

Introduction

The Interior Prevention Alliance was formed in 2012 when several individuals and agencies came together with a shared interest of working together to prevent domestic violence and sexual assault in the Fairbanks region. The Alliance's vision is for a community free of sexual assault and intimate partner violence that is achieved through community involvement, partnerships, and education. The goal of the Alliance is to bring prevention programs to the Interior Region of Alaska.

The Interior Prevention Alliance includes active representation from the Interior Alaska Center for Non-Violent Living, Fairbanks Public Health, Fairbanks Native Association, Fort Wainwright Sexual Harassment/Assault Response Prevention program (SHARP) and Family Advocacy Program, LEAP, Presbyterian Hospitality House, Planned Parenthood, Thrivalaska, University of Alaska Nanook Diversity and Action Center, Alaska Court System, University of Alaska Fairbanks (UAF) Alaska 4-H Program, Healing Native Hearts, Resource Center for Parents and Children (RCPC) Stevie's Place, and Interior Aids Association.

Since 2012, members of the Interior Prevention Alliance have worked hard together with a great deal of passion and little funding. In 2017 funding was received by the Interior Alaska Center for Non-Violent Living (IACNVL) from the Alaska Department of Public Safety Council on Domestic Violence and Sexual Assault (CDVSA) to allow for comprehensive needs assessment of domestic violence and sexual assault in the Fairbanks North Star Borough (FNSB) and data-driven strategic planning to occur. To facilitate the strategic planning process, IACNVL contracted with the Goldstream Group, a Fairbanks-based consulting firm specializing in helping non-profit community organizations, school districts, tribes, health and social service providers, and universities improve the lives of Alaskans. The Goldstream Group collaborated with staff of IACNVL and Alliance members to facilitate the assessment and strategic planning process including the collection and analysis of both primary and secondary data sources to better understand the needs of the Fairbanks community and surrounding areas for the prevention of domestic violence and sexual assault. This ultimately allowed for data-driven decisions to be made for the Fairbanks community which are based on local, community-level data to identify strategies most likely to effect change.

The Interior Prevention Alliance, IACNVL, and the Goldstream Group would like extend a special thank you to the members of the strategic planning team including Helen Bradley, Susanna Marchuk, Brenda Stanfill, Adele Heath, Courtney Evans, Desiree Baker, Candice Duncan, and Justin Lopez.

Strategic Planning Process

Strategic planning occurred on June 11-12, 2018. Three overarching, long-range goals were developed to guide the strategic planning process. Using these overarching goals as a foundation, the strategic planning team reviewed and prioritized data collected from community readiness assessment key informant interviews, community perceptions surveys, and secondary data sources to identify community-level factors that impact the prevention of domestic violence, sexual assault, and teen dating violence in the Fairbanks community.

Strategies were then identified targeted at changing these community factors using a multi-faceted approach that addresses primary prevention at both the community and individual levels. Short-term objectives (by 2020) and long-term objectives (by 2023) related to the community factors were then developed that will ultimately work towards achieving the three long-range goals and the vision of the Interior Prevention Alliance, as well as help its members measure progress toward these goals.

The remainder of this report summarizes the incidence of domestic violence, sexual assault, and teen dating violence in the Fairbanks community; describes the community factors identified that impact prevention efforts; describes strategies identified to address these community factors at the community and individual levels; outlines objectives to measure progress towards the long-range goals; and shows the relationships between community factors, strategies, long-range goals, and objectives. The appendices include a summary of data supporting each of the community factors, as well as an evaluation plan to measure progress towards the long-range goals and the impact of individual strategies.

Long-Range Goals of the Interior Prevention Alliance 2018 Strategic Plan

- 1. There is broad and accurate understanding about domestic violence, sexual assault, and teen dating violence in the Fairbanks community, and these are seen as community-wide issues that impact all of us.*
- 2. There is community-wide, active support for primary prevention which spans the age spectrum and is led by both women and men.*
- 3. Fairbanks is known as a safe place where violence is not tolerated, and where people talk about healthy relationships.*

Domestic Violence, Sexual Assault, and Teen Dating Violence in the Fairbanks North Star Borough

The Fairbanks North Star Borough (FNSB) is a 7,444 square mile area of Interior Alaska that includes the City of Fairbanks. U.S. Census data show the borough's population is growing, with 2016 American Community Survey 5-Year Estimates placing the current population at 100,150. Over half the population (53.7%) is male, and the percentage of the population 65 and over has increased from 4.6% to 7.8% since the 2000 Census, while the population under 18 has decreased from 30.1% to 24.5%. A total of 84.2% of the population is White, while 11.4% of the population is American Indian or Alaska Native (alone or in combination with another race). U.S. Army Fort Wainwright, Eielson Air Force Base and the University of Alaska Fairbanks (UAF) are all located in the borough, contributing to sizable military and university student populations.

Data demonstrate that domestic violence, sexual assault, and teen dating violence are prevalent in the borough. According to the 2011 UAA Justice Center Alaska Victimization Survey, 44.8% of women in FNSB have ever experienced intimate partner violence, sexual violence, or both in their lifetime, and more than 1 in 20 (5.5%) did in the past year. These numbers rise significantly when looking at the City of Fairbanks specifically, with more than 1 in 10 women (11.5%) experiencing intimate partner violence, sexual violence, or both in the past year, and well over half of women (57%) in their lifetime. Youth Risk Behavior Survey (YRBS) data for the FNSB School District for 2017 show that among high school students in the borough who dated or went out with someone, more than 1 in 11 (9.1%) had been forced by someone they were dating or going out with to do sexual things they did not want to in the past 12 months, and nearly 1 in 14 (6.8%) had been physically hurt on purpose by someone they were dating or going out with in the past 12 months. More than 1 in 12 high school students (8.7%) reported that they had ever been forced to have sexual intercourse when they did not want to.

The impacts on the agencies that serve the borough is clear. In 2017 a total of 970 civil protective order cases (an average of 2.7 per day) were filed in the Fairbanks court, with 808 of these cases related to domestic violence. In 2017 the Fairbanks Police Department received a total of 1,216 calls for assaults - 1,007 of these calls were for domestic violence related assaults, an average of 2.8 calls per day. There were 67 cases of sexual assault, and an additional 48 calls reporting sexual assault where there was no victim or reporting party upon arrival at the scene. In FY 2017 the Resource Center for Parents and Children Stevie's Place saw 27 teens age 13-18 who disclosed sexual assault, excluding cases charged as sexual abuse of a minor or statutory or consensual relationships with an adult. Of 438 cases seen at Stevie's Place in FY 2017, in 37 of these cases the child disclosed exposure to domestic violence. In FY 2017 the Interior Alaska Center for Non-Violent Living (IACNVL) provided a total of 20,640 shelter nights to 322 individuals, including 181 women and 141 children. In addition, in FY 2017 IACNVL responded to 118 adult sexual assault and domestic violence calls from Fairbanks Memorial Hospital.

What Community Factors Impact the Prevention of Domestic Violence, Sexual Assault, and Teen Dating Violence in FNSB?

A review of secondary data collected, themes identified in community readiness assessment key informant interviews, and data collected through community perceptions surveys identified five factors in the community that impact efforts to prevent domestic violence, sexual assault, and teen dating violence in the Fairbanks North Star Borough.

By implementing strategies that work to address these community factors, the Interior Prevention Alliance will be able to work towards achieving its long-range goals and vision. These community factors are summarized in Figure 1 below, and a summary of data sources supporting each community factor can be found in Appendix A.

Figure 1: Summary of Community Factors in the Fairbanks North Star Borough Impacting the Prevention of Domestic Violence, Sexual Assault, and Teen Dating Violence

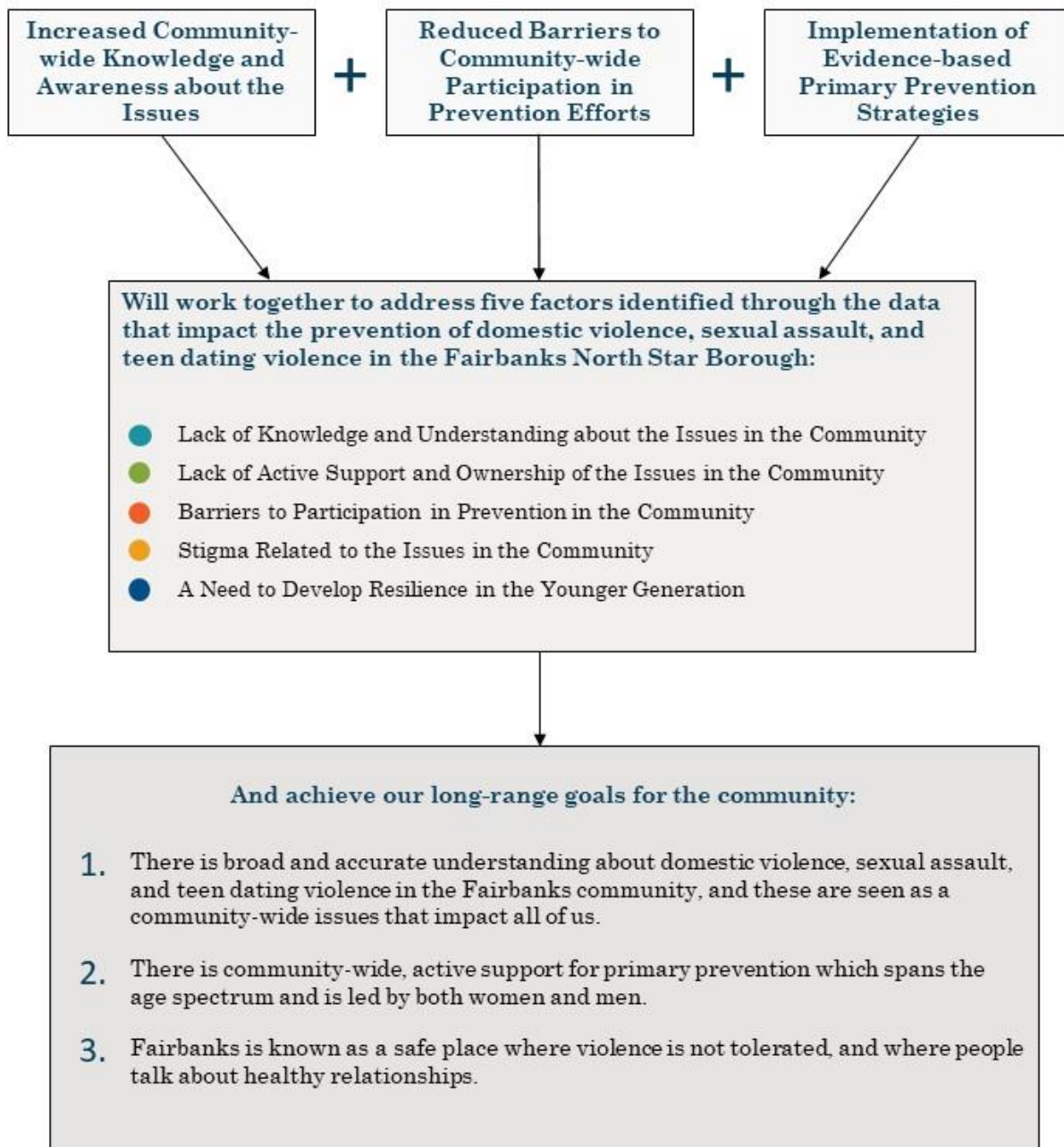
Community Factor	Description and Rationale
<p>Lack of Knowledge and Understanding about the Issues in the Community</p>	<p>Data show there is limited knowledge in the community about the issues of domestic violence, sexual assault, and teen dating violence, including the incidence, causes, impacts, and characteristics of victims and perpetrators. Many community members have inconsistent or incomplete definitions of what comprises these issues, with knowledge limited to physical aspects and legal consequences. By increasing the level of understanding and awareness in the community and correcting any misperceptions that exist, the community will gain a better understanding of the issues and be better poised to take action and support prevention efforts.</p>
<p>Lack of Active Support and Ownership of the Issues in the Community</p>	<p>Data indicate community members and leadership are only passively supportive of addressing the issues at this time – they recognize the issue as a problem but are not motivated to take action. Data also indicate many community members do not feel the issues directly impacts them, and that domestic violence, sexual assault, and teen dating violence are more likely to happen to other people. By working to increase the level of active support for prevention by leadership and community members, prevention efforts will be more likely to succeed.</p>

Community Factor	Description and Rationale
<p>Barriers to Participation in Prevention in the Community</p>	<p>Data indicate that while community members would like to prevent domestic violence, sexual assault, and teen dating violence in FNSB, they don't know how they can help or make a difference. Data also indicate the issues tend to be seen as women's issues, and that it is difficult for men who want to participate in prevention efforts to do so. Identifying and addressing barriers to community participation in prevention efforts will work to ensure prevention efforts reach as well as engage all members of the community, including both women and men. Increased community participation in prevention efforts will subsequently work to raise the level of community awareness and understanding, as well as reduce stigma related to the issue in the community.</p>
<p>Stigma Related to the Issues in the Community</p>	<p>Data indicate there is a stigma in the community related to asking for help for those people who experience domestic violence, sexual assault, and teen dating violence. This stigma may relate to simply talking about the issue, asking for help if someone has been victimized, or asking for help if someone wants to change their own behavior. Increased conversations in the community will work to normalize talking about domestic violence, sexual assault, and teen dating violence, bringing discussions about healthy relationships into the community to develop a culture where violence is not tolerated due to stigma or fear.</p>
<p>A Need to Develop Resilience in the Younger Generation</p>	<p>Data show that many of our youth are exposed to teen dating violence, sexual assault and domestic violence, in addition to a host of other factors known to place youth at risk for violence. Data also point to a need for prevention efforts to start at an early age in order to stop the cycles of domestic violence, sexual assault, and teen dating violence from happening in the community. By building up protective factors and resilience in our youth using evidence-based primary prevention programs, we can work to break this cycle.</p>

How Will We Address the Community Factors to Achieve Our Long-Range Goals?

A multi-faceted approach to prevention that includes strategies working at both the community and individual levels will address the five community factors identified, ultimately leading us to achieve our long-range goals. This is shown in Figure 2.

Figure 2: A Multi-Faceted Approach to Prevention



What Strategies Will Be Implemented in the Community?

Specific strategies have been identified at both the community and the individual levels to address the five community factors identified. These strategies are summarized in Figure 3.

Figure 3: Strategies to Be Implemented in the Fairbanks Community

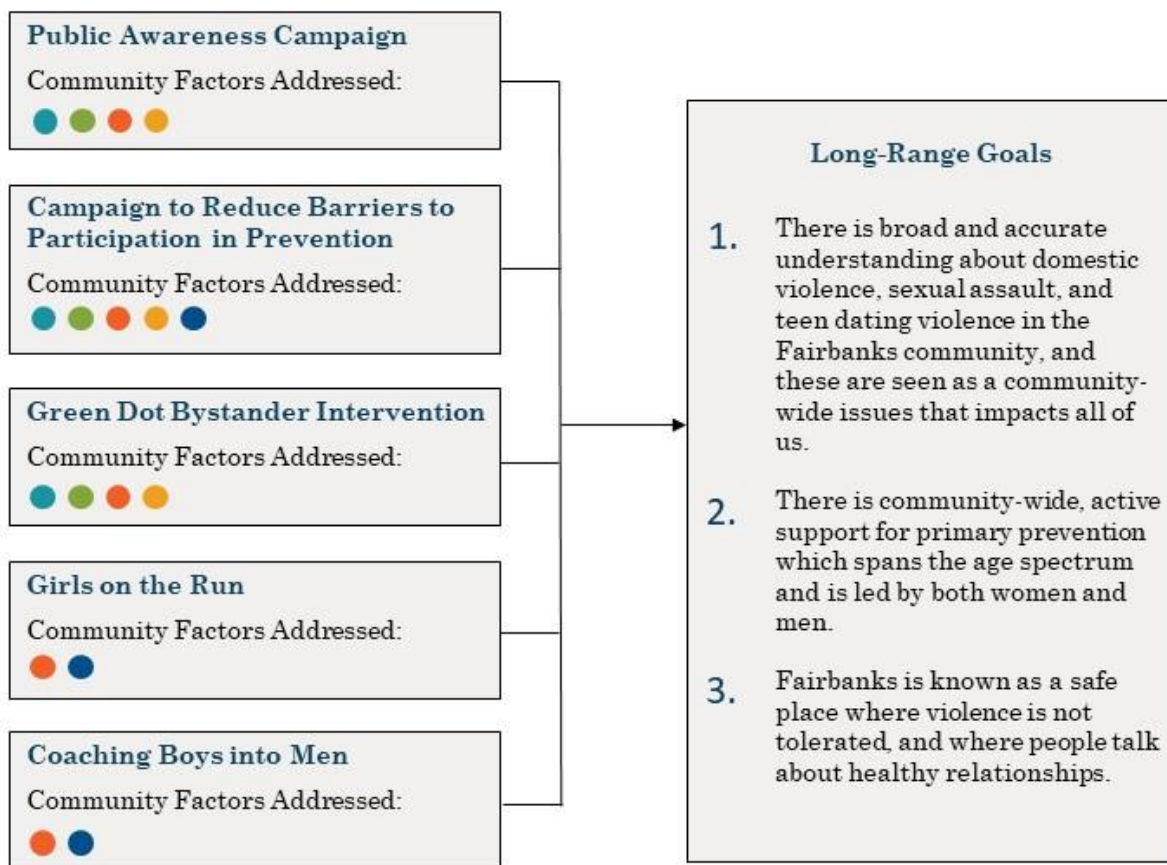
Strategy	Description
Public Awareness Campaign	A public awareness campaign will be implemented that is designed to increase knowledge and awareness and decrease misperceptions among community members and leaders about domestic violence, sexual assault, and teen dating violence in the Fairbanks North Star Borough. Messaging will include information about the incidences, causes, impacts, and other characteristics of the issues. Increased discussions about the issues and increased visibility of the issues will also work to 1) reduce the stigma related to talking about the issues; and 2) make addressing the issues a higher priority in the community. A communication and outreach plan will be developed to identify target audiences, messaging for specific audiences, and relevant outlets and outreach mechanisms.
Campaign to Reduce Barriers to Participation in Prevention	A campaign will be launched that is designed to reduce barriers to the participation in prevention activities by members of the Fairbanks community, including an informational campaign about ways in which people can participate. To ensure the effectiveness of this campaign, a survey will first be conducted to measure the extent to which certain barriers impact participation rates. This survey will focus on a variety of barriers; however, a significant portion of the survey will specifically address barriers to male engagement in prevention efforts. Based on the outcomes of the survey, a communication and outreach plan will be developed to address significant barriers identified in order to increase participation rates in prevention efforts.
Green Dot Bystander Intervention	Green Dot is a bystander intervention program that teaches people how to circumvent their own obstacles or barriers to take single actions that work to help prevent violence, focusing on training people in the community with the most social influence. Bystander intervention includes the three D's: Direct (direct interaction with the potential perpetrator), Delegate (ask for someone else to intervene such as the police, a bartender, friend or parent), and Distract (create a diversion to diffuse a potentially problematic situation). Traditional prevention programming has often focused only on victims and perpetrators, with males assigned to the perpetrator role and females assigned to the victim role, unintentionally creating a divisive approach. Green Dot adds a third role of the bystander to bring men and women together, and has been

	<p>shown to be extremely effective in mobilizing and engaging people, as well as in decreasing victim blaming and increasing proactive bystander behaviors.</p> <p>https://www.rwjf.org/en/blog/2014/06/faces_of_public_health.html https://greendotalaska.com/</p>
<p>Girls on the Run</p>	<p>Girls on the Run is a program that builds protective factors in girls in grades 3-8. The program works to help girls gain a better understanding of who they are and what is important to them, understand the role of teams and healthy relationships, and how girls can positively connect and shape the world. Life skills are taught in small teams that meet twice weekly and the curriculum includes three parts: understanding ourselves, valuing relationships and teamwork, and understanding how we connect with and shape the world at large. The program is intended to help girls develop and improve competence, feel confidence in who they are, develop strength of character, respond to others and oneself with care, create positive connections with peers and adults, and make a meaningful contribution to community and society. Teams create and execute local community service projects. Physical activity is woven throughout the program to inspire an appreciation of fitness and build healthy habits.</p> <p>https://www.girlsontherun.org/</p>
<p>Coaching Boys into Men</p>	<p>Coaching Boys Into Men (CBIM) is the only evidence-based prevention program that trains and motivates high school coaches to teach their young male athletes healthy relationship skills and that violence never equals strength. In 2012, Coaching Boys Into Men underwent a rigorous three year evaluation in Sacramento, California funded by the Centers for Disease Control (CDC). The study found that athletes who participated in the program were significantly more likely to intervene when witnessing abusive or disrespectful behaviors among their peers, and were also more likely to report less abuse perpetration. CBIM is a nationwide program implemented by far-reaching communities of coaches, athletes, educators, leaders, and violence prevention supporters advocating and inspiring young athletes to value respect.</p> <p>http://www.coachescorner.org/</p>

How Are These Strategies Related to the Community Factors?

Each strategy will work to address multiple community factors which impact the prevention of domestic violence, sexual assault, and teen dating violence. By selecting this combination of strategies, each community factor will be addressed from both the community and individual levels to successfully lead to our long-range goals.

Figure 4: Relationship of Strategies to the Community Factors Identified



Key to Community Factors

- Lack of Knowledge and Understanding about the Issues in the Community
- Lack of Active Support and Ownership of the Issues in the Community
- Barriers to Participation in Prevention in the Community
- Stigma Related to the Issues in the Community
- A Need to Develop Resilience in the Younger Generation

How Will Success Be Measured?

Objectives have been established for each of the five community factors identified that impact the prevention of domestic violence, sexual assault, and teen dating violence in FNSB. These short-term objectives (by 2020) and long-term objectives (by 2023) will help the Interior Prevention Alliance measure progress towards its long-range goals, and will be measured using a variety of tools. An evaluation plan which details these measurements as well as measures for each individual strategy is included in Appendix B.

Figure 5: Summary of Short-term and Long-term Objectives by Community Factor

Community Factor	Short Term Objectives By 2020	Long Term Objectives By 2023	Data Collection
Lack of Knowledge and Understanding about the Issues in the Community	<ul style="list-style-type: none"> At least 70% of men and women will report on community perceptions surveys that they disagree or strongly disagree with statements representing common misperceptions related to domestic violence, sexual assault, and teen dating violence The community readiness score for “Community Knowledge about the Issue” will increase to 4 	<ul style="list-style-type: none"> At least 80% of men and women will report on community perceptions surveys that they disagree or strongly disagree with statements representing common misperceptions related to domestic violence, sexual assault, and teen dating violence The community readiness score for “Community Knowledge about the Issue” will increase to 5 	Community Perceptions survey Community Readiness Assessment

Community Factor	Short Term Objectives By 2020	Long Term Objectives By 2023	Data Collection
Lack of Active Support and Ownership of the Issues in the Community	<ul style="list-style-type: none"> • The overall level of community readiness will increase to Stage 4, where community members and leadership acknowledge the importance of the issue and are ready to actively participate • At least 75% of men and women disagree or strongly disagree with the statements that domestic violence and sexual assault tend to happen to certain people and that the issues are less common among people like themselves 	<ul style="list-style-type: none"> • The overall level of community readiness will increase to Stage 5, where community members and leadership demonstrate active support for prevention and basic knowledge and concern about the issues are community-wide • At least 85% of men and women disagree or strongly disagree with the statements that domestic violence and sexual assault tend to happen to certain people and that the issues are less common among people like themselves 	Community Readiness Assessment Community Perceptions Surveys
Barriers to Participation in Prevention in the Community	<ul style="list-style-type: none"> • At least 30% of men and women disagree or strongly disagree with the statement that people don't know how they can help or make a difference in preventing domestic violence, sexual assault, or teen dating violence • At least 40% of men and women report that it is either easy or very easy for a man who wants to participate in prevention efforts related to domestic violence or sexual assault to do so. • At least one prevention effort in the community will be led or co-led by men 	<ul style="list-style-type: none"> • At least 60% of men and women disagree or strongly disagree with the statement that people don't know how they can help or make a difference in preventing domestic violence, sexual assault, or teen dating violence • At least 75% of men and women report that it is either easy or very easy for a man who wants to participate in prevention efforts related to domestic violence or sexual assault to do so. • At least two prevention efforts in the community will be led or co-led by men 	Community Perceptions Surveys Program Logs

Community Factor	Short Term Objectives By 2020	Long Term Objectives By 2023	Data Collection
Stigma Related to the Issues in the Community	<ul style="list-style-type: none"> At least 30% of men and women disagree or strongly disagree with the statements that if someone experiences domestic violence, sexual assault, or teen dating violence there is a stigma or fear related to asking for help At least 75% of men and women disagree or strongly disagree with the statements that domestic violence and sexual assault tend to happen to certain people and that the issues are less common among people like themselves 	<ul style="list-style-type: none"> At least 50% of men and women disagree or strongly disagree with the statements that if someone experiences domestic violence, sexual assault, or teen dating violence there is a stigma or fear related to asking for help At least 85% of men and women disagree or strongly disagree with the statements that domestic violence and sexual assault tend to happen to certain people and that the issues are less common among people like themselves 	Community Perceptions Surveys
A Need to Develop Resilience in the Younger Generation	<ul style="list-style-type: none"> YRBS data for 2019 reflect an increase in protective factors and decrease in risk factors that contribute to teen dating violence 	<ul style="list-style-type: none"> YRBS data for 2021 and 2023 reflect a continued upward trend in protective factors and continued downward trend in risk factors that contribute to teen dating violence YRBS data for 2021 and 2023 reflect a downward trend in indicators of teen dating violence 	YRBS Data for FNSB School District Program Logs