



## Prevention as Key to Reducing Criminal Justice Involvement

### A Report to the Alaska Criminal Justice Council on CDVSA Reinvestment Funds

September 20, 2019

Domestic violence and sexual assault are serious crimes that stem from a variety of complex social and environmental conditions that include but are not limited to inequities associated with gender, race and economics, childhood exposure to parental violence, attitudes that are accepting of violence and the harmful use of substances (World Health Organization, Preventing Intimate Partner Violence Against Women). In Alaska, the rates of domestic and/or sexual violence remain intolerably high with 50 out of every 100 adult women who reside in Alaska having experienced domestic violence, sexual violence or both in their life time (AVS 2015). While women and girls continue to experience higher rates of victimization for both domestic and sexual violence, men and boys are at risk of these forms of violence as well. The National Intimate Partner and Sexual Violence Survey (NISVS) indicates that domestic violence and sexual assault are widespread throughout the country with one in four women and one in 9 men having been victims of domestic violence and one in four women and one in 6 men having been victims of sexual violence at some point in their life. We know that violence victimization starts early with an estimated 8.5 million women and 1.5 million men having been raped prior to the age of 18 (NISVS 2015).

These numbers are of epidemic proportions. Services and criminal justice responses, while critical to assuring victim safety and perpetrator accountability, are not in and of themselves designed to address the underlying, complex conditions that create these forms of violent behavior. Rather, it is the role of primary prevention to identify factors that place individuals at risk of perpetrating violence and/or of being victimized by it and then building coordinated and integrated responses that will prevent these forms of violence in the first place. As noted earlier, there are many things that increase or decrease the likelihood of experiencing or perpetrating violence. However, as Dr. Howard Spivak, Director of the Center for Disease Control (CDC) Division of Violence Prevention explains, "There are experiences, particularly early in childhood that make it extremely predictable that individuals are at substantially higher risk for involvement with violence, be it interpersonal, youth violence, intimate partner violence, dating violence, or child abuse." (July 2014, the CDC published *Connecting the Dots: An Overview of the Links Among Multiple Forms of Violence*). Alaska's primary prevention efforts are designed to build on emerging research from the Center for Disease Control and the World Health Organization by implementing evidence informed strategies that consider predictable risk and protective factors in the context of an individual's home environment, neighborhood, and larger community. Therefore, Alaska's primary prevention strategies are data informed, community based, coalition driven and culturally relevant to each region.



## **Prevention Programming FY19**

Alaska has used state resources for interpersonal violence primary prevention programming since 2009. It was not until the passage of SB 91 that funding amounts for primary prevention work were stabilized. In fiscal year 2019, the CDVSA used reinvestment funds to expand state and community level programming which began in FY18. Funding was also used to provide technical assistance and training to grantees, enhance media presence and collect data to assure that implementation efforts could be easily captured, reported on, and evaluated.

### **Statewide programming funded with reinvestment dollars include:**

#### **Coaching Boys Into Men (CBIM):**

CBIM is a violence prevention curriculum for coaches of male athletic high school teams developed by Futures Without Violence,  
<https://www.futureswithoutviolence.org/?s=coaching+boys+into+men>.

The program engages athletic coaches through the Coaches Leadership Program to help shape the attitudes and behaviors of young male athletes. Coaches play a unique role in the lives of their athletes and because of this relationship are poised to positively influence how young men think and behave both on and off the field. CBIM is evidence based. A three-year study funded by the CDC of 16 high schools, working with approximately 2,000 athletes and 150 coaches showed that:

- Athletes in the program are more likely to report doing something when they witness disrespectful and harmful behavior (e.g., telling their coach or another adult).
- Gained an increased knowledge of abusive behaviors (e.g., language, pressure, control)
- Trend toward directly reducing abusive behaviors

The program is currently implemented and/or planned to be implemented in the 2019/2020 school year in 14-communities (15-high schools) across the state. Implementing communities include: Bethel, Eagle River, Fairbanks, Houston, Atmautluak, Juneau, Ketchikan, Kake, Nikolaevsk, Nikiski, Talkeetna, Tununak, Wasilla, and Valdez.

Approximately \$65,167 in reinvestment dollars was spent on CBIM programming in FY19.

#### **Boys Run I Toowu Klatseen:**

The Boys Run program was co-developed by prevention staff at AWARE, Juneau and SAFV, Sitka after realizing the success of the Girls on the Run program. The Boys Run is a 10-week curriculum with 20 lessons that teaches boys healthy relationship and lifestyle skills. The curriculum is divided into three sections: 1) sense of self and knowing one's worth, 2) healthy communication and relationships, and 3) positive decision making, teamwork, and community. Throughout the season, boys learn important lessons, including how to work together as a team, how to process and express emotions, and how to choose to be an ally. Boys Run integrates a strong cultural component, honoring Southeast Alaska Native culture and values to foster an appreciation and understanding across cultures for all participants. Boys Run envisions boys growing up into confident, compassionate men who will help create a community of respect and nonviolence.

Boys Run is being implemented in Juneau, Sitka, Angoon and Kake. It is the intention for the program to expand into additional communities. In fiscal year 2019, BRITK programming reached approximately 60 youth. In Juneau 100% of coaches surveyed would recommend being a volunteer coach to a friend and 100% of parents surveyed would recommend this program.

### **The COMPASS project:**

COMPASS promotes male and youth leadership through mentorship using a guide to help adult male mentors create a safe atmosphere for men and boys to learn about and practice healthy lifestyles, healthy identities, and safe and violence-free communities. In FY19 reinvestment funds were used to support a case study which examined the program's implementation in Kodiak and Bethel. In collaboration with UAA, this evaluation measured effectiveness and drew out best practices for statewide application. Recommendations from the case study validate the use of COMPASS as a domestic and sexual violence prevention program due to its ability to be adapted to meet the unique needs of communities and its focus on engaging men in the issue of domestic and sexual violence prevention. To be successful, ongoing resources, technical assistance and support must be provided.

### **The Men's Gathering:**

To effectively engage men and boys in violence prevention efforts, information is needed about the best strategies for doing so. In June 2019, CDVSA partnered with the Alaska Network on Domestic Violence (ANDVSA), AWARE, Sealaska Corporation and the Goldbelt Heritage Foundation to host the first statewide Alaska Men's Gathering in Juneau. This event brought together 61 individuals from across the state- 45 of whom were men- to discuss and plan action steps for involving men and boys in violence prevention. The need for healing spaces for men, particularly Alaska Native men, was clearly identified, while first steps were taken for a targeted social marketing campaign to engage men and boys.

### **Girls on the Run (GOTR) of Greater Alaska:**

**GOTR** is an empowerment program for 3rd-8th grade girls. The program combines training for a 5k running event with healthy living and self-esteem enhancing curricula. GOTR instills confidence and self-respect through physical training, health education, life skills development, and mentoring relationships. The 10 week/20 lesson afterschool program combines life-lessons, discussions, and running games in a fun and encouraging, girl-positive environment where girls learn to identify and communicate feelings, improve body image, and resist pressure to conform to traditional gender stereotypes.

The Aiding Women in Abuse and Rape Emergencies (AWARE) program in Juneau, Alaska was approved for a three-year single source contract with CDVSA to oversee the GOTR of Greater Alaska initiative in FY18. The Girls on the Run (GOTR) initiative was originally introduced to the state through AWARE's prevention program in 2009. To introduce the program in Alaska, AWARE applied for a GOTR Council certification from the National developer. AWARE's application to develop a GOTR Council was originally designed to include only Juneau, and then grew to include Southeast Alaska (working with SAFV in Sitka and WISH in Ketchikan). Soon DV/SA programs around the state were interested, and in 2014, AWARE applied to Girls on the Run International for a territory expansion, and name change from Girls on the Run of SE Alaska

to Girls on the Run of Greater Alaska, to include all of Alaska absent Anchorage and the Matanuska Susitna areas (where an independent Girls on the Run of Southcentral Alaska operates).

Current communities that have been trained under AWARE's GOTR Council include Utqiagvik, Cordova, Fairbanks, Homer, Unalaska, and Valdez, and the southeast communities of Juneau, Ketchikan, Sitka, Petersburg, and Wrangell. Each community named is responsible for initiating GOTR programs in the communities they serve, as community readiness presents. For example, AWARE has trained coaches and overseen the development of programs in Gustavus, Haines, Yakutat, and Skagway, and SAFV has overseen programs in Angoon and Kake. Grant funds through the CDVSA enable AWARE to continue the GOTR of Greater Alaska Council and expand GOTR into new areas of the state including Bethel, Dillingham, Kenai, Kodiak, Kotzebue, Nome, and Seward, as well as provide ongoing support to existing agencies to sustain the program.

In FY19, GOTR of Greater Alaska provided 12 full-day, coach trainings across the state for 136 new coaches. There were also 54 returning coaches for a total of 190 coaches. Two-hundred and ninety-two (292) GOTR participants were served at 19 sites within 11 communities. In FY19 there were nine GOTR teams in Juneau, four in Fairbanks, three in Ketchikan, two in Sitka and one each in Valdez, Haines, Homer, Angoon, Kake, and Petersburg.

As part of the curriculum, each team completed community service projects to help empower the girls and instill the value of community connectedness (a protective factor). Some examples of community service projects included participants making treats for the teachers at their school, cleaning up the beach, writing kind notes and posting them around schools, and making cards for sick children and the elderly. In Angoon one of the coaches caught a seal, and the GOTR team helped process it, and worked with the corresponding Boys Run I Toowu Klatseen team, to deliver the seal meat to elders. Survey results from fourth quarter activities show that 97% of girls agreed or strongly agreed that their coaches encouraged them to be themselves, and made Girls on the Run a fun and positive experience; 95% of girls agreed or strongly agreed that they made new friends during Girls on the Run, and that their coaches inspired them; 90% of girls agreed or strongly agreed that they have become confident using the skills learned during GOTR practice; and 88% of girls agreed or strongly agreed that they can make their community a better place.

Approximately \$57,000 in reinvestment funds were used to support GOTR of Greater Alaska statewide programming activities.

### **Teen Dating Violence Awareness Campaign:**

Alaska's Teen Dating Violence prevention and awareness efforts are year-round and are highlighted annually, throughout the month of February, in alignment with the National Teen Dating Violence Awareness Campaign. Alaska's plan for program development in this arena is based in research from the Center for Disease Control and Prevention (CDC) and includes evidence-based practices outlined in the Domestic Violence Prevention Enhancements and Leadership Through Alliances (DELTA) Program and Rape Prevention Education (RPE) program. Research has indicated teen dating violence is a key risk factor in lifetime violence in adult relationships. Investing resources that support the development of healthy and safe dating relationships is a wise investment that will reduce perpetration rates and the need for criminal justice responses to intimate partner violence in adult relationships. "Violence in an adolescent relationship sets the stage for problems in future

relationships including interpersonal violence and sexual violence perpetration and/or victimization throughout life” (CDC, 2017).

In FY19, CDVSA in partnership with the Alaska Network on Domestic Violence and Sexual Assault (ANDVSA), and the Department of Health and Social Services, Section of Women’s, Children’s and Family, designed a multifaceted approach to raising awareness and building support for prevention programming. FY19’s focus was on high school education, community outreach and youth empowerment. To accomplish this goal, materials were distributed electronically and via the United States Postal Service to high schools across the state. Materials included resource information on Teen Dating Violence Awareness and Prevention month, activities underway throughout the month at the state and national levels and ideas for how to engage high schools and youth.

In addition, paid media that included digital ads and radio PSAs were created to supplement the materials distributed to high schools. Digital ads included on Facebook, Snapchat, Instagram and YouTube were strategically placed throughout the month. CDVSA’s paid media ads on Facebook alone reached over 8,000 individuals.

ANDVSA and CDVSA also created daily posts on their agency websites to compliment all efforts. Both ANDVSA and CDVSA showed an increase in activity on their pages throughout the month. For example, during the month of February 2019, activity on ANDVSA and its corresponding Stand Up Speak Up pages increased, with 178 clicks or re-shares and 4057 individuals reached.

Approximately \$6,676 of reinvestment funds were used to support Teen Dating Violence Awareness activities in FY19.

### **Stand Up Speak Up (SUSU):**

A media and engagement campaign to teach youth how to more effectively speak up and encourage other youth to stand up to end violence. FY19 funding supported staff positions to administer mini-grants for community-based projects led by youth to promote healthy relationships, respect among peers, and leadership in 15 communities around the state. Over 12,000 Alaskans were estimated to have been reached by these youth-led community projects with healthy relationship messaging, building protective factors against domestic and sexual violence.

### **Talk Now Talk Often (TNTO):**

A parent engagement project for parents of teenagers; provides resources for parents to speak with their teens about healthy dating relationships. FY19 funds were used to distribute resources to parents and other adults that work with youth to promote discussions about healthy relationships to increase relationship safety and positive teen-adult connections. Over 700 packs of conversation cards were distributed this fiscal year.

### **Youth Conferences:**

The annual **LeadOn! For peace and equality** youth leadership conference was held in Anchorage with FY19 funds to engage youth to help change norms around teen dating violence and empower them as leaders. Seventy-four youth from 25 communities from around the state attended the three-day conference. After the event, 92% of participants reported an understanding of how to prevent dating violence, a 41% increase from before the conference. Participants also increased their community planning skills: Over 90% reported that the experience provided them support to

promote respectful behavior in their communities. 92% agreed that LeadOn! gave them experience in how to be a leader in their own community to prevent violence. One participant said: “My favorite part of LeadOn was learning how to help our community.” LeadOn has an impact that goes long beyond the three-day conference.

### **Alaska’s Primary Prevention Summit:**

In March 2019, CDVSA hosted its fifth Primary Prevention Summit, now established as biennial events. The Summit was developed to provide training and support to community-based prevention teams (CPTs) as they develop and implement primary prevention strategies related to domestic violence, sexual assault, dating violence, and stalking in their communities. The Summit aims to enhance baseline knowledge in primary prevention. The FY19 Summit hosted planning teams/coalitions from 21 communities. Survey results from the Summit reflected the input of respondents from a wide range of communities, organizations, and levels of experience. The clear majority of the feedback related to the Prevention Summit overall, as well as the individual sessions, was positive in nature. Comparisons with prior Prevention Summits revealed several positive and encouraging trends. These include that 70% of this year’s respondents who work in the field of domestic violence and sexual assault reported they spend at least half of their time on primary prevention, a substantial increase from previous years. Along with this, a higher percentage of respondents this year identified as “very experienced with prevention”, continuing an upward trend.

These positive trends suggest that the individuals attending the Prevention Summit are increasingly familiar and experienced with prevention efforts. They may reflect the increases in stabilized funding for community-based primary prevention programming that began in 2018 and provides funding to 12 communities to focus on primary prevention efforts. They may also indicate an increase in the value placed on prevention efforts by victim service agencies and partnering agencies. A full evaluation report of the 2019 Alaska Primary Prevention Summit is available by request at CDVSA.

A total of \$72,642 in reinvestment funds were used to support the 2019 Alaska Primary Prevention Summit.

### **Green Dot Alaska (GDAK):**

**GDAK**, is a nationally recognized bystander intervention program with the goal of preparing organizations or communities to take steps to reduce power-based personal violence including sexual violence and domestic violence. The “green dot” refers to any behavior, choice, word or attitude that promotes safety for everyone and communicates intolerance for violence.

FY19 reinvestment funds supported statewide bystander efforts by strengthening communities, (currently engaged with the strategy), capacity to do the work by expanding the number of community based instructors through a three-day statewide training. The training held in Anchorage on January 29-31, brought together 28 individuals from 9 communities. Individuals, completing the course gained the skills to provide Green Dot overview speeches and 4-hour bystander trainings in their home communities. Attendees represented those working in University, High School and Community settings. Collectively, more than 1,300 Alaskan’s received information on Green Dot or another bystander program (496 community members, 476 high school students and 350 university staff or students in FY19).

A total of \$44,842 in reinvestment funds were used to support statewide training and program supplies.

### **Community Programming Funded with Investment dollars included:**

In fiscal year 2019, \$1,305,780 went to community-based prevention programming established in 2018, through two CDVSA funding opportunities: the community readiness and capacity building (CR) grant and the community-based primary prevention program (CBPPP) grant. These grants currently operate on a three-year cycle and were designed to provide opportunities for community programs with and without primary prevention program experience. Community agencies newer to primary prevention programming receive funding through the CR grant to conduct initial community-level assessments, establish coalitions, and develop strategic plans for program implementation that fit the community's level of readiness. For communities with existing coalitions and strategic plans, funding assists these efforts to become more comprehensive (i.e., expand the reach of their programs to new populations and settings). Comprehensive programming is implemented in such a way to reinforce complementary messaging in multiple settings and/or populations. In other words, to generate the greatest impact, the same person needs to hear complementary prevention messages in multiple settings of their life – home, school, work, neighborhood, and so on.

Seven programs received CR grants:

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

As noted above, these grantees used their reinvestment dollars to gather local data, establish coalitions, identify prevention projects, and in many cases, began or continued to implement programming. All but one of the CR grantees are working with an external evaluator to help local programs with the completion of a needs and resource assessment and the creation of a strategic prevention plan to guide their future efforts. All grantees were involved with prevention coalitions; collectively, a total of 238 prevention team or coalition meetings were reported as having taken place by CR grantees during FY19.

Five programs received CBPPP grants in FY19. Grantees used their reinvestment dollars to develop community- and school-based policies, increase youth protective factors, engage men and boys, and strengthen bystander responses to violence. The five CBPPP grantees are:

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

During FY19, CR and CBPPP grantees have:

- Established 106 new community agency partnerships, MOUs, or other informal or formal agreements for community-based primary prevention efforts
- Spent, on average, 112 hours each week dedicated to the primary prevention of IPV and SA among agency staff and partnering coalition members
- Provided 105 presentations and community activities that included a conversation on equity and/or inclusion (protective factors)
- Trained over 10,800 community members on intimate partner violence and sexual assault awareness, resources, and prevention programming. Of those who attended trainings and were asked, an average of 76% reported an improvement in their awareness of and access to community resources for IPV and SA
- Trained more than 1,300 Alaskans in Green Dot or another bystander program (496 community members, 476 high school students, 350 university staff or students)
- Provided prevention activities (e.g., presentation, equity dialogue, community meeting, prevention activity/strategy, coalition involvement) reaching over 13,000 youth

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

### **FY19 Funding Overview**

CDVSA is tasked with coordinating statewide training, technical assistant, program planning, implementation and evaluation of all statewide and community based projects related to the reinvestment funds for domestic violence, teen dating violence and sexual assault prevention efforts. To accomplish the scope of work required by these multiple activities, CDVSA contracts with multiple state and non-profit agencies. The below information reflects the approximate funding amounts that were released through the CDVSA to contracted agencies.

#### **ANDVSA single source contract: \$346,112**

The Council on Domestic Violence and Sexual Assault (CDVSA) serves as the coordinating body for Alaska's domestic violence and sexual assault prevention programming and is currently involved with numerous state and local prevention initiatives to prevent violence. To accomplish the scope of work required to achieve the envisioned outcomes of the initiatives, CDVSA works closely with ANDVSA to create comprehensive statewide planning, develop and implement prevention projects and provide communities with technical assistance.

ANDVSA is a non-profit agency comprised of over 19-membership programs. Membership programs provide localized prevention programming and victim services to survivors of intimate partner violence, teen dating violence and sexual assault. ANDVSA is itself a coordinating body for domestic violence and sexual assault services and is the recognized state coalition of domestic violence and sexual assault. In fiscal year 2018, CDVSA entered a three-year single source contract with ANDVSA to develop, implement and evaluate, multiple statewide primary prevention strategies. Their primary focus is on the provision and evaluation of male engagement strategies (COMPASS, Statewide Men's Gathering), youth engagement (LEAD-ON and STAND UP SPEAK



UP campaign and Community Mini Grants), Statewide planning (Pathways to Prevention-Statewide Steering Committee) and Statewide Technical Assistance.

**Strategic Prevention Solutions (SPS) single source contract: \$587.00** SPS is a research, evaluation and technical assistance provider that has been working in Alaska on primary prevention programming specific to domestic and sexual violence since 2005. In FY19 SPS continued to provide CDVSA with technical assistance on the identified common indicators for prevention programming across all grantees and monitored the data base for data collection. In addition, they worked with CDVSA staff to collate end of year reports from community grantees on their efforts. The data that we are now able to collect allows us to better track implementation efforts, identify positive and negative trends in programming and allow for ease in course correction.

**Walsh-Sheppard: \$69,946.** In FY18, CDVSA solicited, through a competitive bid, for an agency to assist with victim services and prevention media and communication campaigns. Walsh | Sheppard was the successful entity and have worked with prevention staff at CDVSA to design and place prevention campaigns for Teen Dating Violence Awareness and Prevention Month and Sexual Assault Awareness Month.

- Design development \$19,946
- Media Campaigns \$50,000

**Cross-system support:**

BRFSS/YRBS research survey: \$5,000

Alaska Public Health Association Sponsorship: \$5,000

Total Reinvestment dollar expenditures in FY2019: \$1,976,708

**Projections for FY2020**

**Alaska Public Health Association Sponsorship: \$5,000**

- Cross system support

**ANDVSA: \$275,000**

- To continue in their contracted role for the projects listed above.

**AWARE/GOTR of Greater Alaska: \$57,000**

- To continue in their contracted role for the projects listed above.

**Coaching Boys Into Men: \$40,000**

- Support for statewide training and related expenses through single source to Alaska School Activities Association.

**Community Based Project Funding: \$ 1,411,628**

- To complete programming initiated under this three-year award and conduct a comprehensive program evaluation to identify outcomes of their work.

**Statewide Education Specialist Training: \$30,000**

- A biennial that supports community-based advocate/educators gain prevention programming skills in the field of child sexual abuse, teen dating violence and sexual assault prevention.

**Strategic Prevention Solutions: \$40,000**

- Continuation of scope of work as outlined in contract and described above.

**Green Dot Alaska: \$20,000**

- Training and program support

**SHWI: \$15,000**

- Cross system support

**Administrative, travel, professional development and prevention program supplies: \$15,000**

**WALSH| SHEPPARD/MEDIA: \$79,946,000**

- Walsh|Sheppard will continue to work with CDVSA to expand messaging for TDVAM, bystander engagement and DV/SA awareness in FY2020.

**Total Projections for FY2020: \$1,986,075**

**Projections for 2021**

FY2021 will be the first year of a new three-year funding cycle for community based programming. We anticipate releasing a new request for proposals for prevention programming in the spring of 2021 at funding levels established in 2020.

In addition, the above listed services provided by contract are expected to go out to bid in the spring of 2020, except for ANDVSA for which we will again seek a single source contract, AWARE-GOTR of Greater Alaska which we will also be seeking to renew their single source and CBIM which we now have a single source with the Alaska Association of School Boards.

We are building our projections for FY2021 based on our current level of FY2020 funding.