



Peninsula Points on Prevention: Evaluation Report FY 19

The LeeShore Center
Kenai Peninsula, AK



Prepared by Strategic Prevention Solutions & LeeShore Staff



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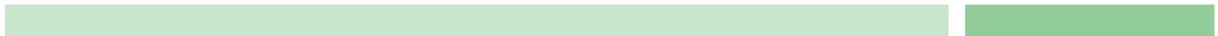


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INTRODUCTION AND OVERVIEW

Acknowledgements

A special thank you to the State of Alaska, Department of Public Safety, Council on Domestic Violence and Sexual Assault for their funding to support prevention planning in our community. Thank you to The LeeShore Center Leadership for recognizing the value in preventing power-based violence. Their support with implementation of primary prevention strategies on the Central Kenai Peninsula is greatly appreciated.

Renee Lipps, Prevention Coordinator with The LeeShore Center and facilitator of Peninsula Points on Prevention Coalition would also like to thank Strategic Prevention Solutions for the technical assistance and evaluation support including the completion of this report.

Lastly, LeeShore would like to express appreciation and gratitude to members of the Central Kenai Peninsula's Peninsula Points on Prevention Coalition, who participated in the identification and development of valuable evaluation tools, gathered critical data, and provided support in reviewing and finalizing this report. A special thank you to Kelly Dietsch, Ashley Blatchford, Shari Connor, and Leslie Felts. Thank you Jennifer Hanson for providing the photo used in this report.



INTRODUCTION AND OVERVIEW

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Introduction

In October of 2017, The LeeShore Center received 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 is a three-year grant focused on primary prevention of teen dating violence (TDV), intimate partner violence (IPV), and sexual assault (SA). The funding was designed to support local efforts to enhance current prevention efforts in the community, as well as support building additional capacity for prevention within Alaskan communities. The LeeShore Center has utilized this funding to incorporate additional efforts to bring a higher level of awareness and education of TDV, IPV, and SA into existing partners' prevention work; develop a community-based primary prevention coalition; and expand efforts around community awareness and education to include school-based education. As a part of this grant, The LeeShore Center's Prevention Coordinator convenes and facilitates the Peninsula Points on Prevention Coalition (PPOP). The coalition has completed several community assessments utilized to evaluate the community's readiness and resources to prevent TDV, IPV, and SA. The findings of these assessments were used by PPOP to identify local needs, annual objectives, and develop a multi-year prevention plan.

The vision of PPOP is to ensure education and resources are readily available fostering a safe, supportive and healthy community in the Kenai Peninsula. To actualize this vision the following strategies and activities were implemented:

- **“Did You Know” (DYK)** is a local media campaign that was developed to increase the level of awareness of community members concerning power-based violence. The campaign aims to help community members understand some of the warning signs associated with TDV, IPV, and SA; potential long-term consequences; the prevalence within our state and community (when data was available); the intersections with many of the other challenging issues our community is faced with; and identifying protective factors associated with reducing the chances of violence occurring in the first place. In addition to developing interactive activities on the prevention website, the information is shared in Microsoft PowerPoint flipchart form at various venues throughout the community.
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The PPOP and Change 4 the Kenai Coalitions are collaborating and currently designing an infographic for displaying this information. This infographic or other visual information will

be printed and distributed in the community in large and small formats (e.g., posters, pamphlets). Both coalitions will be sharing this information at our local Wednesday Market throughout Summer 2019.

- **Green Dot (GD) 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, SA, domestic violence, stalking, and child abuse. In order 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 members new behaviors through awareness, programming, and education. The community now has five certified GD community trainers who facilitate community overviews and bystander trainings. 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. Bystander trainings are held quarterly.
- **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 District¹. Prior to classes starting, The Youth

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

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Outreach Advocate reaches out to principals, counselors, and teachers to offer support and schedule classroom time at schools in our service area.

- Additionally, the Youth Outreach Advocate implements the **Ophelia Project** to promote 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.
- The LeeShore Center hosts the **Choose Respect** event in the Kenai community on an annual basis. In 2008, through a partnership between CDVSA and the Alaska Network on Domestic Violence and Sexual Assault (ANDVSA), the "Real Alaska Men Choose Respect" campaign emerged with the intention of increasing male engagement and leadership in the work of ending DV and SA. As part of that campaign, former Governor Sean Parnell was asked to film a public service announcement (PSA), along with other Alaskans, to help raise awareness. In December 2009, Gov. Parnell pledged that Alaska would take every step necessary to stop the epidemic of DV, SA, and child sexual abuse in Alaska and began his statewide "Choose Respect Initiative." Since then, PPOP and The LeeShore Center witnessed more and more Alaskans finding the courage to speak and the strength to act. Alaska started with 18 partner communities. By March 2014, more than 170 Alaska communities participated in Choose Respect marches, rallies, and community events.²
- 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 August 2018, PPOP

² <https://dps.alaska.gov/CDVSA/Prevention/Choose-Respect>

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was present and set up a table to share information about primary prevention with the community.

YEAR TWO: HIGHLIGHTS

Year TWO: Highlights

The CR funding supported the implementation and continuation of prevention strategies in Kenai, Alaska. The LeeShore Center in partnership with PPOP have identified annual objectives for each year of funding. Evaluation is ongoing with the support of SPS. Prevention staff, facilitators, and volunteers assist with the administration and collection of information from program participants and others. SPS worked with The LeeShore Center to create and analyze tailored program-specific evaluation tools. This year, information was obtained using a mixed-method approach. Evaluation tools included pre-post surveys, records review, and web analytics (i.e., tracking unique user visits) to name a few.

The findings of the evaluation will be presented in brief and in-depth narrative associated with implementation is provided in the subsequent section.

For FY19, results indicate accomplishment of most annual objectives.

YEAR TWO: HIGHLIGHTS

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

Primary Strategies Used:

- “Did You Know” local media campaign

Objective	Measure	Results	Status
1.1 By August 2019, 10% of the community will have been exposed to the "Did You Know" campaign.	# community members attending DYK presentations # podcast listens	DYK Campaign launched January 2019 6% (455) of community members have been exposed to DYK messaging to date 95% of students (<i>n</i> = 320) indicated better understanding of dating violence	In-Progress Based on current rate, will hit 10% exposure to DYK by October 2019
<i>1.2 By December 2020 15% of the community members can define and recognize ACES, TDV, IPV, and SA</i>	Survey of community members attending DYK presentations	81% of surveyed community members (<i>n</i> = 6) indicated an increased knowledge of how to identify warning signs associated with ACES, TDV, IPV, and SA	In-Progress
<i>1.3 By June 2024, 25% of community members will have attended an annual education and/or awareness event</i>	# community members attending events	Will be assessed over next 5 years.	Pre-implementation

YEAR TWO: HIGHLIGHTS

Goal #2: Youth will recognize their individual power and understand the value of healthy relationships.

Primary strategies used:

- “Did You Know” local media campaign
- Green Dot Alaska
- The Fourth R
- The Ophelia Project (Safe schools)

Objective	Measure	Results	Status
2.3 By June 2019, 10% of Central Kenai Peninsula students have been exposed to DYK campaign.	# students attending DYK presentations	School Outreach Educator was not authorized to introduce DYK information in schools.	Not Achieved Coalition will revise this objective
<i>2.2 By June 2020, 10% of Central Kenai Peninsula students will have had the opportunity to generate media messages about healthy relationships and DV</i>	# of students generating media messages % of students offered opportunity to generate media messages	Will be assessed over next year.	Pre-Implementation
<i>2.1 By June 2022, 100% of Central Kenai Peninsula teachers will have access to information, resources, and support to promote healthy relationships</i>	% of teachers with access to resources # students receiving education and resources Student evaluation surveys	Youth Outreach Educator provided Fourth R and Project Ophelia content to over 2,900 students	Pre-Implementation
<i>2.4 By June 2024, 50% of youth will have access to leadership opportunities on the Central Kenai Peninsula</i>	TBD	Data unavailable. Will be assessed over next 5 years	Pre-Implementation

YEAR TWO: HIGHLIGHTS

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

Primary strategies used:

- Green Dot Alaska

Objective	Measure	Results	Status
3.1 By January 2021, Increase community's bystander intervention training team by four additional certified community trainers	New community trainers certified	3 new community members became certified	In-progress <i>Nearly met</i>
<i>3.2 By January 2022, 15% of community members have an increased understanding of the Impacts of IPV, TDV, and SA in our community</i>	Post training surveys	Will be assessed over next 3 years	Pre-Implementation
<i>3.3 By December 2023, 75% of community members will have access to education and resources about bystander intervention</i>	# community members trained # GD bystander trainings # GD events held	2 GD bystander trainings provided GD information provided at 9 community events 3 personalized GD overviews	In-Progress
<i>3.4 By January 2024, 20% of community members are taking a proactive bystander role in the community</i>	TBD	Will be assessed over next 5 years	Pre-Implementation

YEAR TWO: NARRATIVE

Year Two: Narrative

GOAL #1 WE WILL HAVE AN INFORMED AND EDUCATED COMMUNITY THAT SUPPORTS SAFE AND HEALTHY RELATIONSHIPS.

Overview

In support of this goal PPOP developed the DYK campaign to provide four phases of education: 1) knowledge of potential warning signs of ACES, TDV, IPV, and SA, (also showing them that ACES could be a contributing factor of TDV perpetration or victimization. 2) knowledge of potential long-term consequences that affects individuals over their lifetime, leading to long-term health implications; 3) statistics that support this is a significant issue; and 4) information about what we can do as community members to support safety for all.

The DYK campaign was launched in January 2019 and The LeeShore Center, in partnership with PPOP, developed an interactive TDV tool³ on LeeShore's website to raise awareness about TDV and to promote TDV Awareness Month. At the time of this report, the DYK information has been shared with 455 community members through presentations at local community groups/clubs, community events, and partner agencies all-staff meetings. The information was shared utilizing a brief laminated flip chart style presentation and PowerPoint presentation.

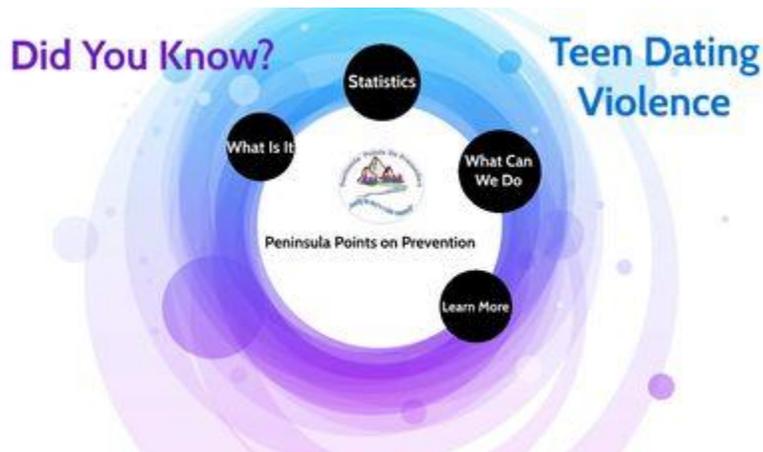
The coalition is currently working on finalizing an infographic of the information presented in the PowerPoint. The infographic will be printed in large format (e.g., posters) and distributed in key locations and at events throughout the community. It is our belief an infographic will be more appealing and increase attendees' interest, engagement, and retention of the information. The development of infographic should provide a useful visual aid at diverse community events and will be an excellent design for a poster.

Three more components of this information, Adverse Childhood Experience (ACES), IPV, and SA have now been added as an interactive tool on the prevention website. This is a new campaign and currently there is limited data, but our intention is to utilize web-analytics to assess the reach of this tool. As we continue to share this information with community members, we will gain a better understanding of changes in knowledge around ACES, TDV, IPV, and SA. Change 4

³ <https://prezi.com/view/aTitP6ddrGFZP0hCNxzu/>

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the Kenai Coalition has ten iPads that we hope to use during community events to survey attendees.



In March 2019, The LeeShore Center hosted the Annual Choose Respect event in our community. We had approximately 55 community members come out to the event to send that incredibly important message that our community chooses respect. The Facilitator of the PPOP Coalition was the guest speaker at the event and shared the DYK campaign and encouraged community members to become a part of creating a safer, healthier community and invited them to become a part of Green Dot.

Community Impact & Next Steps

Since January 2019, a total of 107 community members have visited the prevention website. It is our desire to increase website traffic by promoting the prevention website's interactive DYK tools to the community. Each interactive tool takes less than ten minutes, allowing individuals to review the information when it is convenient for them. We have also partnered with Change 4 the Kenai to be a presence at the Wednesday Market from June through August 2019. This will provide PPOP with an opportunity to share DYK with numerous community members.

PPOP has also recognized that DYK complements the GD strategy. The DYK campaign provides information about warning signs and prevalence and then encourages individuals to be an active part of creating a safer community for all. The GD strategy provides active, skills-based opportunities to learn bystander behaviors. PPOP feels this scaffolding and complimentary

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nature of the programs aids in spreading a consistent and complimentary message in our community around prevention. We will be piloting this approach at community events.

GOAL #2 YOUTH WILL RECOGNIZE THEIR INDIVIDUAL POWER AND UNDERSTAND THE VALUE OF HEALTHY RELATIONSHIPS.

Overview

During the 2018-19 school year, the Youth Outreach Advocate was able to develop relationships with local school principals, counselors, and teachers. She was invited into local schools to provide education about bullying, conflict resolution, healthy/unhealthy relationships, and provide important resource information to students and teachers. One challenge navigated through intentional collaboration has been in serving the diverse needs and programming unique to each school. There has not been a consistent standard utilized within the school district. Rather, each school works individually to cover these incredibly important topics (e.g., conflict resolution, bullying, healthy relationships). Also, not all schools were implementing some form of education tied to the Alaska Safe Child Act.

PPOP hoped that the Youth Outreach Advocate would be able to share the TDV, DYK information with students and invite them to generate some media messages about healthy relationships. Unfortunately, we were not able to get this information approved to be shared in the high schools this fiscal year because the school district has decided not to allow outside presentations until they conclude a reorganization of their approval policy. The LeeShore Center will be continuing to support youth by providing this information out in the community, taking opportunities to speak with youth, and inviting them to generate media messages. The Youth Outreach Advocate will be attending many events throughout the summer and will continue to provide education and resources to community youth. PPOP is eager to start engaging youth in our community and are currently reviewing different ways we may be able to do that, such as holding a youth summit focused on living in a safe community and identifying youth that may be candidates for the Lead on Program and/or Stand Up, Speak Up campaign.

Community Impact & Next Steps

During the last school year, the Youth Outreach Advocate was able to provide education and resources to over 2,900 students in nine local schools utilizing lessons from the Fourth R, with supplements from the Ophelia Project. This was evaluated by a sample of students ($n = 320$)

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completing pre and post surveys. Results of the surveys show 92% of students indicated they knew more ways to handle conflict in their relationships and 95% indicated better understanding of what dating violence means. There was also an increase in skills such as knowing how to help themselves or a friend in an unhealthy relationship (92%), how to identify a safe person they could talk to about healthy relationships (94%), and knowing more resources that are available to help (94%).

We will continue to conduct outreach/education to the youth population through various community events and will be encouraging them to engage in the DYK campaign to promote healthy relationships.

GOAL #3 A COMMUNITY THAT TAKES AN ACTIVE BYSTANDER ROLE, PROMOTING A SAFE AND HEALTHY COMMUNITY.

The Kenai area has been working on implementation of the Green Dot Violence Prevention for several years. The community has struggled to expand with two certified community trainers conducting overviews, bystander trainings and attempting to attend community events to share GD information. In January 2019 three more community members were certified, bringing total number of certified trainers to five. This is a 150% increase in trained GD volunteers. The GD team is now more diverse with representation from the school district, local oil company, and businesses.

Since their certifications we have had two community overviews and one bystander training. This has grown into the GD team now holding a scheduled monthly GD overview in Soldotna the last Tuesday of every month at the Soldotna Public Library. We are also currently exploring additional settings for offering monthly GD events in Kenai, Sterling, and Nikiski.

The larger GD team has attended three community events - this is helpful for our new trainers to get familiar with talking about GD in short form and then inviting them to the next overview or bystander training. From July 2018 through June 2019 the GD team has provided three personalized overviews, two bystander trainings, and attended nine community events to share GD information to a total of 897 individuals in our community having had some exposure to GD information this fiscal year. The GD team utilizes community events to invite community members to the next overview, and/or bystander training.

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In February 2019, PPOP worked with “You and I for the Kenai”⁴ to record a GD podcast. The podcast can be found on Sound Cloud, Spotify, and iTunes. We will continue to promote the podcast at various community events and venues. The LeeShore Center will be unable to obtain data to determine increased levels of bystander knowledge and skill due to lack of post survey at this time but we will be able to determine number of listeners who have received this messaging. Building capacity for evaluation may lead to identifying new ways of evaluating this activity in future years. When individuals take time to listen to the podcast, they may be more likely to engage.

The first GD Bystander Training was in May 2019, which was attended by 7 community members. The training was evaluated using a pre and post survey. With increased GD team training, it is believed that subsequent bystander trainings will have a higher evaluation survey response rate on the utility and importance of collecting evaluation data. To date the sample size is extremely small ($n = 3$), so data should be interpreted extremely cautiously and considered preliminary. Findings included:

- 94% of respondents indicated increased knowledge of bystander's role in addressing partner-based violence;
- 50% indicated increased knowledge of how to identify potentially high-risk situations;
- 58% indicated increased knowledge of warning signs of domestic violence and sexual assault.

After attending the event:

- 100% Indicated they were at least somewhat likely to do a reactive GD; and
- 100% said they were very likely to do a proactive GD.

Community Impact & Next Steps

Although Kenai was one of the selected pilot communities for the GD implementation it has been challenging to sustain momentum. One of the most significant barriers has been staffing and volunteers for implementing activities. We continued to promote GD by conducting community overviews at various times and locations, talking with and distributing information to community members at events, and offering quarterly bystander trainings. Despite these offerings, attendance has been consistently low despite promotion and recruitment efforts.

⁴ <https://open.spotify.com/show/3eO3bEAWvfJTrbDGM5gtcj>

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Through pre/post surveys administered following the overview and bystander trainings it was encouraging to see that individuals were leaving with knowledge of warning signs of power-based violence, had an understanding of what makes it hard to intervene, and were willing to do at least a proactive GD after the training.

In response to the current interest, we will offer quarterly bystander trainings and focus some of our efforts on increasing awareness and promoting this strategy. Additionally, PPOP is planning to reach out to new populations and groups in the community to determine how to most effectively collaborate, promote GD, and increase participation. We will be developing an in-depth activity plan, determining who should be assigned to conduct initial contact (based on subpopulation), and which team members would be the best fit.

The GD team realizes there is still much work to be done to engage our community in becoming active bystanders. We will continue to share, promote, invite, and assess the GD strategy moving forward. We will be reviewing previous activities to determine if they can be built upon or if the development of new activities would be more beneficial. The coalition is also looking at pairing DYK with GD at future overviews and bystander trainings. We know that information in the DYK will be reinforced by GD strategies - DYK can provide information about warning signs and statistics allowing GD to focus on what we can do as community members.

CONCLUSION AND NEXT STEPS

Conclusion

The PPOP coalition realizes violence takes many forms, including IPV, SA, and TDV. These forms of violence are interconnected and often share similar root causes. They can also all take place under one roof, or in a given community or neighborhood and can happen at the same time or at different stages across the lifespan. Understanding the overlapping causes of violence and the things that can protect people and communities is important and can help us better address violence in all its forms. As a coalition, PPOP is dedicated to educating not only our service agencies, but our community at large, sharing information with them on how many of the challenging issues faced by our community today are connected to each other. Prevention efforts work to modify and/or eliminate the events, conditions, situations, or exposure to influences (i.e., risk factors) that can contribute to the incidence of TDV, IPV, and SA and associated injuries, disabilities, and deaths. Additionally, TDV, IPV, and SA prevention efforts address perpetration, victimization, and bystander attitudes and behaviors, and seek to identify and enhance protective factors that impede the initiation of power-based violence in at-risk populations and in the community. It is a community-oriented approach that takes the onus from victims and advocates and encourages the entire community (women, men, and youth) to prevent power-based violence.⁵ This is consistent with our approach and overarching goals for the Kenai.

This year's successes include developing interactive DYK tools for the prevention website, creating a DYK podcast, the Youth Outreach Advocate providing Fourth R and Ophelia Project education and resources, and implementing GD. One of our challenges this year was implementing GD with limited volunteers available and low community attendance in initial trainings. This was partially addressed by three additional community members being trained as GD trainers (an increase of 150%). We have recognized opportunities to utilize DYK messaging in ways that complement our GD strategy. We hope this may encourage community members to attend GD trainings. Another challenge related to the developing relationship with the local school district. Due to the school districts internal processes and current progress with revising curriculum, the school district deciding not to allow DYK content to be presented in classrooms. The coalition will create an action plan to more

⁵ Sexual Violence Prevention: Beginning the Dialogue. Retrieved from: <https://www.cdc.gov/violenceprevention/pdf/svprevention-a.pdf>

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thoroughly address these challenges to work alongside the school district, understand needs, and identify gaps in prevention that can be supported by The LeeShore Center.

NEXT STEPS

- Moving forward it is critical that we continue to utilize DYK to raise awareness, educate and support our community members in engaging in behaviors that promote safety for all. We will be promoting DYK during the Wednesday Market through the summer which will allow us to share it with a variety of subpopulations.
- The PPOP will continue to assess the DYK media campaign to determine if the level of education provided is effective to increase viewers understanding of dating violence.
- The Youth Outreach Advocate will be working in the community over the summer to provide key education and resources to community youth. She will return to the schools in the fall, utilizing the previously approved materials.
- Members of the coalition will be meeting with school district staff in August 2019 to determine if a DYK/GD training can be provided for teachers and administrators.
- The Coalition will reach out to Parent, Teacher Associations in our community next school year to solicit support for providing DYK presentations to students.
- As part of the awareness and call to action efforts the GD team will offer additional GD overviews in our community, hold a quarterly bystander training, share information about the program and invite community members to upcoming trainings or encourage them to invite us to their agency or business to do a training.
- We will promote the GD podcast allowing individuals the freedom to listen on their own time. We are encouraged that the podcast may be able to reach subpopulations that we have not reached.
- The LeeShore Center will be expanding the Run for Women awareness event to include inviting partner agencies to participate via information booths. The LeeShore Center is committed to supporting community member's understanding of how these issues can be connected. PPOP will be using this event to share DYK, GD information. We often see community youth at this event and will utilize it as an opportunity to provide information and resources about healthy relationships.

The PPOP Coalition is working diligently to understand shared risk and protective factors of violence to help us plan how to prevent multiple forms of violence at once. We are focused

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on violence prevention and efforts that currently address only one form of violence and how it can be broadened to address multiple challenges faced by our community to create a positive public health impact. It is time we as a community to begin sharing resources to act on our shared protective factors which could have a significant violence prevention impact in our community.

Lastly, it is the intention of The LeeShore Center to continue receiving and participating in technical assistance and evaluation support for implementing and evaluating its growing power-based violence prevention programming. Next year, we plan to increase the use of evaluation tools and capacity.
