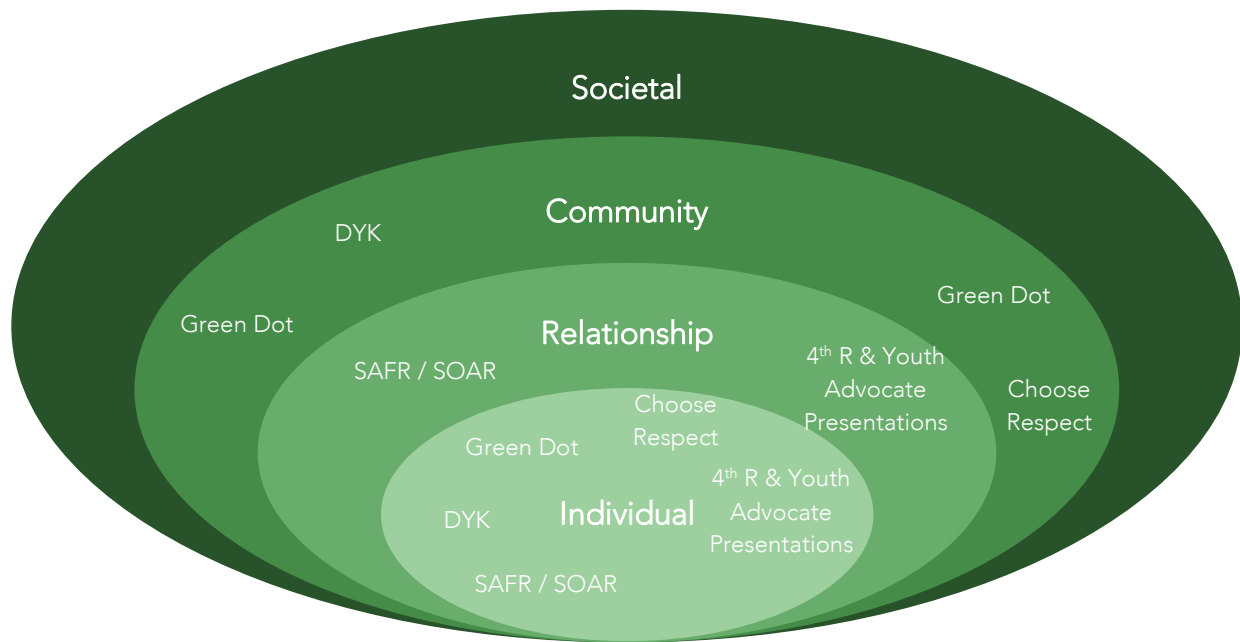
In 2008, through a partnership between CDVSA and the Alaska Network on Domestic Violence and Sexual Assault (ANDVSA), The LeeShore Center began hosting the Choose Respect event in the Kenai community on an annual basis. The “Real Alaska Men Choose Respect” campaign seeks to engage men in the work of primary prevention for DV and SV. The LeeShore Center, and other partner communities have supported and grown this strategy. Through CR funding, PPOP was able to continue advancing the work of this statewide campaign, and promoting it locally within the community of Kenai.

### Kenai Peninsula Run for Women

The LeeShore Center also hosts the Kenai Peninsula Run for Women on an annual basis. This is an awareness event providing community members with education about DV, SA, the prevalence of these forms of violence, and how survivors are served in our community through diverse efforts - intervention and prevention. In SFY 2018, PPOP was present and set up a table to share information about primary prevention with the community. Due to COVID-19 mandates and safety concerns, the Kenai Peninsula Run for Women was cancelled in SFY 2019 and SFY 2020.

## Social Ecological Model

The Social Ecological Model (SEM) is a diagram used to help better understand the varying levels of influence occur within a society. This model considers the complex interrelations between individual, relationship, community, and society-level factors that effect a person's behavior changes. The overlapping circles illustrate the way in which factors at one level influence another. Further, this diagram serves to demonstrate that to effect change, strategies must be used across the multiple levels. The strategies implemented by VPC extend across these levels with a broader aim to achieve population-level change over time.





# Methodology

The LeeShore Center contracted with Strategic Prevention Solutions (SPS) to provide empowerment evaluation support to planning and implementing and evaluation of VPC's Primary Prevention Plan, as well as support the analysis and reporting. Empowerment evaluation emphasizes a collaborative and coach model between the evaluator and program staff that honors local knowledge and builds evaluation capacity.

Evaluation data was obtained using a mixed-methods approach including activity tracking, open-ended narrative, and surveys. Information is collected, analyzed, and aggregated to inform future planning, implementation, modifications for the purpose of quality improvement, and for assessing progress towards outcomes. A logic model (see Appendix A) and evaluation workplan (see Appendix B) were developed to support the implementation and fidelity of the evaluation of prevention efforts. Data collection was an ongoing and adaptive activity across the funding years and information was used continuously for quality improvements. During SFY 2019-2020 the evaluation of programming was limited due to capacity challenges and COVID-19 implementation barriers.

The purpose of the evaluation was to assess how the program was being implemented, who prevention activities were reaching, and assess progress towards objectives and goals. These questions were used to guide the analysis as well as inform quality improvement and adaptations:

- Did our strategies reach the intended audience(s)?
- How many community members were engaged in DV/SV primary prevention programming?
- To what extent did we reach our objectives implementing this prevention program?
- What effects did programming have on participants (e.g., knowledge, attitude, behavioral changes)?
- How did COVID-19 and other emerging issues affect program implementation and evaluation?

## Data Collection Methods

Data collection methods and tools are summarized here. Additional details are offered throughout the evaluation finding accompanying results, and all evaluation tools can be referred to in the Appendix.

### Activity and Performance Monitoring

LeeShore Center Prevention staff maintain records of events and attendance counts for various prevention activities throughout the year and are responsible for implementing the evaluation plan and associated activities (see Appendix). Activity tracking was a primary source of records for documenting the primary prevention program implemented given capacity and resources.

Additional reporting on progress towards the pre-established goals and annual objectives was accomplished through the submission of quarterly reports, annual evaluation reports, and this final summative report.

## Surveys

### Did You Know Survey

An anonymous retrospective pre-post survey was offered to those receiving DYK information. This survey asked participants to rate their knowledge on several factors before and after the presentation. Changes in knowledge were assessed for 1) identifying warning signs of IPV, SV, TDV, and ACEs, 2) connections between these forms of violence and other issues including substance misuse, health disparities, and suicide, and, 3) the commonality of these forms of violence in their community and Alaska. In SFY 2020, additional items were added to the survey to gather demographic information, assess the satisfaction of community members with the information received as part of the DYK campaign, and request information on how many DV and SV prevention education or awareness events individuals participate in over the past year.

This evaluation tool was not administered at every opportunity information was provided related to the DYK campaign. Information was disseminated through various formats, so only at times the LeeShore Prevention team was present to provide a brief overview of the DYK information was the survey implemented. Over the course of funding there were occasions community tabling events where it was difficult to do survey recruitment or in instances where only brief information was provided in which case the survey was not administered (i.e., large tabling events).

### Green Dot Bystander Survey

Anonymous retrospective pre-post surveys were administered to participants attending the GD Alaska Bystander trainings. This self-report tool asks participants to rate their satisfaction with the training, knowledge related to the role of the bystander, warning signs, and identifying risks. Participants are also asked to rate their skill level before and after the training related to engaging in different intervention strategies and whether they have behavioral intentions to engage in different GDs. Open entry questions were also utilized to gather feedback regarding satisfaction and suggested improvements to the training. The survey takes approximately 10 minutes to complete.

### Green Dot Overview Survey

Anonymous retrospective pre-post surveys were administered to participants attending GD Overviews. This self-report tool has similar, but fewer, items as the GD Bystander Survey.

### School Presentation Survey

The Youth Outreach Advocate presents information about healthy relationships during the school year. Following the presentation, youth are asked to complete an anonymous retrospective pre-post survey. The brief survey includes questions about their knowledge of handling conflicts, understanding dating violence, ways to help themselves or others in an unhealthy relationship,

ability to identify a safe person to talk about healthy relationships, and knowledge of helpful resources.

### **Web Analytics**

Web analytics were used to measure activity on the LeeShore Center's Prevention websites and video views (e.g., Facebook page, PPOP website, [Change4theKenai Soundcloud](#)). This information is monitored to gauge reach and interest in prevention activities, promote prevention programming, and is used to understand the reach and reception of prevention-related information.

### **Secondary Data Collection**

SPS obtained Youth Risk Behavior Survey (YRBS) results for years 2017-2019 for the Kenai public school system, as well as the overall state-level data. This information was collected and discussed with LeeShore Prevention staff to enhance awareness, use, and connection to statewide data systems that report on DV/SV risk and protective factors, as well as other conditions (state and local) that may inform an understanding of needs, as well as trends.

### **Data Analysis & Management Plan**

Data was collected and entered by LeeShore Prevention staff and community partners. SPS provided support in developing data maintenance and performance monitoring tools, as well as hosting electronic survey tools when requested. Data were compiled and stored in an electronic tracking system (i.e., Microsoft Excel) to retain and maintain over time. All data is stored in secure, password protected digital format.

# Evaluation Results

**Goal #1: We will have an informed and educated community that supports safe and healthy relationships.**

Objectives

- By August 2019, 10% of the community will have been exposed to the "Did You Know" campaign.
- By December 2020 15% of the community members can define and recognize ACES, TDV, IPV, and SA.
- By June 2024, 25% of community members will have attended annual education and awareness events.

In pursuit of informing and educating the broader Kenai community, several strategies were implemented, expanded, or sustained throughout the funding period. One primary strategy, DYK, was implemented in SFY 2018. In collaboration with PPOP, The LeeShore Center developed an interactive TDV tool on the LeeShore website, Facebook page, podcasts, and produced numerous materials and presentations to increase community awareness to DV, SV, and TDV. LeeShore Prevention staff created reusable, laminated large infographic visual aids to display and orient community members to important local information. Some of the information presented was obtained from the CNA undertaken in SFY 2017, such as local prevalence rates, other information relates to primary prevention and ways to prevent violence.

PPOP has maintained a website that promotes primary prevention throughout the broader community since SFY 2018. Internally, DV and SV has also been prioritized at the LeeShore Center; the quarterly newsletter has a dedicated section to promote awareness and primary prevention.

In SFY 2019 PPOP increased its utilization of social media platforms including Facebook, and later Instagram, to promote awareness and prevention, allowing us to promote various awareness and prevention activities throughout programming. Towards the end of SFY2019, an interactive ACEs, IPV, and SA tool was launched on the website promoting DYK in its entirety. Also in SFY 2019, one of the PPOP social media posts was a winner as part of challenge hosted by the National Sexual Violence Resource Center.

In addition to promoting the DYK campaign online, coalition members also utilized these tools and information to increase community awareness and



promote the DYK campaign through in-person events such as Soldotna's Wednesday Markets [June - August]. This community gathering point also allowed Prevention staff to promote and share about other prevention-related things, like GD.

In January 2021, The LeeShore Center's Prevention Coordinator and Youth Outreach Advocate collaborated to develop materials for Teen Dating Violence Awareness Month social media outreach and activities for February 2021. As part of that effort they developed a social media challenge in hopes of promoting community engagement. A community challenge was created to support spreading messaging about teen dating violence. The challenge was called The WARP SPEED Challenge, which stood for **W**arning signs, **A**dvocacy, **R**esources, **P**revalence, **S**tudents, **P**arents, **E**ducators, **E**veryone **D**oing something. The goal was to raise our community's awareness of this issue, how to identify warning signs, how to help or get help, what resources are available, and how it is impacting our youth. Although we did not see as many individual community members posting, we did have a valuable pattern of shares, indicating the messaging was going out to others that were not currently following us on social media.

In April 2021, LeeShore and PPOP utilized both the Facebook and Instagram platforms to promote Sexual Assault Awareness and Child Abuse and Prevention Awareness month. We also featured information on the PPOP website with links to a variety of resources.

In April 2021 the PPOP and Change 4 the Kenai coalitions began planning a Community Resilience Scavenger Hunt for the month of May. The coalitions utilized the scavenger hunt to educate community members about Adverse Childhood Experiences (ACEs) with a larger focus on how we can build resilience within ourselves, our children, and our community as a whole. The Community Resilience Scavenger Hunt occurred during the month of May 2021.

The group developed a set of cards that are kept on a ring, each ring had multiple cards; ACEs, family protective factors, clue card, and resilience building prompts. Each week we introduced two ACEs on one side of the card that explained the ACE, the opposite side of the card provided three resilience building activities. What we really wanted participants to learn is that ACEs are not a life sentence and that resilience trumps ACEs and can change the trajectory of our lives and those around us. We had five local business that sponsored the scavenger hunt locations each Saturday; Trinity Greenhouse, each participant received flowers to take home to plant, Dinner's Ready, they received two ready to make dinners with recipes, Beemun's the children decorated birdhouses to take home and hang in their yards, River City Gymnastics children were able to come and play at no cost, and River City Books/Soldotna Creek Park playground where they received Book Bucks, and on to the park where they got to meet Ms. Mermaid Alaska, get bubbles, hula hoops and make a calming Jar. This was a fun and educational activity, and the coalitions are planning to hold another one next spring.

There were 115 community members participate in the scavenger hunt, as part of the education we took a poll of participants. They were asked if they had ever heard of ACEs, prior to this event. Of the 101 community members that answered the question, 42% indicated they were familiar with ACEs, and 59% indicated they had not prior to this event. .

PPOP and Change 4 the Kenai Coalitions collaborated to develop and provide an ACES and DYK training for local childcare providers in SFY2019. This approach has leveraged scarce resources and provided a way to present information in a way that makes explicit connections between violence, prevention, and substance misuse. Anecdotally, based on facilitator observations and feedback, this approach is increasing understanding of the long-term implications of children living in homes, exposed to toxic stress and traumatic experiences, and how focusing on strengthening protective factors and enhancing resilience can reduce or mitigate harmful effects. Through this endeavor, a three-part trauma-informed training series, "Let's Build Resilience Together," combines DYK and ACEs information and is offered in Kenai and surrounding communities.

The two coalitions have partnered at the Wednesday Market for the summer and have also invited many of our other partner agencies to join us in the booth when they are available. We have had staff from the SAFR, Ladies First, Help me Grow, school district, Identity and Kenai Peninsula College so far and other community partners requesting to attend other Wednesdays; this will support our collaborative efforts that have been on hold due to the pandemic. It has been a great opportunity to get back out in the community and start connecting with community members. PPOP has been utilizing the "Did You Know" campaign to educate families about ACEs with a focus on building resilience within ourselves and those around us. We have activities for the children to do (making calming jars, decorating birdhouses, playing with bubbles or getting a toy from the treasure chest) while we do education with the adults; this is working out well. We will continue to attend the Wednesday Market through the end of August 2021.

Another strategy implemented to educate and engage the community in DV/SV primary prevention is Choose Respect. In SFY 2018, around 55 community members participated in this event. Due to the pandemic, LeeShore prevention staff were unable to hold an in-person Choose Respect gathering event in SFY 2019. However, the LeeShore Prevention Coordinator began working with statewide prevention staff and the ANDVSA to host a live statewide virtual event for "Choose Respect" in March 2021. In collaboration with 10 other Alaskan communities and ANDVSA, LeeShore Prevention staff supported the first statewide planning and implementation of a statewide virtual Choose Respect event. The virtual event included a compilation of videos from individuals around the state of Alaska talking about why respect is important to them. The virtual event "Alaskan's Choose Respect – A Community Conversation" took place on Zoom, March 25, 2021. Christina Love and Doug Modig served as keynote speakers, and other professionals from the field of DV and SV prevention participated, responded to audience questions, and provided informative responses to help individuals better understand the dynamics of power-based violence (including DV, SV, and TDV).



"No More" Campaign Photo Collage in Kenai, Alaska SFY2019

In SFY2019, GD and community resource informational podcasts were created and shared on LeeShore and PPOP sites aimed at enhancing community members' access to community-specific resources, awareness, and knowledge related to safe and healthy relationships and communities. PPOP created several podcasts intended to reach a broad audience. Podcasts centered on local prevention activities, PPOP, and community resources.

**Table 2. PPOP and LeeShore Prevention-focused Podcast Offerings and Reach**

Podcast	# of Plays
Green Dot: The Everyday Way to a Violence Free Community	232
Community Resource: The History and Services of the LeeShore Center	68
Community Resource: Crisis Intervention and Victim Support at The LeeShore Center	20

Podcast	# of Plays
Community Resource: The LeeShore Center and Long Term Supports	17
Peninsula Points on Prevention	18
<b>Total Podcast Plays:</b>	<b>355</b>

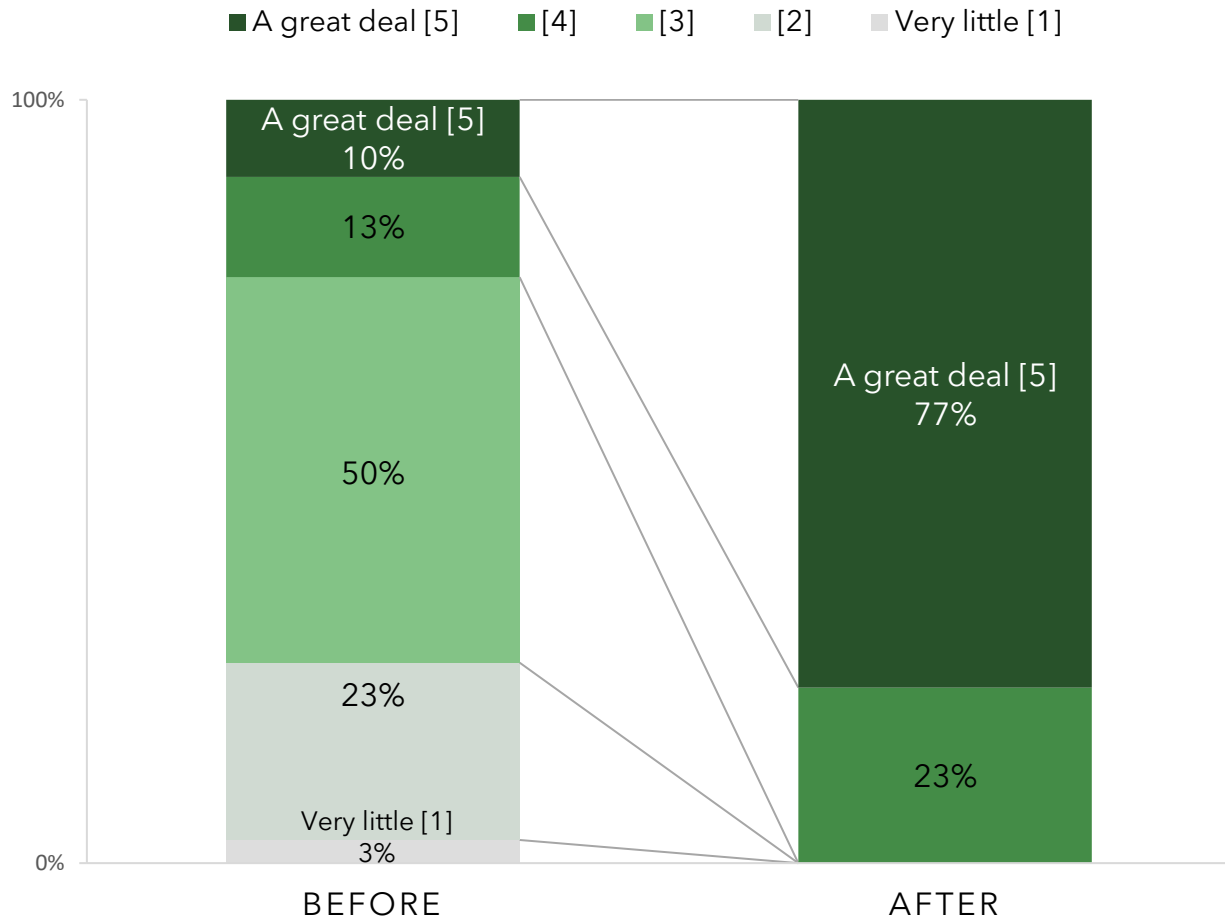
In SFY 2019, DYK information was shared with 831 community members through presentations at local community groups/clubs, community events, and partner agencies all-staff meetings. This is a 70% increase than the previous year in the number of community members who were introduced to the DYK messaging.

Of those who completed a retrospective post-test following a DYK presentation ( $N = 30$ ) most were women (76%). A response rate cannot be calculated given the variability in circumstances in which the survey was promoted. When appropriate, any community member who was provided an overview of the information was invited to participate. A QR code was also created in SFY 2020 to support data collection for this strategy; however, these results should be interpreted as preliminary given the limited sample. From those who did participate in the survey, most reported greater knowledge about warning signs, connections between, and the prevalence of ACEs or trauma, IPV, TDV, and SV following the presentation.

Following the presentation, 77% of surveyed individuals believed they knew a great deal about identifying warning signs of ACEs, IPV, SA, and TDV; this is an increase of 67 percentage points compared to before the DYK information.

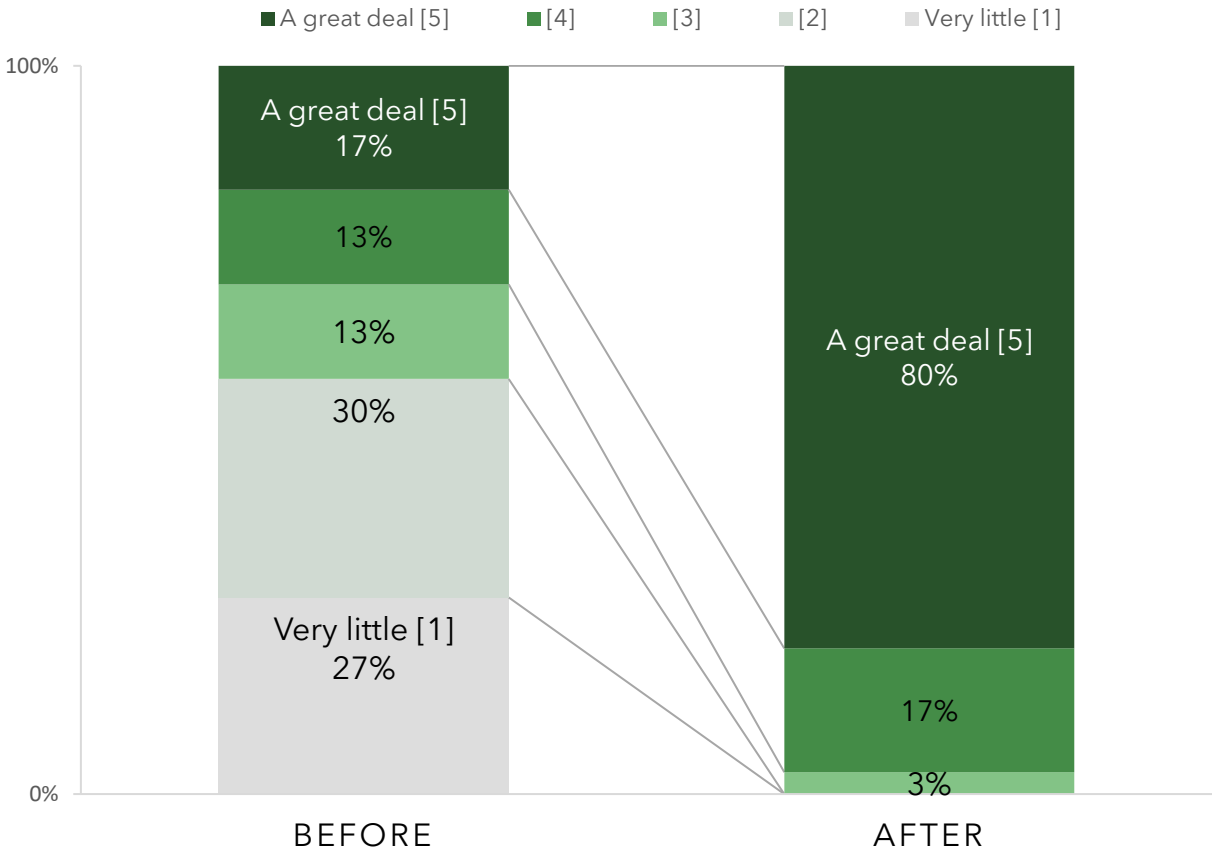


The majority of participants felt they had a great deal more knowledge at identifying warning signs of ACEs, TDV, IPV, and SA following the presentation.



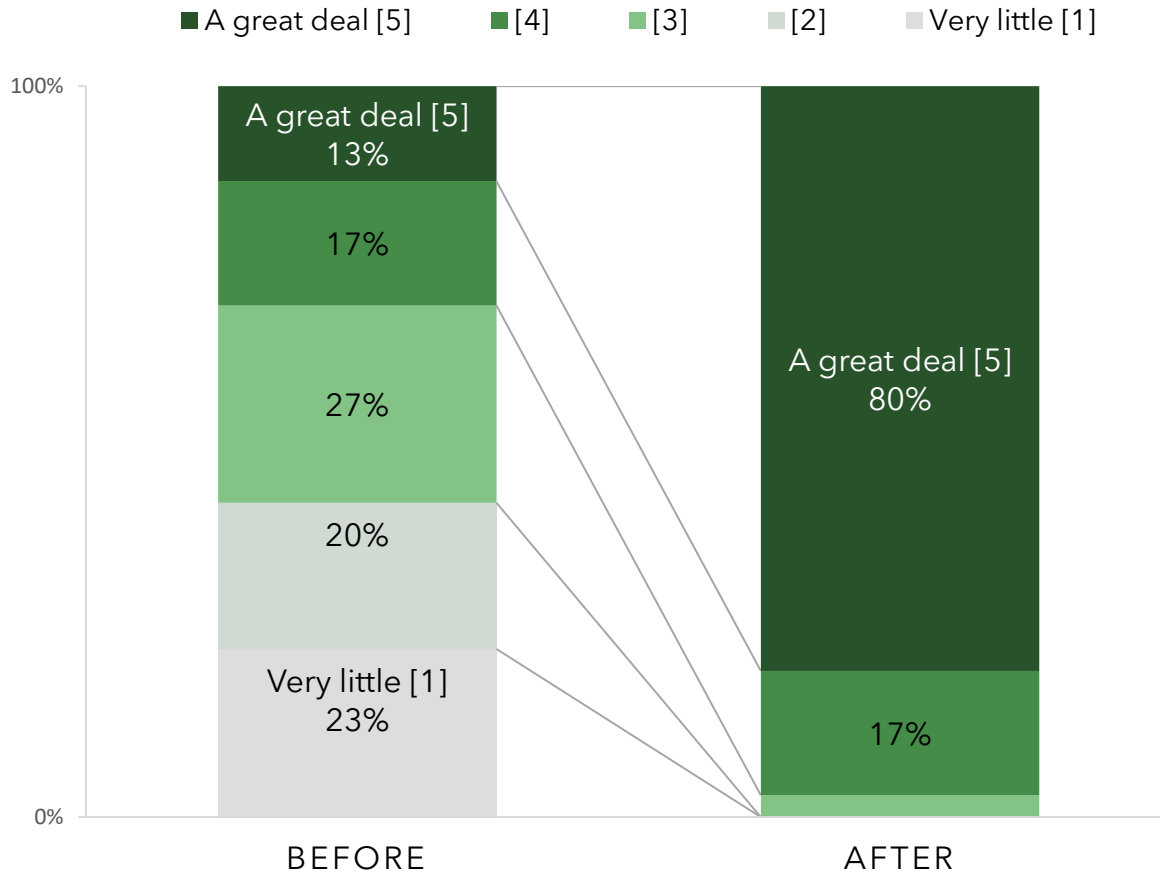
	Before		After		Percent Point Change
	n	%	n	%	
<i>My knowledge of identifying the warning signs of adverse childhood experiences, teen dating violence, intimate partner violence, and sexual assault.</i>					
Very little [1]	1	3%	0	0%	-3
[2]	7	23%	0	0%	-23
[3]	15	50%	0	0%	-50
[4]	4	13%	7	23%	+10
A great deal [5]	3	10%	23	77%	+67
Completion Rate	30	100%	30	100%	

Community member knowledge of the connections between ACEs, TDV, IPV, and SA and other issues such as substance misuse, health disparities, and suicide increased following the presentation.



	Before		After		Percent Point Change
	n	%	n	%	
<i>My knowledge of the connections between ACEs, TDV, IPV, and SA and other issues such as substance misuse, health disparities, and suicide.</i>					
Very little [1]	8	27%	0	0%	-27
[2]	9	30%	0	0%	-30
[3]	4	13%	1	3%	-10
[4]	4	13%	5	17%	+4
A great deal [5]	5	17%	24	80%	<b>+63</b>
Completion Rate	30	100%	30	100%	

Those attending also left having greater knowledge of how common ACEs, TDV, IPV, and SA are in the community/state.



	Before		After		Percent Point Change
	n	%	n	%	
<i>My knowledge of how common ACEs, TDV, IPV, and SA are in our community/state.</i>					
Very little [1]	7	23%	0	0%	-30
[2]	6	20%	0	0%	-20
[3]	8	27%	1	3%	-24
[4]	5	17%	5	17%	-
A great deal [5]	4	13%	24	80%	<b>+67</b>
Completion Rate	30	100%	30	100%	

In SFY 2020, the DYK survey was revised to include a few additional items and to make the survey accessible through online formats. Seven of the total 30 responses gathered were completed

online (23%). All respondents reported satisfaction with the information they received as part of the DYK campaign; 57% strongly agreed they were satisfied with the information, 43% agreed. Also, to better understand how many educational and awareness events community members participate in annually, related to DV/SV primary prevention, survey respondents were asked to estimate in the past year how many they had attended. Most respondents (71%, n = 5) reported having not attended any events in the past year; 29% reported having attended at least one.

When asked what community members liked most about the DYK information they shared:

“How so many of our problems are tied together. It was nice how she showed us so many ways we can help people and make the community a safer place.”

“Making connections between the bad stuff.”

“It's nice to know that people care in the prevention of emotionally abused adults.”

“More understanding of others' behaviors.”

“Although it is difficult information, we can't change anything if we don't know about it. The connections.”

When asked about how they believed they could create a safer community, respondents shared:

“By being more aware of what's happening around me.”

“Working on it.”

“Step up when I can.”

“By standing up instead of standing by.”

“Get more involved.”

“Look out for others.”

Results from the DYK survey indicate the campaign is successful in increasing knowledge and awareness of these issues and violence, as well as how they affect the local community. It is the intention of LeeShore to further evaluate this strategy, given its growth and reception, as well as the addition of interactive tools. LeeShore prevention staff has diligently worked to develop, implement, and evaluate this unique strategy specifically tailored to the local community and has successfully created numerous materials to reinforce this information throughout the community.

*“Very important information for all the community and surrounding areas.” - DYK Survey Respondent*

Additionally, the LeeShore Center and POPP is supporting healthy relationships among the community through a resource subscription program, a project of SAFR. The subscription box service, S.O.A.R (support, opportunities, and resources) into Parenting, contain a variety of items for the child and parent/caregiver(s) and is intended to provide families with education about local resources and services for thriving families, and to support materially some of the early demands on families. Each family will also receive a total of three boxes, the first box will be given at delivery, the second box will be sent out when baby is three months old, and the third box will be sent when the child is six months old. An educational platform was developed on Padlet, to provide new parents with access to additional educational information about child development and support resources available to families. Currently, this program has resources for 35 participants and began accepting applications to send out the subscription boxes in April 2021. PPOP and Change 4 the Kenai Coalitions intend to seek additional funding and support in hopes of continuing this program in the community.

## Goal 2: Youth recognize their individual power to choose the nature of their relationships and identify the components that make up healthy relationships.

### Objectives

- 2.1 By June 2021, 25% of Central Kenai Peninsula middle and high school youth have participated in a class and/or event that exposed them to educational information about healthy relationships.
- 2.2 By June 2021, 25% Central Kenai Peninsula middle and high school youth have been exposed to information about supportive resources available in the community.
- 2.3 By June 2024 10% of Central Kenai Peninsula middle/high school students will have access to leadership opportunities.
- 2.4 By June 2021 15% of Central Kenai Peninsula pre k/elementary school students have been exposed to one or all presentations about friendship skills, conflict resolution, anti-bullying, and empathy building.

Over the past several funding years, LeeShore’s Prevention staff have built stronger relationships with local school leaders, counselors, and teachers. The Prevention Coordinator met with the Kenai Peninsula Borough School District Curriculum Coordinator telephonically, through email correspondence, and in person. During these meetings, they identified the school districts current activities to support the Safe Child Act and how LeeShore can provide support to schools around difficult topics, like TDV and risk and protective factors. Prevention efforts in collaborations with local school districts were delayed due to a reorganization of approval policy but all parties remain engaged throughout the funding period. LeeShore Prevention staff continue to strengthen relationships with KPBSD and identify opportunities to collaborate. At the time of reporting, LeeShore Prevention staff had successfully partnered and delivered health relationships presentations at the following schools:

- Soldotna Prep
- Sterling Head Start
- Sterling Elementary
- Soldotna High School
- Nikiski High School
- Nikiski Middle School
- Kenai Youth Facility
- K-Beach Elementary
- Mt. View Elementary
- Kenai Central High School
- Nikiski North Star Elementary School
- River City Academy

Throughout the reporting period there was no consistent standard for social emotional learning, Alaska Safe Child Act, or healthy relationships curriculum utilized within the public school system in Kenai. LeeShore Prevention staff have worked with local schools over this project to adapt presentations to the diverse needs and programming of each school. In SFY 2019, LeeShore was made aware the local school district would not allow outside presentations until a reorganization had occurred. COVID-19 and school closures further impacted the implementation of efforts to empower youth with information and skills to build and navigate healthy relationships.

Moreover, The Change 4 the Kenai Coalition is currently promoting the community based "Sources of Strength" (SOS), which is being implemented in local schools. This was designed as a suicide prevention program and has been identified as a way not only to help children but build resilience in adults as well. Two members of the PPOP Coalition attended the school district's SOS training held at Nikiski Middle/High School in January 2021. They were able to attend this training with teachers, administrative staff, and students. It was during the training that they were able to identify that the youth attending this training were utilizing the social media platform Instagram. The students attending the training decided to start a SOS Instagram account as one of their first means of campaigning. PPOP began following them in February SFY 2020 and is pleased to report that they are also following us on Instagram.

LeeShore's Youth Outreach Advocate conducts trainings/presentations within the local schools. The focus of this position is educating pre-K through 12<sup>th</sup> grade on age-appropriate topics such as: self-esteem, empathy, anti-bullying, cyber bullying, healthy relationships, and prevention of SV. The staff person in this position is also a certified GD trainer and assists with implementation. The Youth Outreach Advocate also participates in the PPOP Coalition and is vital to the youth goals identified in the Community Prevention Plan.

The Youth Outreach Advocate has shared information with youth ( $n = 1,037^2$ ) using school-based presentations surrounding healthy relationships curriculum, the Fourth R. The DYK campaign itself was not authorized by the school district, as a result in SFY 2019 including DYK messaging into the school-based presentations was postponed. Objectives previously set in the Prevention Plan were revised to adapt to the local context:

1. By June 2021, 25% of Central Kenai Peninsula middle/high school youth have participated in a class and/or event that exposed them to educational information about healthy relationships.
2. By June 2021, 25% of Central Kenai Peninsula middle/high school students will have been exposed to information about supportive resources available in the community.
3. By June 2024, 10% of Central Kenai Peninsula middle/high school students will have access to leadership opportunities.
4. By June 2021, 15% of Central Kenai Peninsula pre k/elementary school students have been exposed to one or all presentations about friendship skills, conflict resolution, anti-bullying, and empathy building.

In SFY 2018, 515 students completed the School Presentations Survey; response rate were not calculated due to limited documentation in attendance. Data obtained during SFY 2018 was only made available in aggregate summary scores to the evaluator. In SFY 2019, 186 students completed a survey about skills and knowledge following the presentations (overall response rate: 36%). In SFY 2020, 74 students completed the survey. The School Presentation Survey was

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<sup>2</sup> This is an overall count duration of programming. It is possible some youth received presentations multiple years; and so this does not necessarily represent unique individuals.

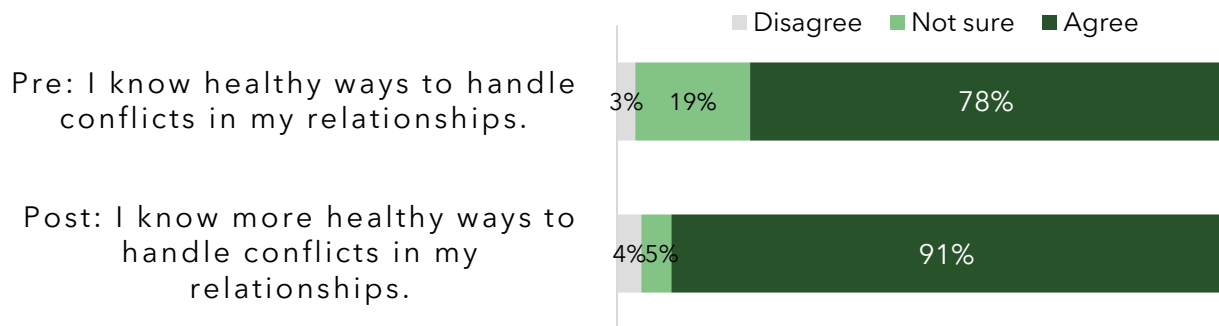
modified across programming implementation, so results are presented separately and also interpreted in aggregate.

In SFY 2018, student survey respondents were primarily female (45%) and most were in 10<sup>th</sup> grade (58%, *n* = 297). Forty-three percent of students identified as male, 12% did not disclose or self-identify sex by male or female.

Table 3. SFY 2018 Survey Participant Numbers by Grade Level

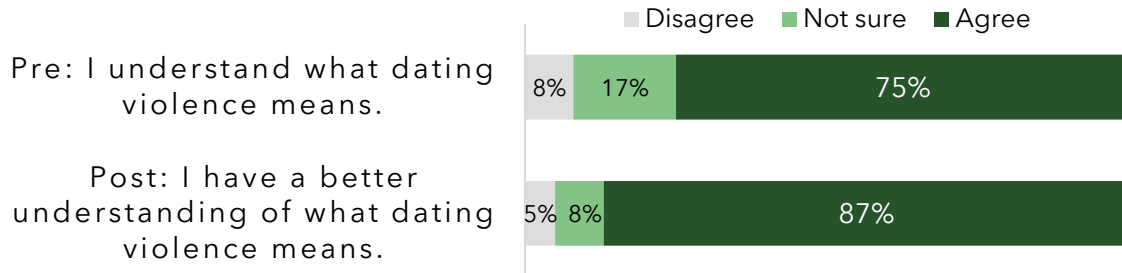
	Number of Completed Surveys	% Survey Sample
8 <sup>th</sup> Grade	41	8%
9 <sup>th</sup> Grade	142	28%
10 <sup>th</sup> Grade	297	58%
11 <sup>th</sup> Grade	11	2%
12 <sup>th</sup> Grade	24	5%
Overall	515	100%

**91% of students agreed they knew more about healthy ways to handle conflicts in thier relationships after the presentation.**

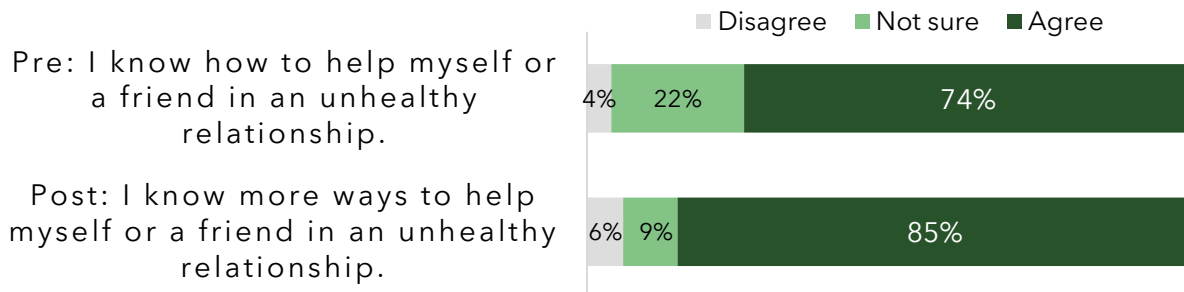




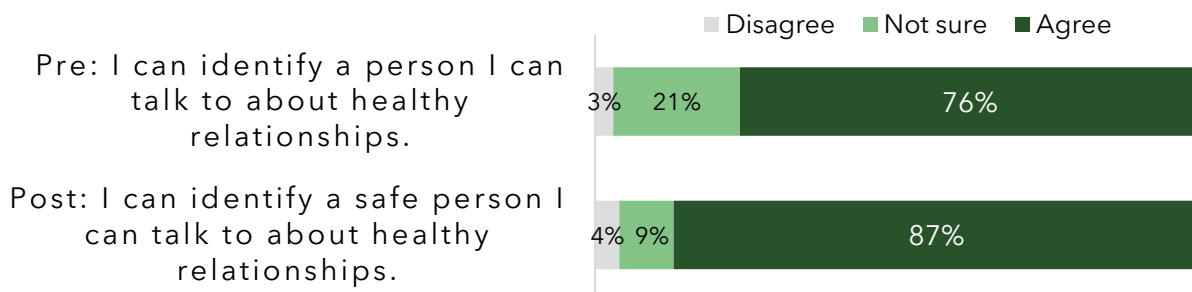
**87% of students agreed they had a better understanding of dating violence after the presentation.**



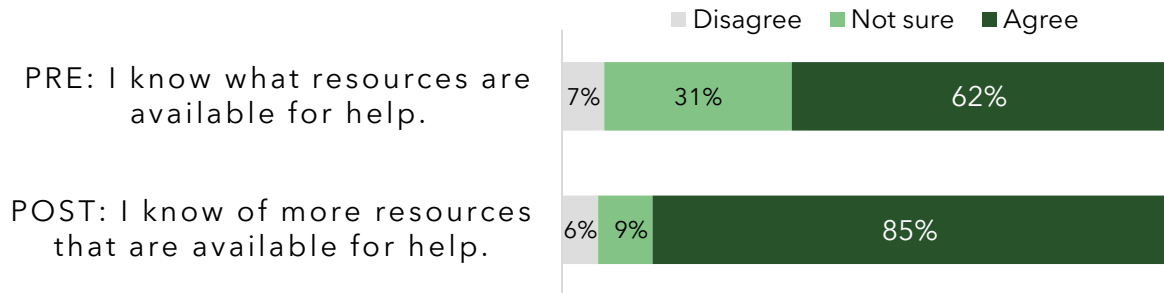
**85% of students agreed they knew more ways to help themselves or a friend in an unhealthy relationship after the presentation.**



**87% of students agreed they could identify a safe person to talk to about healthy relationships after the presentation.**



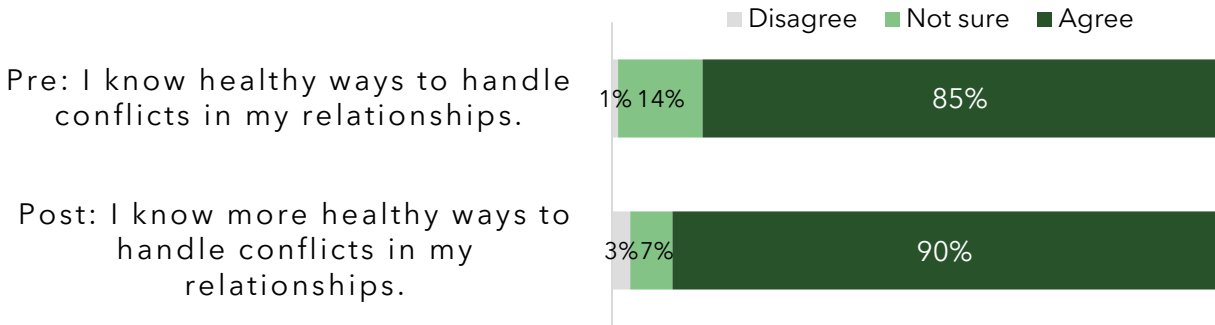
**85% of students agreed they knew more resources available to help after the presentation.**



Between SFY 2018 and SFY 2019, following a conversation about preliminary findings of the School Presentation Survey data, the LeeShore Prevention Coordinator and contracted evaluators adapted the survey response anchors from a 3-point Likert type scale (i.e., disagree, not sure, agree), to a 4-point Likert type scale. This was done to increase the sensitivity of the measurement and to better understand aspects of the training (i.e., knowledge of conflict resolution, knowledge of resources) that warrant greater emphasis for learning skills for healthy relationships. While the intention was to implement the updated tool in SFY 2019, two versions of the School Presentation Survey were administered in SFY 2019, the original tool to 9<sup>th</sup> and 10<sup>th</sup> grade students, and the revised measure to 11<sup>th</sup> grade students.

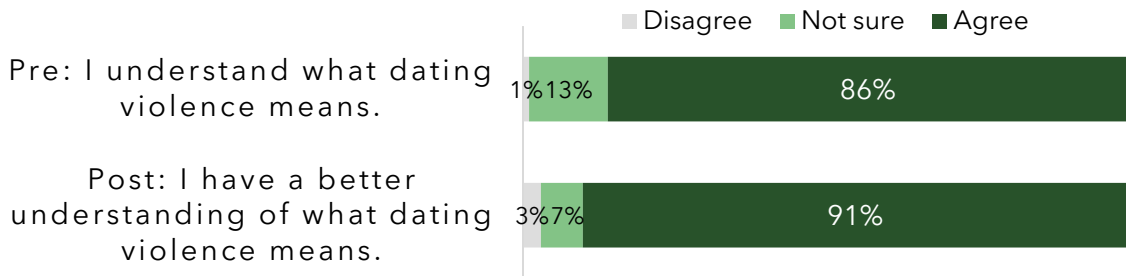
In SFY 2019, survey respondents were primarily students in 10<sup>th</sup> grade (71%,  $n = 113$ ), with about a third of the survey sample from 9<sup>th</sup> grade students (29%,  $n = 46$ ). Both male (53%,  $n = 84$ ) and female (40%,  $n = 63$ ) students participated; some youth opted to not disclose their sex (8%,  $n = 12$ ). The majority of youth reported knowing more healthy ways to handle relationship conflicts (90%), a better understanding of what dating violence means (91%), more ways to help themselves or others (86%) and knew about more resources for help (87%) after the presentations.

**90% of students agreed they knew more about healthy ways to handle conflicts in their relationships after the presentation.**



	Before		After		Percent Point Change
	n	%	n	%	
<i>Knowing ways to handle conflicts in their relationships.</i>					
Disagree	2	1%	4	3%	+2
Not sure	22	14%	10	7%	-7
Agree	135	85%	124	90%	+5
Completion Rate	159	100%	138	87%	

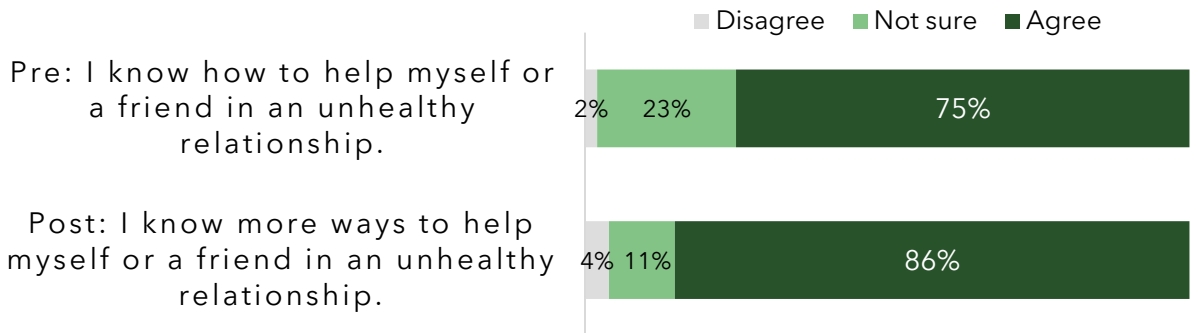
**91% of students agreed they had a better understanding of dating violence after the presentation.**



	Before		After		Percent Point Change
	n	%	n	%	
<i>Understanding dating violence.</i>					
Disagree	2	1%	4	3%	+2
Not sure	20	13%	9	7%	-6

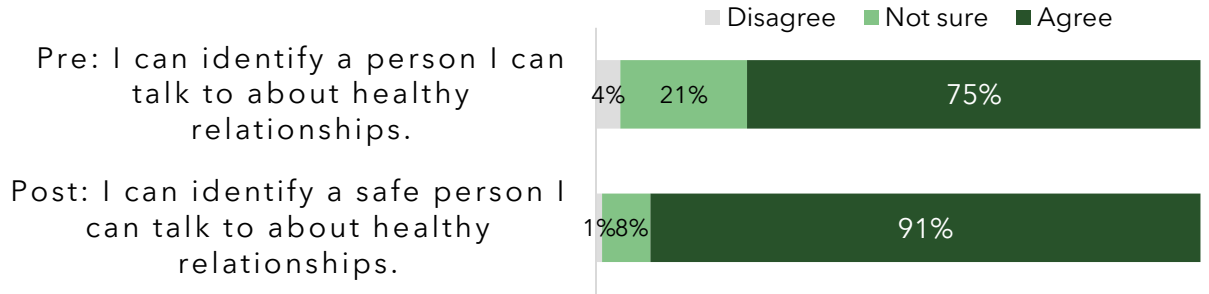
Agree	137	86%	125	91%	+5
Completion Rate	159	100%	138	87%	

**86% of students agreed they knew more ways to help themselves or a friend in an unhealthy relationship after the presentation.**



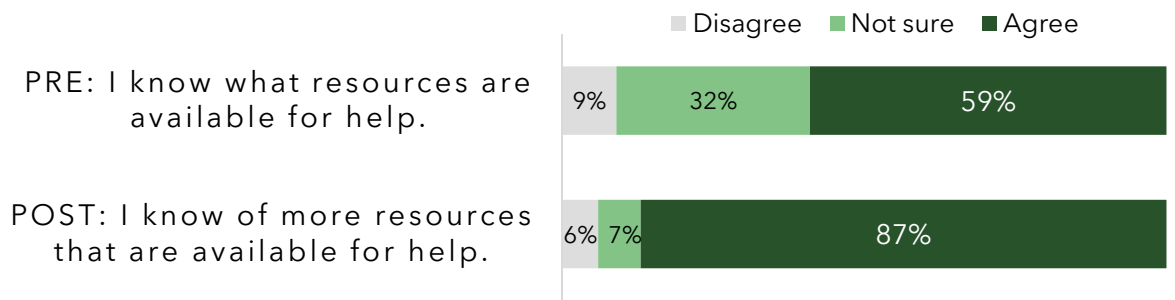
	Before		After		Percent Point Change
	n	%	n	%	
Knowing ways to help themselves or a friend in an unhealthy relationship.					
Disagree	3	2%	5	4%	+2
Not sure	36	23%	15	11%	-12
Agree	120	75%	118	86%	+11
Completion Rate	159	100%	138	87%	

**91% of students agreed they could identify a safe person to talk to about healthy relationships after the presentation.**



	Before		After		Percent Point Change
	n	%	n	%	
<i>Identify a safe person to talk to about healthy relationships.</i>					
<i>Disagree</i>	6	4%	2	1%	-3
<i>Not sure</i>	33	21%	11	8%	-13
<i>Agree</i>	120	75%	125	91%	+16
<i>Completion Rate</i>	159	100%	138	87%	

**87% of students agreed they knew more resources available to help after the presentation.**



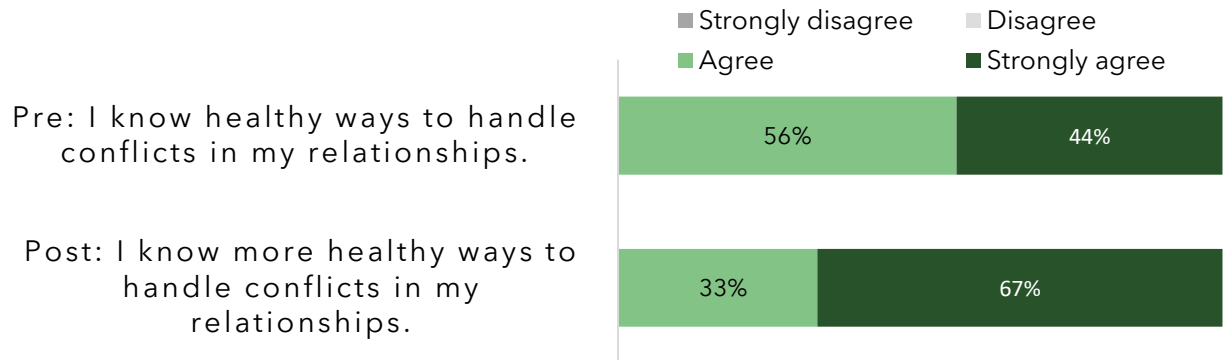
	Before		After		Percent Point Change
	n	%	n	%	
<i>Know resources that are available to help.</i>					
<i>Disagree</i>	14	9%	8	6%	-3
<i>Not sure</i>	51	32%	10	7%	-25
<i>Agree</i>	93	59%	119	87%	+28
<i>Completion Rate</i>	158	99%	137	86%	

Youth participants also shared what they liked most about these presentations:

- "It made me more aware of dating violence."
- "It reminds people sometimes aren't normal."
- "The presenter, she went through every topic good."

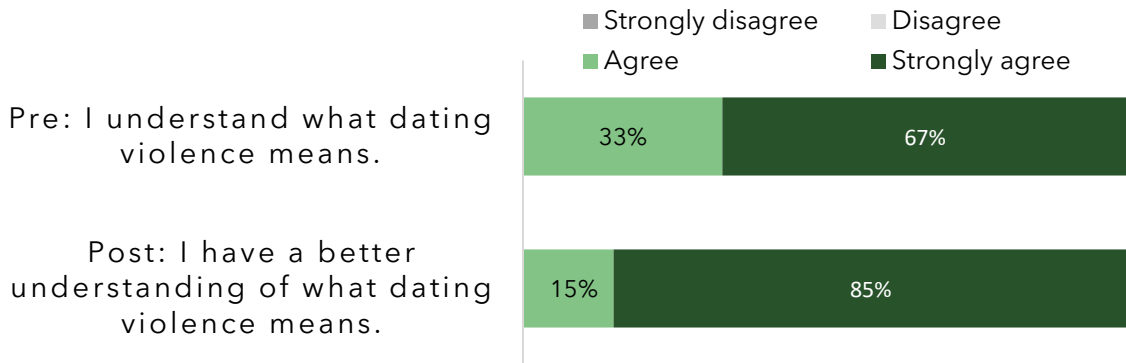
Eleventh grade students completed the revised survey respondents (n = 27). Half of respondents identified as female (48%), with 30% identifying as male and 22% electing to not disclose.

**23% more students strongly agreed they knew more about healthy ways to handle conflicts in thier relationships after the presentation.**



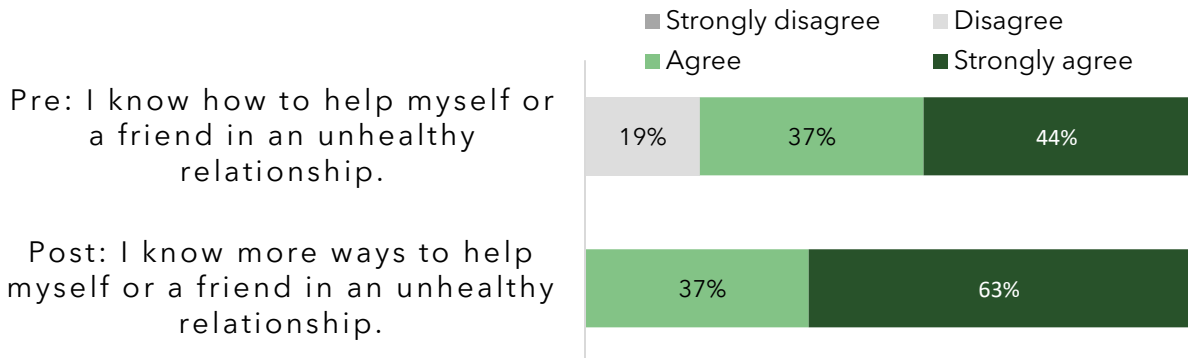
	Before		After		Percent Point Change
	n	%	n	%	
<i>Knowing ways to handle conflicts in their relationships.</i>					
Strongly disagree	0	0%	0	0%	-
Disagree	0	0%	0	0%	-
Agree	15	56%	9	33%	-23
Strongly agree	12	44%	18	67%	+23
Completion Rate	27	100%	27	100%	

**18% more students strongly agreed they had a better understanding of what dating violence means after the presentation.**



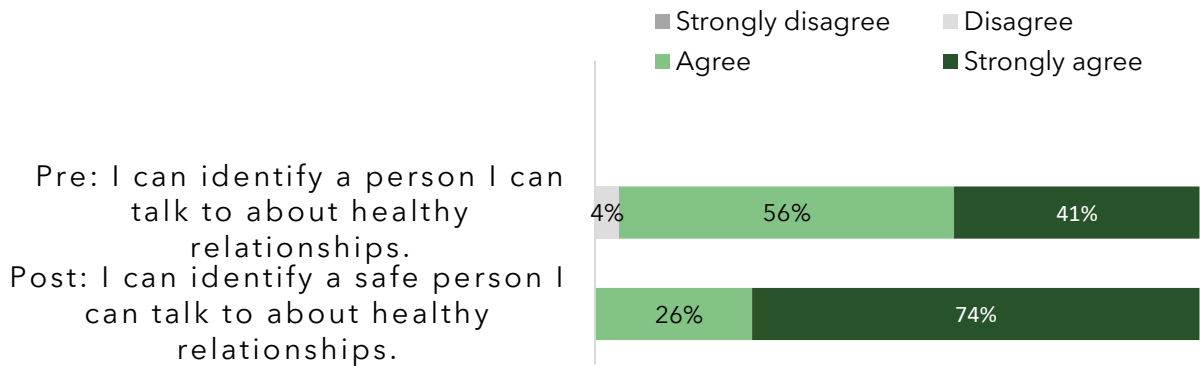
	Before		After		Percent Point Change
	n	%	n	%	
<i>Understanding dating violence.</i>					
Strongly disagree	0	0%	0	0%	-
Disagree	0	0%	0	0%	-
Agree	9	33%	4	15%	-18
Strongly agree	18	67%	23	85%	+18
Completion Rate	27	100%	27	100%	

**19% more students strongly agreed they know how to help themselves or a friend in an unhealthy relationship.**



	Before		After		Percent Point Change
	n	%	n	%	
<i>Know how to help themselves or a friend in an unhealthy relationship.</i>					
Strongly disagree	0	0%	0	0%	-
Disagree	5	19%	0	0%	-19
Agree	10	37%	10	37%	-
Strongly agree	12	44%	17	63%	+19
Completion Rate	27	100%	27	100%	

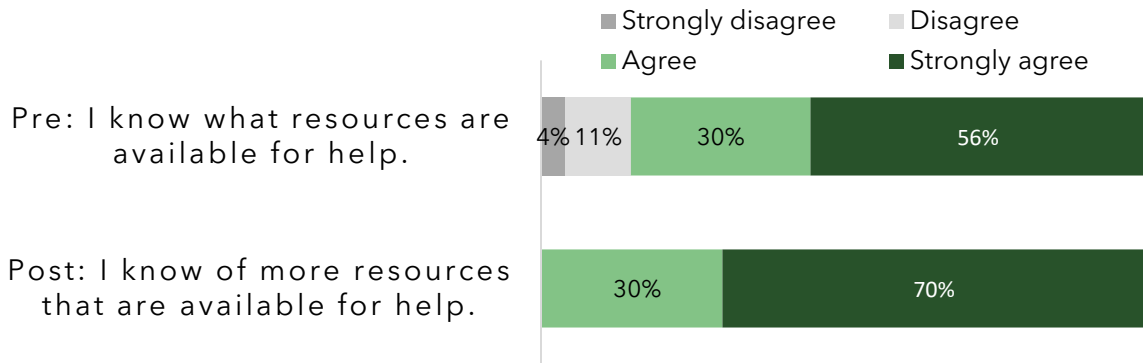
**33% more students strongly agreed they can identify a person they can talk to about healthy relationships.**



	Before		After		Percent Point Change
	n	%	n	%	
<i>Can identify a person to talk to about healthy relationships.</i>					
Strongly disagree	0	0%	0	0%	-
Disagree	1	4%	0	0%	-4
Agree	15	56%	7	26%	-30
Strongly agree	11	41%	20	74%	+33
Completion Rate	27	100%	27	100%	



**26% more students strongly agreed they know resources in the community that are available for help.**



	Before		After		Percent Point Change
	n	%	n	%	
<i>Knowledge of resources that are available to help.</i>					
<i>Strongly disagree</i>	1	4%	0	0%	-4
<i>Disagree</i>	3	11%	0	0%	-11
<i>Agree</i>	8	30%	8	30%	-
<i>Strongly agree</i>	15	56%	19	70%	+26
<i>Completion Rate</i>	27	100%	27	100%	

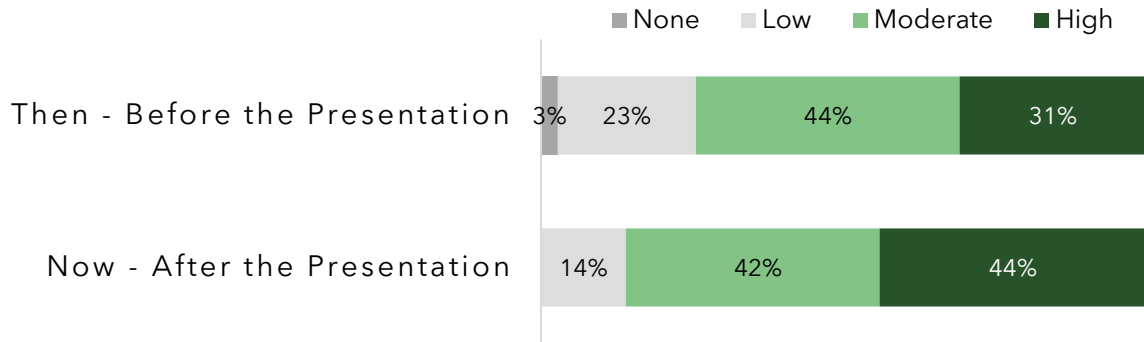
In SFY 2020, the Youth Student Survey was adapted to an online administration. Prior years requested students rate their level of agreement with statements presented related to knowledge attainment. This year, the tool was turned into a retrospective post only survey that asked similarly worded items, but requested youth indicate their perceived knowledge related to that statement on a scale ranging from 0 – none, no knowledge, to 4 – very knowledgeable.

The following key was provided to students:

- "None" - Have no knowledge of the topic
- "Low" - Know very little about the topic
- "Moderate" - Have basic knowledge, there is more to learn
- "High" - Consider myself very knowledgeable about the topic

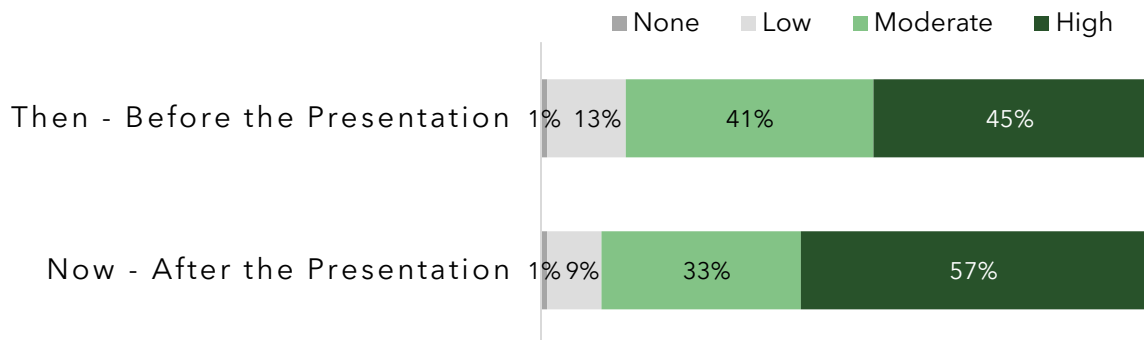
Of the 95 individuals who accessed the survey, 89 assented to participate and 73 completed the questions and were included in the analysis. Most respondents were female (53%, *n* = 39); 38% identified as male and 8% identified as neither male or female. Most responses were submitted by 9<sup>th</sup> grade students (95%, *n* = 69); 10<sup>th</sup> grade (4%, *n* = 3), and 11<sup>th</sup> grade (1%, *n* = 1).

**13% more students reported feeling very knowledgeable about healthy ways to handle conflicts in thier relationships after the presentation.**



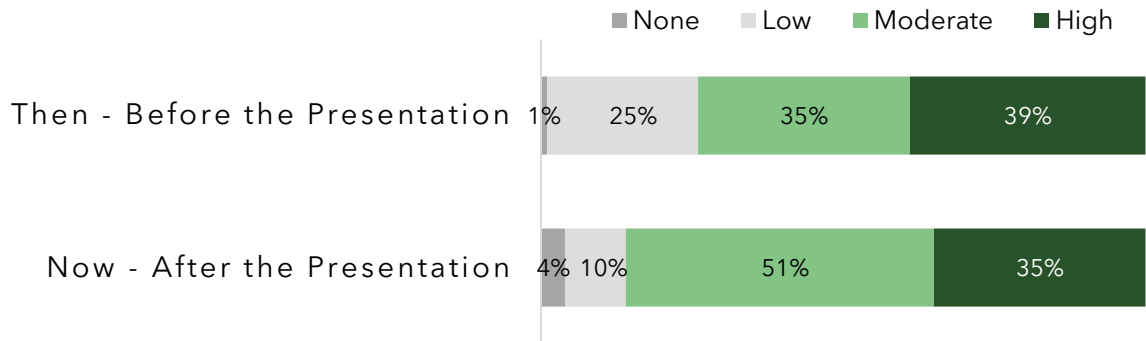
	Before		After		Percent Point Change
	n	%	n	%	
<i>Know ways to handle conflicts in my relationships.</i>					
None	2	3%	0	0%	-3
Low	16	23%	10	14%	-9
Moderate	31	44%	30	42%	-2
High	22	31%	31	44%	+13
Completion Rate	71	97%	71	97%	

**12% more students reported feeling very knowledgeable about what dating violence means after the presentation.**



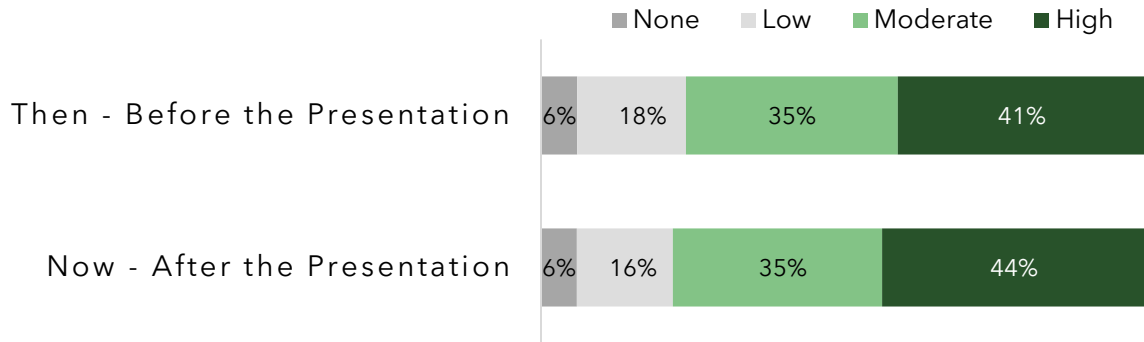
	Before		After		Percent Point Change
	n	%	n	%	
<i>Understand what dating violence means.</i>					
None	1	1%	1	1%	-
Low	9	13%	6	9%	-4
Moderate	29	41%	23	33%	-8
High	32	45%	39	57%	+12
Completion Rate	71	97%	69	95%	

**More students reported feeling at least moderately knowledgeable about how to help themselves or a friend in an unhealth relationship after the presentation.**



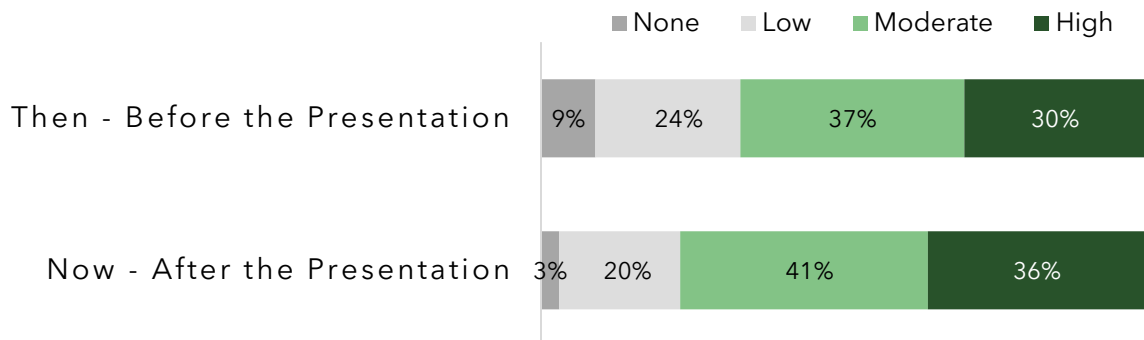
	Before		After		Percent Point Change
	n	%	n	%	
<i>Know how to help myself or a friend in an unhealthy relationship.</i>					
None	1	1%	3	4%	-3
Low	18	25%	7	10%	-15
Moderate	25	35%	37	51%	+16
High	28	39%	25	35%	-4
Completion Rate	72	99%	72	99%	

**3% more students reported being very knowledgeable about how to identify a person they can talk to about healthy relationships after the presentation.**



	Before		After		Percent Point Change
	n	%	n	%	
<i>Know how to identify a person I can talk to about healthy relationships.</i>					
None	4	6%	4	6%	-
Low	13	18%	11	16%	-2
Moderate	25	35%	25	35%	-
High	29	41%	31	44%	+3
Completion Rate	71	97%	71	97%	

**10% more students reported feeling moderately to very knowledgeable about helpful resources after the presentation.**



	Before		After		Percent Point Change
	n	%	n	%	
Know what resources are available for help.					
None	6	9%	2	3%	-6
Low	17	24%	14	20%	-4
Moderate	26	37%	29	41%	+4
High	21	30%	25	36%	+6
Completion Rate	70	96%	71	97%	

When asked what they liked most about the presentation, students shared:

"I liked the fact that all the **facts** were given to us, as well as **advice.**"

"The conflict resolution scenarios."

"I liked that there were resources listed."

"There was nothing that I liked, but there were things that I learned. I know how important it is, and I care about the topic. That is why I paid attention. Although my logic was already up to date on the subject, **I was still able to add more to my knowledge.**"

"The open conversations."

"I liked how it gave us information built around the social structures of today's social climate."

"I liked going into detail about certain topics."

"I liked how they were **very specific**, and I liked how they **provided resources** at the end of the presentation."

"It taught me a lot more about unhealthy and healthy relationships."

"What I liked most about the presentation was **the amount of information and examples on dating violence and how I can protect both me and my friends from it.**"

When asked what they liked least about the presentation, students shared:



Youth were also asked what other topics they would like more information about in presentations like these in the future. Youth were provided a few predetermined options provided by LeeShore Prevention Staff, and also provided a write-in option. Four students opted to share a write-in, two of which pertained to wanting to learn to cook and one related to learning more about emotional intelligence and recognizing feelings.

Table 4. Student endorsement of future training interests.

Topic	% endorsed interest	Count (n)
Self-esteem and Empathy	59%	38
Coping Strategies	43%	28
Volunteer Opportunities	42%	27

Topic	% endorsed interest	Count (n)
Leadership Opportunities	39%	25
More information about healthy relationships	37%	24
Assertive Communication and Conflict Resolution	34%	22

Overall results from the School Presentation surveys administered over the past several years of programming suggest students are gaining:

- more healthy ways to handle conflicts in their relationships
- a better understanding of what dating violence means
- more ways or strategies to help themselves or friend when experiencing and unhealthy relationship
- a greater knowledge of helpful resources in the community, and
- can identify a safe person to talk to about healthy relationships.

Given the change in measurement over the programming, an examination of the items relating to increasing students’ knowledge of healthy relationships, skills, and resources over time was undertaken using the upper extreme response options to look at comparisons and extrapolate a story (see Table 3). Early in the delivery of the Youth Presentations, surveys post survey responses indicated that most students agreed they had a better understanding of what dating violence meant, knew ways to handle conflict, help themselves or a friend in an unhealthy relationship, were familiar with community resources that could help, and could identify a person they could talk to about healthy relationships. These gains were sustained in the subsequent implementation of the Youth Presentations as evidenced in survey findings from 2019, where students also endorsed a high level of agreement with these items. In SFY 2020, LeeShore Prevention staff sought to better understand knowledge attainment, going beyond an endorsement of agreement the content was present. The results from SFY 2020 provide insights that most youth felt a moderate to high degree of knowledge related to these factors after the presentations.

Students have shared feedback for improving programming, including updating material that they perceive as repetitive or duplicative from prior experiences, and building in additional opportunities for discussion and role playing. This indicates that youth among the community are receptive to the DV/SV prevention-based programming and perceive the information as helpful. Students are requesting greater information and skills related to empathy, self-esteem, and coping. Additionally, in SFY 2020, nearly 40% of students endorsed interest in volunteer or leadership opportunities, indicating students are prepared to take action in the community. LeeShore and PPOP should utilize these school presentations to deliver additional information about such opportunities and potentially outreach to families about ways they can engage in primary prevention and other community efforts.

It is especially worth noting incremental and sustained gains in the number of students reporting the ability to identify a person they can talk to about healthy relationships. This is a significant protective factor for DV and SV, as well as many other forms of violence. Scaffolding additional activities and broadening these school-based presentations to include teachers and or parents and caregivers will serve to reinforce messaging and expanding this effort into other areas of the social ecology.

In combination with an examination of student open-ended responses, it is apparent that the School Presentations have sustained success in providing and teaching students about these healthy relationships factors and attaining positive outcomes. It is further indicated that youth in older cohorts are ready for additional opportunities to engage in skills-based learning, having obtained a high degree of understanding and awareness of the concepts.

Table 6. Percentage of Student Endorsement on Post-test School Presentation Survey Items by SFY

	SFY 2018	SFY 2019 Grades: 9,10, and 12	SFY 2019 Grade: 11	SFY 2020
<i>% of students who endorsed:</i>	<i>Agree</i>	<i>Agree</i>	<i>Agree or Strongly Agree</i>	<i>Moderate to high degree of knowledge</i>
Knowing ways to handle conflicts in their relationships	91%	90%	100%	86%
Understanding what dating violence means	87%	91%	100%	90%
Knowing ways to help themselves or a friend in an unhealthy relationship	85%	86%	100%	86%
Identify a person they can talk to about healthy relationships	87%	91%	100%	79%
Knowing what resources are available for help	85%	87%	100%	77%
<i>N =</i>	<i>515</i>	<i>186</i>	<i>27</i>	<i>73</i>



### Goal 3: We will be a community that takes an active bystander role, promoting a safe and healthy community.

#### Objectives

- 3.1 By January 2021 increase community's bystander intervention training team by four additional certified community trainers.
- 3.2 By January 2022 15% of community members have an increased understanding of the impacts IPV, TDV, and SA in our community.
- 3.3 By December 2023 75% of community members have access to education and resources about bystander intervention.
- 3.4 By January 2024 20% of community members are taking a proactive bystander role in the community.

PPOP and the LeeShore Prevention staff were active in increasing information about bystander trainings, increasing local capacity to implement and grow bystander training offerings, and were successful in implementing and evaluating several trainings over the course of funding.

In Kenai, LeeShore in collaboration with PPOP increased the total certified trainers by five individuals. In SFY 2018, two community members became certified GD Trainers, an additional three became certified Trainers in SFY 2019. During the early implementation of GD, it was difficult to recruit and engage volunteers. Currently, GD Trainers in the community represent diverse sectors including the school district, oil company, and businesses. This exceeds LeeShore's initial objective set at the beginning of this project. In FY2020, PPOP will be exploring opportunities to recruit additional trainers and utilize video teleconferencing to increase engagement in bystander strategies.

In SFY 2018 through 2019, the GD team provided over four overviews, three bystander trainings, and attended twelve community events to share GD information. Over 897 individuals in the Kenai community had some exposure to GD information during this time. There was a great deal many events and community tabling opportunities that LeeShore Prevention staff utilized to increase awareness and interest in becoming an active bystander in the community. In late SFY 2019 and SFY 2020, many of the GD overviews, trainings, and community awareness raising and volunteer recruiting opportunities were cancelled or not planned due to COVID-19 mandates.

Combined evaluation findings of SFY 2018 – 2019 GD Overview Trainings and GD Trainings indicate that most community member survey respondents who attended a GD event in the community attained greater knowledge of what it means to be a bystander, are better able to identify high-risk situations, and better recognize the warning of signs of DV/SV. Moreover, most reported a greater skill in how to initiate safe interventions to intervene in potentially unsafe situations and the overwhelming majority expressed an intention to do a proactive and reactive GD following the training.

Over this period of implementation, twenty-nine community members completed a GD Overview survey following an event. Most respondents were women ( $n = 26, 90\%$ ); 4% were between the ages of 18-20 years, 14% were 21-24 years, 45% were between 25-44 years, 31% were between

the ages of 45 and 65 years, and 7% were 65 years or older. Survey respondents expressed being satisfied (30%) or very satisfied (70%) with the training.

- 97% of respondents indicated increased knowledge of bystander's role in addressing partner-based violence after the overview.
- 90% indicated increased knowledge of how to identify potentially high-risk situations after the overview.
- 90% also indicated increased knowledge of what stops themselves or others from intervening in high-risk situations.
- 90% reported an increase in their skill to initiate safe intervention strategies after the overview.
- 86% also reported greater skill in how to have conversations with friends, family, or community members about violence prevention.

After attending the event:

- 90% indicated they were at least somewhat likely to do a reactive GD if they see a high-risk or potentially high-risk situation after the training.
- 93% said they were very likely to do a proactive GD after attending the training.

In SFY 2020, the retrospective post only GD Bystander Overview Survey was administered using an online format, and items were adapted to be more inclusive of qualitative feedback, as well as better understand perceived knowledge attainment. GD Overview participants were provided with online access, a QR code, as well as paper versions of the survey and invited to provide feedback. At the time of reporting, five individuals completed the GD Overview survey in SFY 2020. Most respondents were women ( $n = 3$ , 60%); 20% were between 25-29 years, 40% were between the ages of 30 and 39 years, and 40% were between 40 and 49 years of age. Survey respondents agreed with being satisfied (40%) or very satisfied (60%) with the training. Given the small sample, these results should be regarded as preliminary.

GD overview participants were asked to rate their perceived knowledge related to several factors (i.e., statements) on a scale ranging from very little knowledge to a great deal of knowledge before and after the training.

	Before		After		Percent Point Change
	<i>n</i>	%	<i>n</i>	%	
<i>The role of the bystander in addressing power-based personal violence.</i>					
<i>Very little knowledge</i>	3	60%	0	0%	-60

A little knowledge	0	0%	1	20%	+20
Some knowledge	1	20%	0	0%	-20
<b>A moderate amount of knowledge</b>	<b>1</b>	<b>20%</b>	<b>3</b>	<b>60%</b>	<b>+40</b>
<b>A great deal of knowledge</b>	<b>0</b>	<b>0%</b>	<b>1</b>	<b>20%</b>	<b>+20</b>
Completion Rate	5	100%	5	100%	

	Before		After		
	n	%	n	%	Percent Point Change
<i>How to identify potentially high-risk situation(s).</i>					
Very little knowledge	2	40%	0	0%	-40
A little knowledge	3	60%	0	0%	-60
Some knowledge	0	0%	1	20%	+20
<b>A moderate amount of knowledge</b>	<b>0</b>	<b>0%</b>	<b>3</b>	<b>60%</b>	<b>+60</b>
<b>A great deal of knowledge</b>	<b>0</b>	<b>0%</b>	<b>1</b>	<b>20%</b>	<b>+20</b>
Completion Rate	5	100%	5	100%	

	Before		After		
	n	%	n	%	Percent Point Change
<i>The things that make it hard to intervene.</i>					
Very little knowledge	1	20%	0	0%	-20
A little knowledge	2	40%	0	0%	--40
Some knowledge	1	20%	2	40%	+20
<b>A moderate amount of knowledge</b>	<b>1</b>	<b>20%</b>	<b>1</b>	<b>20%</b>	<b>0</b>
<b>A great deal of knowledge</b>	<b>0</b>	<b>0%</b>	<b>2</b>	<b>40%</b>	<b>+40</b>
Completion Rate	5	100%	5	100%	

	Before		After		
	n	%	n	%	Percent Point Change
<i>Safe intervention strategies if I see a situation that looks high risk or potentially high risk.</i>					
Very little knowledge	2	40%	0	0%	-40
A little knowledge	3	60%	0	0%	-60
Some knowledge	0	0%	1	20%	+20
<b>A moderate amount of knowledge</b>	<b>0</b>	<b>0%</b>	<b>2</b>	<b>40%</b>	<b>+40</b>
<b>A great deal of knowledge</b>	<b>0</b>	<b>0%</b>	<b>2</b>	<b>40%</b>	<b>+40</b>
Completion Rate	5	100%	5	100%	

	Before	After	
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<i>How to start a conversation with friends, family, or community members about violence prevention.</i>	<i>n</i>	<i>%</i>	<i>n</i>	<i>%</i>	<i>Percent Point Change</i>
<i>Very little knowledge</i>	2	40%	0	0%	-40
<i>A little knowledge</i>	2	40%	0	0%	-40
<i>Some knowledge</i>	1	20%	3	60%	+40
<b><i>A moderate amount of knowledge</i></b>	<b>0</b>	<b>0%</b>	<b>1</b>	<b>20%</b>	<b>+20</b>
<b><i>A great deal of knowledge</i></b>	<b>0</b>	<b>0%</b>	<b>1</b>	<b>20%</b>	<b>+20</b>
<i>Completion Rate</i>	5	100%	5	100%	

After attending the event:

- Only 20% endorsed they were at likely to do a reactive GD if they see a high-risk or potentially high-risk situation after the training. No participants were very likely to, and 80% were not sure. Given this is an overview, it is likely there was not sufficient dosage of the curriculum or opportunities to build confidence in performing such bystander actions. This is not an unexpected finding.
- 100% endorsed they were at least likely to do a proactive GD after attending the training.
- 100% said they would recommend this overview to a friend, colleague, or family member.

Survey respondents were asked what they liked most about the Green Dot Overview and they shared:

- "Trainer did a good job with real scenarios that was helpful."
- "Short, lots of info."
- "Easy steps to follow."
- "Good presentation."

When asked what they liked least, respondents did not opt to input any responses other than two which stated, "nothing." When asked what they believe is possible as a result of Green Dot in their community, they shared:

- "That our neighborhoods are safer."
- "Helping people"
- "Everyone can do something."

During the primary prevention funding, LeeShore Prevention staff coordinated several GD Bystander Trainings, 19 community members completed the full training and completed the GD Training Survey (response rate: 100%). Most respondents were women ( $n = 13, 68\%$ ); 42% were

between the ages of 18-20 years, 26% were 21-24 years, 26% were between 25-44 years, and 5% were between the ages of 45 and 65 years of age. Survey respondents expressed being satisfied (11%) or very satisfied (80%) with the training.

- 100% of respondents indicated increased knowledge of bystander's role in addressing power-based violence after the training.
- 100% indicated increased knowledge of how to identify potentially high-risk situations.
- 100% also indicated increased knowledge of what stops themselves or others from intervening in high-risk situations.
- 100% indicated increased knowledge of warning signs of DV.
- 100% reported increased knowledge of warning signs of SA.

In terms of skill change, most participants reported greater skills in navigating interventions and conversations with others around DV/SA

- 100% reported an increase in their skill to initiate safe intervention strategies.
- 100% also reported greater skill in how to have conversations with friends, family, or community members about violence prevention.

After attending the event:

- 100% indicated they were very likely to do a reactive GD if they see a high-risk or potentially high-risk situation after the training.
- 75% said they were very likely, and 25% said they would be likely to do a proactive GD after attending the training.

Adult GD survey respondents also shared what they were most satisfied with about this training.

"It was very extensive."	"Very thorough, very fun and enjoyable."	"Great information."
"Great program – easy to learn."	"The training opened my eyes to the reality of the problem while giving hope to TAKE ACTION"	

Survey respondents were asked what they liked most about the Green Dot Overview and shared positive reflections on the engagement and interactivity of the training. They also found the diversity of scenarios and situations provided very helpful. Positive feedback was also provided about the trainers themselves, "Trainers [did a] great job."

"How they gave us a lot of possible situations and how to react so we're now **better prepared.**"

"Talking with the group, group activities and learning more or how to stop DV."

"I liked learning about things I didn't know that I could do now."

"**Interactivity**, the training also hit close to home so it was very important"

"Self-care & Involvement. That the **instructors acknowledged denial+barriers/met us where we were+helped us grow.**"

When asked what they liked least, respondents primarily entered responses declining any aspects they did not like, "I liked the whole thing." "Nothing it was all fabulous as usual." and "Can't think of any negative feedback. You all are pretty cool." Other feedback provided was related to the conditions of the room in which the training was hosted. Several respondents noted a discomfort in the physical space. Additionally a few recommended providing additional interactivity or information.

- "Some sections were a little dull, but very few."
- "Situations could have a little more detail."

When asked what they believe is possible as a result of Green Dot in their community, they shared:

"Now that we know how little people intervene in big groups **we'll be the ones to step in** since we know how."

"**Widespread awareness, community involvement conscious behavior.**"

"Even the people who feel forgotten could/will recognize that their voice matters, and they are also responsible as community members."

“That violence can be reduced - possibly end if we act as a whole.”

“Yes, I believe it is possible! I like if everyone can pick up trash and throw it the world would be cleaner. In other words if everyone put each other in their shoes, they would know.”

“Safer, healthier community.”

When asked if they would recommend the training to others, respondents shared:

- “Yes, 100% it was helpful and everyone learned a lot.”
- “Yes, the more folks that are aware (not in denial[sic]), the more likely green dots will flood the Kenai.”
- “Yes, I think everyone should feel the need to intervene.”
- “Yes, if you impact so many people or even change one person life.”
- “Yes! We should all know how to stop PBV and how to help.”

Survey findings of the adult GD Bystander Training, align similarly with youth results obtained from the School Presentation surveys. Both populations, youth and adults gained valuable knowledge and information related to community resources, evidenced improvements in identifying healthy relationships, warning signs, and reporting greater knowledge about strategies to intervene and communicate related to potentially risky or harmful situations. Following these strategies, both populations also endorsed greater willingness to intervene. Both groups also requested additional opportunities to practice skills and dive deeper into the actions and behaviors these programs are promoting. These findings also support an indication that local community youth and adult are at an increased readiness to prevention DV and SV.

Also in 2019, PPOP worked with “You and I for the Kenai”<sup>3</sup> to record a GD podcast. This increased the scale and promotion of what GD is and how community members could learn more and become involved. The podcast can be found on Sound Cloud, Spotify, and iTunes. By June 2020, the podcast entitled *Green Dot: The Everyday Way to a Violence Free Community* amassed 151 plays. PPOP continues to promote the podcast at various community events and venues.

<sup>3</sup> <https://open.spotify.com/show/3eO3bEAWvfJTTrbDGM5gtcj>

# Objectives Summary Table

Objective	Results
1.1 By August 2019, 10% of the community will have been exposed to the "Did You Know" campaign.	Complete
1.2 By December 2020 15% of the community members can define and recognize ACES, TDV, IPV, and SA.	Complete
1.3 By June 2024, 25% of community members will have attended annual education and awareness events.	In Progress
2.1 By June 2021, 25% of Central Kenai Peninsula middle and high school youth have participated in a class and/or event that exposed them to educational information about healthy relationships.	Complete
2.2 By June 2021, 25% Central Kenai Peninsula middle and high school youth have been exposed to information about supportive resources available in the community.	Complete
2.3 By June 2024 10% of Central Kenai Peninsula middle/high school students will have access to leadership opportunities.	In progress
2.4 By June 2021 15% of Central Kenai Peninsula pre k/elementary school students have been exposed to one or all presentations about friendship skills, conflict resolution, anti-bullying, and empathy building.	Nearly Complete
3.1 By January 2021 increase community's bystander intervention training team by four additional certified community trainers.	Complete
3.2 By January 2022 15% of community members have an increased understanding of the impacts IPV, TDV, and SA in our community.	Complete
3.3 By December 2023 75% of community members have access to education and resources about bystander intervention.	In Progress



3.4 By January 2024 20% of community members are taking a proactive bystander role in the community.

In Progress

# Risk and Protective Factors

Risk and protective factors are those factors that are associated with a greater likelihood, or decreased likelihood of experiencing or perpetrating IPV. One tool for measuring the effectiveness of prevention strategies has been to understand the increase or decrease in risk and protective factors within a community. While it is challenging to draw direct associations between prevention strategies and initiatives with changes in community indicators, it can be an effective barometer of overall community adjustments that contribute to or restrict prevention efforts.

Individual risk factors associated with intimate partner violence include, but are not limited to:

- Poor neighborhood support and connectedness.
- Cultural norms that support aggression toward others.

Individual protective factors associated with intimate partner violence include, but are not limited to:

- Coordination of resources and services among community agencies.
- Community cohesiveness and connectedness.
- Social connectedness.

The Youth Risk Behavior Survey is a tool used to collect data on indicators that align with the risk and protective factors of IPV. The table below outlines a few indicators that are being monitored by the state and local communities to assess change. The LeeShore Prevention Coordinator has increasingly been developing capacity and aligning understanding and work within a shared risk and protective factor framework. SPS provided support and consultation around utilizing some existing statewide databases such as the YRBS, to understand and examine trends related to state and local IPV risk and protective factors.

## Secondary Data Indicators: DV/SV Risk & Protective Factors

Risk or Protective Factor	Indicator	AK Statewide 2019	Kenai Public School Data			
			2015	2017	2019	% Pt Change (2015 – 2019)
<b>Connection to family, positive and warm parent-youth relationships, parental interest in youth school and social relationships.</b>	Percentage of students who had at least one parent who talked with them about what they were doing in school about every day. <i>Source: YRBS</i>	38%	43%	44%	48%	+5 Percentage Points
<b>Engagement with meaningful activities</b>	Percentage of students who take part in organized after school, evening, or weekend activities on one or more days during an average week. <i>Source: YRBS</i>	57%	55%	57%	59%	+4 Percentage Points
<b>Positive connections with other adults</b>	Percentage of students who are comfortable seeking help from 3+ adults. <i>Source: YRBS</i>	49%	49%	49%	50%	+1 Percentage Point
<b>Feeling valued and mattering to others.</b>	Percentage of students who endorse they agree or strongly agree they matter in the community. <i>Source: YRBS</i>	48%	49%	50%	48%	-1 Percentage Point
<b>Sexual violence and coercive dating violence victimization</b>	Among students who dated or went out with someone, the percentage who had been forced by someone they were dating or going out with to do sexual things they did not want to during the past 12 months. <i>Source: YRBS</i>	7%	11%	7%	-	-4 Percentage Points

# Challenges Related to COVID-19 Adaptations

COVID-19 is contributing to short-term and far-reaching implications and is having an impact on how prevention is being implemented. Decision-making and innovations are being made by our agency and coalition regarding how to best move forward. As the pandemic has spread, we are all facing new stresses and challenges, including physical and psychological health risks, school and business closures, family confinement, isolation, and economic vulnerability. In response to these emerging challenges and new contexts, we are strategically re-organizing how we work and how we continue to increase awareness and prevention. We have already increased our presence on our social media platforms and local radio stations.

The COVID-19 pandemic presented various challenges to prevention program implementation throughout SFY 2019 and 2020. School closures, shelter-in-place protocols, social distancing mandates, and the cancellation of after school activities led to implementation and evaluation challenges. Several planned community activities and events throughout SFYs 2019-2020 were cancelled or postponed.

Initially, it was feared the pandemic would only have negative effects. However, there were also unexpected opportunities that arose due to the necessary shifts that had to be made to accommodate the unprecedented impact of COVID-19. Throughout the end of SFY2019 and during SFY2020 staff at LeeShore and the PPOP partners sought to address the challenges presented by COVID-19, including:

- Transitioning in-person delivery methods to alternative modes (i.e., video conferencing, videos) and purchased appropriate subscriptions and services to accommodate virtual training, presentations, and other events
- Sustaining strategies by offering by adapting program delivery (e.g., GD)
- PPOP and Change 4 the Kenai Coalitions have met less regularly because of the shelter-in-place policies. However, coalition members have developed additional training opportunities focused on building resilience in children and adults – emphasizing a multigenerational approach. This training will be integrated into ongoing ACE’s and DYK trainings for our local childcare providers. We are now able to offer this training to childcare provider virtually via ZOOM.
- This year GD overviews, and bystander trainings were scheduled for Spring, but requires a group setting and consequently were cancelled. In response, PPOP and LeeShore Center prevention staff are currently developing prevention and bystander-focused videos to share on our social media platforms and website. Our hope is by offering these engagements via an electronic format we can continue to disseminate prevention

messaging and increase community awareness, knowledge, and increase pro-social behaviors related to IPV, SV, and TDV prevention.

Due to COVID-19 many of the events and opportunities utilized to promote prevention have been cancelled. As Alaska begins to re-open community gatherings and events, such as the Wednesday Market we recognize this as an opportunity. Currently, LeeShore Prevention staff have resumed a presence at these events and are promoting DYK, GD, and primary prevention programming throughout Kenai and surrounding communities.

The LeeShore Center host's the Annual Choose Respect March. This is a large group gathering and another opportunity to share prevention messaging. However, it was cancelled in response to local and national concerns regarding transmission of COVID-19. For the past 35 years The LeeShore Center has also held The Kenai Peninsula Run for Women, this is an annual awareness event where we could connect with community members and promote prevention.

The cancellation of these events has limited community engagement and reduced our ability to actively promote and implement our prevention initiatives and activities. PPOP will continue to utilize social media platforms and other virtual opportunities to ensure community engagement continues.

# Conclusions

The LeeShore Center in collaboration with PPOP have experienced success in meeting objectives and building capacity for the implementation and evaluation of DV/SV Primary Prevention Programming.

By enhancing local capacity to implement and evaluate its efforts, while also sustaining and scaffolding additional activities each year, PPOP is steadily building IPV, SV, and TDV comprehensive prevention programming. Community reception and engagement has been overwhelmingly positive and qualitative findings indicate the community is ready for more intensive strategy and action. In addition to building local community awareness over the grant period, PPOP increased the reach of primary prevention programming by leveraging school partnerships and sustaining engagement through virtual offerings. In collaboration with PPOP, the LeeShore Prevention staff have also strengthened community partnerships with agencies addressing similar shared risk and protective factors. This has positioned them to transform and merge coalitions and efforts to better advocate for primary prevention of multiple forms of violence, including DV and SV. Moreover, through this project LeeShore Prevention staff have contributed to other initiatives promoting protective factors, multigenerational and trauma-informed approaches, all of which support a healthy, thriving Kenai community.

Disruptions by COVID-19 were transformed into opportunities and LeeShore and PPOP reimagined the work and explored new innovative ways to connect, communicate, spread awareness, and promote prevention. PPOP determined the DYK campaign aligns and complements the GD strategy; finding of this report also indicate similar outcomes associated with these strategies. DYK provides critical information regarding the warning signs of IPV, SV, and TDV and local knowledge about the prevalence of the issue. Providing this contextual information has encouraged community members to ask questions, attend another event, volunteer, and perhaps encouraged them to become active in creating a safer community for all; thus, actualizing the goals set forth by LeeShore's DV/SV Primary Prevention Plan.

The GD strategy has provided active, skills-based opportunities for community members to learn bystander behaviors, ways to intervene in risky situations, and better understand the complexities of intervening and preventing IPV, SV, and TDV. This strategy was growing during the early years of implementation and achieving intended outcomes; however, COVID-19 limited implementation and resources were reallocated to develop and disseminate informational pieces that could be broadly accessed. These podcasts and resources are increasingly getting recognition and use throughout the community to promote primary prevention of DV/SV as well as attract attention to PPOP and LeeShore's initiatives.

A significant success attributed to the collective efforts and DV and SV primary prevention programming implemented, is increased collaboration and in-roads with the local school district. LeeShore Center's Prevention Coordinate met with the Kenai Peninsula Borough School District's (KPBSD) Curriculum Coordinator recently to outline what actions are currently taken place to support Alaska's Safe Children's Act and how LeeShore or PPOP can provide additional support to schools around these difficult topics and to support youth. LeeShore increasingly accessed

local schools to deliver complementary healthy relationships presentations and student survey findings indicate achieved gains in knowledge and ability to navigate healthy relationships and seek help. Through this enhanced cooperation, discussions have occurred about how to utilize early release and in-service days to advance prevention messaging and activities and how to promote protective factors for youth and KPBSD staff and faculty.

The LeeShore Center's Youth Outreach Advocate provides teachers and school counselors with information and resources for supporting students in learning about healthy relationships, building self-esteem, reducing, responding, and preventing bullying. LeeShore Prevention staff will continue to strengthen relationships with KPBSD and identify opportunities to collaborate in the years to come.

Lastly, PPOP created and maintained a social media presence (i.e., website, Facebook, Instagram) to spread prevention messaging, prevention programming opportunities, and reach additional community members. PPOP recognizes social media platforms, especially in the current climate of social distancing due to COVID-19, that many in Kenai and surrounding communities are turning to and relying on social media to meaningfully engage. In the coming years, PPOP will continue to utilize this avenue for information dissemination in conjunction with the website to spread awareness and DV/SV primary prevention messaging.

Taken together, the narrative provided and evaluation results of Lee Shore's DV and SV primary prevention programming indicate Kenai implemented, sustained, grew, and innovated. All of the objectives set form in SFY 2017 evidenced incremental success, with most being achieved despite unanticipated challenges and a pandemic.

# Recommendations

1. Continue to engage local community members in primary prevention efforts by sharing what you are doing, delivering, learning, and hearing from those involved, and invite participation in exploring how DV/SV primary prevention efforts can be expanded and what impacts it is having, and has potential to have in the Kenai and surrounding communities.
2. Advocate for additional prevention funding and resources. While the current CR funding has contributed greatly to establishing baseline DV/SV primary prevention capacity, supported the development of strategic plans, funded programming and evaluation, the results indicate the community's readiness may be increasing and additional strategies and offerings are likely sustaining and grow gains related to promoting protective communities and reducing DV and SV.
3. Continue to collaborate with the school district and identify opportunities to promote prevention and teach healthy relationship skills to youth. Leverage growing partnership with the school district to identify opportunities for training teachers, administrators, and other staff in DV and SV primary prevention and healthy relationships. Additionally, this strategy is primed for increasing the comprehensiveness of existing primary prevention programming by engaging with parents or caregivers and providing information on supporting youth in having healthy relationships, as well as providing skills-based communication support in having conversations with youth.
4. Explore options for sustaining the engagement of the Youth Outreach Advocate during the school year considering the uncertain school start date and openings. Consider ways or online learning portals or other tools, either within PPOP's resources or the local school district that might be leveraged to sustain important trainings and presentations about healthy relationships, community resources, opportunities to become involved, and bystander trainings.
5. Youth are requesting additional information about volunteering and leadership. Respond to this demand by recruiting youth leaders to support coalition and prevention programming work in the local community. It may be possible to form a youth committee within the existing coalition to invite youth representation and input in future primary prevention programming and other community work focused on building protective factors. Support youth and young leaders in applying for opportunities to support existing prevention work (i.e., coalition engagement, peer mentors) and statewide activities and grant programs for youth (e.g., LeadOn).



# Appendices



# Appendix A: Logic Model

Program: SKP DV/SV Primary Prevention Programming

Inputs	Activities	Outputs	Outcomes		
			Short-term (within 1 year)	Intermediate (1-2 years)	Long-term (3+ years)
<ul style="list-style-type: none"> <li>≡ Hire Prevention Coordinator</li> <li>≡ Funds</li> <li>≡ Community stakeholders and leaders</li> <li>Evaluation tools for activities</li> </ul>	<ul style="list-style-type: none"> <li>≡ Did You Know</li> <li>≡ Participation in Community Education, Awareness, and other events</li> <li>≡ Choose Respect</li> <li>≡ The 4<sup>th</sup> R Ophelia Project</li> </ul>	<ul style="list-style-type: none"> <li>≡ Training for community agencies and providers</li> <li>≡ Curricula/program materials / program starter kits</li> <li>≡ Capacity, administrative support</li> <li>≡ Awareness Campaign (brochures, posters, website, social media, podcast)</li> </ul>	<ul style="list-style-type: none"> <li>≡ 10% of community is exposed to DYK information</li> <li>≡ Increase bystander intervention trainers</li> <li>≡ Increase knowledge about Prevention in CKP</li> </ul>	<ul style="list-style-type: none"> <li>≡ 15% of community members can define and recognize ACEs, IPV, TDV, and SA</li> <li>≡ 25% of CKP youth have been exposed to information about healthy relationships and community resources</li> <li>≡ Increased youth leadership opportunities</li> <li>≡ Increase bystander intervention trainers</li> </ul>	<ul style="list-style-type: none"> <li>≡ Informed and educated community that supports safe and healthy relationship</li> <li>≡ Youth recognize their individual power to choose the nature of their relationship and identify component of healthy relationship</li> <li>≡ Community takes active bystander role, promoting a safe and healthy community</li> </ul>

# Appendix B: Evaluation Workplan

Goal	Objective	Activity	Inputs	Outputs	Outcomes	Outcome Measures	Who collects eval data	When data collected	Who analyzes the data
Informed and educated community that supports safe and healthy relationships. Youth recognize their individual power to choose the nature of their relationships and identify the components that make up healthy relationships.	By August 2019 10% of the community will have been exposed to the "Did You Know" (DYK) information .	<i>Did you Know Campaign</i>  Community Outreach Events (e.g., Saturday Market)  Choose Respect	2019 Ongoing	Development of DYK campaign materials  # of events promoting DYK  # of materials distributed	Change in community knowledge of DYK information  # of community members exposed to DYK	DYK Survey	Lee Shore Prevention Coordinator	Ongoing, after all events	SPS
	By December 2020 15% of community members can define, and recognize ACEs, IPV, TDV, And SA.	<i>Did you Know Campaign</i>  Community Outreach Events  Choose Respect	2020 Ongoing	Development of information materials  # of community events providing this information	Change in number of community members ability to define and recognize violence and trauma	DYK Survey	Lee Shore Prevention Coordinator	Ongoing, after all events	SPS
	By June 2024 25% of community members will have attended annual education and awareness events.	<i>Did you Know Campaign</i>  Community Outreach Events	2021 Ongoing	Development of educational materials  # of community events	Change in community member representation in education and awareness events centered around prevention	Records Review  DYK Survey	Lee Shore Prevention Coordinator	Ongoing, after all events	SPS

	Choose Respect		# of community attendees					
	Baby Box Subscription							
By June 2021 25% of Central Kenai Peninsula middle/high school youth have participated in a class and/or event that exposed them to educational information about healthy relationships.	The 4 <sup>th</sup> R  Ophelia Project  <i>Did you Know</i> Campaign  Community Outreach Events	June 2021	# of middle and high school youth participants  # of healthy relationship educational courses delivered	Increase youth exposure to information about health relationships	Records Review  Observations, Process notes  School Presentation Survey	Lee Shore Prevention Coordinator & Kelly Deitsch	Ongoing, following the training completion	SPS
By June 2021 25% of Central Kenai Peninsula middle/high school students will have been exposed to information about supportive resources available in the community.	The 4 <sup>th</sup> R  Ophelia Project  <i>Did you Know</i> Campaign  Community Outreach Events	June 2021	# of youth receiving information about community resources	Increase youth exposure to supportive services in the community	Records Review  School Presentation Survey	Lee Shore Prevention Coordinator & Kelly Deitsch	Ongoing, following the training completion	SPS
NEW GOAL – Youth feel that they matter in their community.	LeadOn!  Youth Peer Educators							

		Youth Coalition Leaders							
	By June 2024 10% of Central Kenai Peninsula middle/high school students will have access to leadership opportunities.	The 4 <sup>th</sup> R  Ophelia Project  <i>Did you Know</i> Campaign  Community Outreach Events  Lead On!	June 2024	# of youth assuming leadership positions in the community  # of events and opportunities that are youth-focused and, number that are youth-led	Increase opportunities for youth to assume leadership	Records Review	Lee Shore Prevention Coordinator & Kelly Deitsch	Ongoing	SPS
	By June 2021 15% of Central Kenai Peninsula pre k/elementary school students have been exposed to one or all presentations about friendship skills, conflict resolution, anti-bullying, and empathy building.	The 4 <sup>th</sup> R and other prevention-focused school presentations  Ophelia Project	June 2021			TBD	Lee Shore Prevention Coordinator & Kelly Deitsch		SPS
Community that takes an active	By January 2021 increase community'	Green Dot	January 2021	# of train the trainer workshops	Increase the number of certified GD trainers	Green Dot Overview Survey	Lee Shore Prev	Ongoing, following	SPS

bystander role, promoting a safe and healthy community.	s bystander intervention training team by four additional certified community trainers.			# of trainers on the bystander training team			enti on Coordinator	train-the-trainers	
	By January 2022 15% of community members have an increased understanding of the impacts IPV, TDV, and SA in our community.	Green Dot  <i>Did you Know</i> Campaign  Community Outreach Events	January 2022	# of community events  # of videos, PSAs, or other materials to enhance understanding (e.g., Facebook posts)  # of site visitors to PPOP / Prevention website	Increase the number of community members who understand the impacts of violence	Green Dot Overview Survey	Lee Shore Prevention Coordinator	Ongoing	SPS
	By December 2023 75% of community members have access to education and resources about bystander intervention.	Green Dot  <i>Did you Know</i> Campaign  Community Outreach Events	December 2023	# of FB posts		TBD – GD Survey	Lee Shore Prevention Coordinator	Ongoing	SPS
	By January 2024 20% of community members are taking a proactive	Green Dot  <i>Did you Know</i> Campaign	January 2024	# of community members reporting proactive bystander behaviors		TBD – GD Survey or other	Lee Shore Prevention Coordinator	Ongoing	SPS

	bystander role in the community.	Communit y Outreach Events						rdin ator		
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# Appendix C: Evaluation Tools

## Green Dot Overview Survey

GD Overview Survey \_ Kenai

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Welcome & Informed Consent

Would you like to give feedback?

Yes, show me the questions!

No.

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What day did you attend the Green Dot Overview talk?

---

I am satisfied with the training received.

Strongly disagree

Disagree

Agree

Strongly Agree

Comments:

Please read each statement below and rate your knowledge.

First rate your knowledge now, AFTER attending the Green Dot Overview Talk. Then rate where things were BEFORE attending the training.

The role of the bystander in addressing power-based personal violence.

How to identify potentially high-risk situation(s).

The things that make it hard to intervene.

Safe intervention strategies if I see a situation that looks high risk or potentially high risk.



How to start a conversation with friends, family, or community members about violence prevention.

AFTER

- Very little knowledge
- A little knowledge
- Some knowledge
- A moderate amount of knowledge
- A great deal of knowledge

BEFORE

- Very little knowledge
- A little knowledge
- Some knowledge
- A moderate amount of knowledge
- A great deal of knowledge

---

Survey & Open Ended

After attending this training, how likely are you to...

Do a reactive Green Dot (Direct, Distract, Delegate) if you see a high-risk or potentially high-risk situation?

- Very unlikely
- Unlikely
- Not sure
- Likely
- Very likely

Do a proactive Green Dot (have a conversation, post something on social media or in your signature line, wear a pin or button)?

- Very unlikely
- Unlikely

- ( ) Not sure
- ( ) Likely
- ( ) Very likely

What did you like most about the Green Dot Overview training?

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What did you like least about the training?

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What do you believe is possible as a result of Green Dot in our community?

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Are you likely to recommend this training to a friend, colleague, or family member? Please explain why, or why not.

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## Demographic Questions

I identify my gender as:

Man

Woman

Other - Write In: \_\_\_\_\_

Which age group do you fall in?

Under 18 years old

18 - 24 years old

25 - 29 years old

30 - 39 years old

40 - 49 years old

50 - 59 years old

60 - 69 years old

70 years or older

Have you participated in a class, event, or training that gave information about healthy relationships?

Yes

No

I don't know or can't recall.

Do you have any last comments or feedback to share about the Green Dot Overview training?

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Thank You!

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### School Presentation Survey 2020

Topic: _____													
Date: _____						School: _____							
Grade: 9 10 11 12						Gender: Male							
						Female							
For each of the topics listed below, please check the box under the number that indicates <u>your level of knowledge both before and after</u> attending the presentation:													
1 = None - have no knowledge of the topic													
2 = Low - know very little about the topic													
3 = Moderate - have basic knowledge, there is more to learn													
4 = High - consider myself very knowledgeable						Knowledge BEFORE The Class				Knowledge AFTER The Class			
How do you rate your knowledge about the following topics:						1	2	3	4	1	2	3	4
Q1. Know healthy ways to handle conflicts in my relationships.													
Q2. Understand what dating violence means.													
Q3. Know how to help myself or a friend in an unhealthy relationship.													
Q4. Know how to identify a person I can talk to about healthy relationships.													
Q5. Know what resources are available for help.													
See other side for additional survey questions													
TOPIC: _____													

Date: _____		School: _____									
Grade: 9 10 11 12		Gender: Male									
Female											
For each of the topics listed below, please check the box under the number that indicates <u>your level of knowledge both before and after</u> attending the presentation:											
1 = None - have no knowledge of the topic											
2 = Low - know very little about the topic											
3 = Moderate - have basic knowledge, there is more to learn											
4 = High - consider myself very knowledgeable		Knowledge BEFORE The Class				Knowledge AFTER The Class					
How do you rate your knowledge about the following topics:		1	2	3	4	1	2	3	4		
Q1. Know healthy ways to handle conflicts in my relationships.											
Q2. Understand what dating violence means.											
Q3. Know how to help myself or a friend in an unhealthy relationship.											
Q4. Know how to identify a person I can talk to about healthy relationships.											
Q5. Know what resources are available for help.											
See other side for additional survey questions											

What did you like most about the presentation?

---

What did you like least about the presentation?

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**Other topics of interest (check boxes that apply):**

More in-depth information on Healthy Relationships

Self-Esteem/Empathy

Coping Strategies

Assertive Communication/Conflict Resolution

Volunteer Opportunities

Leadership Opportunities

What did you like most about the presentation?

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What did you like least about the presentation?

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---

**Other topics of interest (check boxes that apply):**

More in-depth information on Healthy Relationships

Self-Esteem/Empathy

Coping Strategies

Assertive Communication/Conflict Resolution

Volunteer Opportunities

Leadership Opportunities

## DYK Survey

About this Anonymous Survey The Peninsula Points on Prevention (PPOP) Coalition has been sharing information in the community about the prevention of domestic and sexual violence. We would really like to know what you thought, liked, learned, and what we need to change. What you share helps us improve the programming and other offerings sponsored by PPOP.

First rate your knowledge now, AFTER hearing the "Did You Know" information. Then rate where your knowledge was BEFORE.

AFTER experiencing the DYK Campaign (NOW)

BEFORE experiencing the DYK Campaign (THEN)

*Very little knowledge   A little knowledge   Some knowledge   A moderate amount of knowledge   A great deal of knowledge*

1. Identifying the warning signs of adverse childhood experiences (ACEs), teen dating violence (TDV), intimate partner violence (IPV), and sexual assault (SA).
2. The connections between ACEs, TDV, IPV, and SA and other issues such as substance misuse, health disparities, and suicide.
3. How common ACEs, TDV, IPV, and SA are in our community/state.

Read the statement and select your agreement by circling one of the options. Please provide any comments that would help us understand your rating.

I am satisfied with the information I received.      Strongly disagree      Disagree      Agree  
Strongly Agree

About how many domestic violence or sexual assault prevention education or awareness raising events have you attended in the past year? If none, please put "0."

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What did you like most about the information presented? And what information was most helpful to know?

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What did you like least about the Did You Know informational campaign? What could we improve?

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In your opinion, how can you create a safer community?

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I identify my gender as:

Man

Woman

Other - Write In: \_\_\_\_\_

Which age group do you fall in?

Under 18 years old

18 - 24 years old

25 - 29 years old

30 - 39 years old

40 - 49 years old

50 - 59 years old

60 - 69 years old

70 years or older

Thank You!



# Appendix D: Materials, Outputs, etc.

## PPOP Homepage

https://peninsulaprevention.org



325 S. Spruce St., Kenai, AK 99611, US | (907) 283-9479

- HOME
- INFO 4 YOUTH
- POINTERS 4 PARENTS
- GREEN DOT
- DID YOU KNOW
- UPCOMING EVENTS
- MORE ▾



PENINSULA POINTS ON PREVENTION  
POINTING THE WAY TO A SAFER COMMUNITY!



# DYK Online Tools



**Did You Know?** Adverse Childhood Experiences

Statistics

What Is It

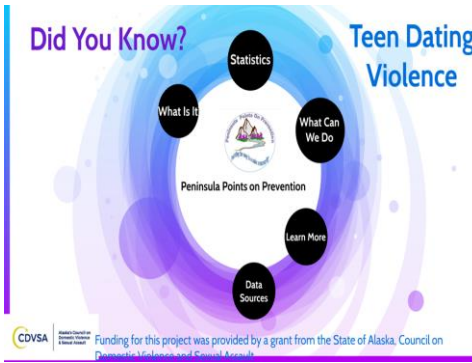
What Can We Do

Peninsula Points on Prevention

Learn More

Take a Survey

CDVSA



**Did You Know?** Teen Dating Violence

Statistics

What Is It

What Can We Do

Peninsula Points on Prevention

Learn More

Data Sources

CDVSA

Funding for this project was provided by a grant from the State of Alaska, Council on Domestic Violence and Sexual Assault



**Did You Know?** Intimate Partner Violence

Statistics

What Is It

What Can We Do

Peninsula Points on Prevention

Learn More

CDVSA

Funding for this project was provided by a grant from the State of Alaska, Council on Domestic Violence and Sexual Assault



**Did You Know?** Sexual Assault

Statistics

What Is It

What Can We Do

Peninsula Points on Prevention

Learn More

CDVSA

**CHOOSE RESPECT**

**Date: 03/25/2021**

**Time: 2:00 pm–4:00 pm**

**Live Virtual Event – Alaskans Choose Respect:  
A Community Conversation**

On March 25, 2021, 2:00pm to 4:00pm there will be a statewide virtual event. There will be a video showcasing individuals from around our state sharing why choosing respect is important to them. We will feature two keynote speakers, **Doug Modig** and **Christina Love** and a panel of professionals working in programs that respond to and prevent domestic and sexual violence.

**JOIN US!!!!**

<https://andvsa.zoom.us/j/9075863650>



Together, we are sending messages of hope and healing to the many who have suffered from crimes of violence and to help engage communities in effective strategies to prevent violence in the future.

Find Out More at:

- <http://peninsulaprevention.org/>
- <https://leeshoreak.org/>
- <https://www.saferanchorage-aavp.org/>
- <https://www.hope4pow.org/>
- <http://www.safebristolbay.org/>
- <https://safefairbanks.org/>

And on Facebook:

- <https://www.facebook.com/SaferAnchorage>
- <https://www.facebook.com/AWAIC>
- <https://www.facebook.com/TheLeeShoreCenter>
- <https://www.facebook.com/tiffany.mills.980315> (Hope on POW)
- <https://www.facebook.com/safebristolbay>
- <https://www.instagram.com/safebristolbay/>

Contact Renee Lipps for more information.  
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Cell: (907) 395-7269

