AWARE’s Mission

AWARE’s Mission is to provide safe shelter and supportive services for women and children who have been subjected to domestic or sexual violence, and to effect the social, political and legal changes needed to eliminate oppression and violence against women and children.

PATHWAYS TO PREVENT VIOLENCE

AWARE, Inc.
Aiding Women in Abuse and Rape Emergencies
24/7 crisis line: 586.1090 or 800.478.1090
All services are free and confidential.
www.awareak.org

DRAFT

A plan for Juneau 2011-2016
Thank you to Juneau’s Violence Prevention Coalition who developed, reviewed, and finalized this plan:

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Thank you to those who also contributed to the making and implementation of this prevention plan:

Juneau Violence Prevention Coalition Partners:

Huna Totem, Glacier Bay National Park Service, Sitka Historic National Park Service, Juneau Youth Services, SAGA, Southeast Road Runners Association, Southeast Alaska Independent Living, Juneau School District, Alaska Network on Domestic Violence and Sexual Assault, Zach Gordon Youth Center, Southeast Alaska Board of Realtors, Thunder Mountain Basketball Team, Big Brothers Big Sisters, and Juvenile Justice.

Fourth R is a comprehensive health curriculum that has been adapted for implementation in Alaskan communities. The program seeks to reduce violence and promote protective factors to prevent first time perpetration and victimization. It has been proven to reduce violence, improve decision-making, and communication among students. The Alaska Network on Domestic Violence and Sexual Assault worked closely with the Fourth R, Alaska communities and teachers, the University of Alaska Anchorage, and others to adapt the 9th grade version for Alaska. Fourth R Health Relationships Curriculum is being implemented in all three of the Juneau based high schools. AWARE is actively providing support and feedback in the lessons addressing violence.

Partnerships in Parenting (PIP) has a mission to match young parents (mentees) with experienced parents in the community (mentors) to provide positive role models for parenting. Providing positive role models in a casual setting to mentee parents will increase positive parenting practices among young parents. By spending time with mentors, young mothers and fathers will gain insight into many aspects of nurturing, from how to socialize a child through appropriate communication, discipline, and physical touch, to how to physically nurture a child through diet, sleep schedules, and attire. Knowledge, connection, and support provided by mentors will empower young mentee mothers and fathers to be confident and diligent in their approach to parenting. Through the supportive mentor relationship and ongoing access to community support, education, and healthy modeling, this program will reduce risk factors for interpersonal violence, child abuse, neglect, and the isolation associated with being a young/teen parent.
By the end of 2011 there will be a 25% increase in agency cohesion regarding Intimate Partner Violence prevention capacity and collaboration.

⇒ By 2013 there will be a school board adoption/expansion of healthy relationship comprehensive curricula offered in the Juneau School District.

⇒ By 2015, six youth will be working with systems/agencies to ensure policy changes which promote healthy relationships and Intimate Partner Violence/Sexual Violence prevention programs for youth.

*Strategies: Fourth R, Partnerships in Parenting*

“*It wasn’t what we did, it was who we were that made me think ....I can be this person any time.*”
INTRODUCTION

OUR COMMUNITY:

Juneau, the capital of Alaska, is a town of 30,711 people, and like many communities in the state, without road access. To visit, you must fly or ferry, and if you live here you are familiar with the wonders of glacial fjords, humpback whales, salmon spawning streams and a community of good hearted and caring people. Juneau is full of a wonder and beauty that never fades. Juneau is also facing some of the greatest challenges in the nation.

Alaska has had the unfortunate distinction of ranking among the top five states for rates of domestic violence and is number one for sexual violence with numbers reaching epidemic proportions.

The effect of this violence has long term implications for generations to come, including child abuse, suicide, substance abuse, psychological and mental health problems, and brain development issues for children exposed to violence. Unless change is introduced, these patterns of violence are passed from one generation to the next and reinforced by communities that have become accustomed to this type of violence as a norm. These are learned behaviors which can also be unlearned.

Stopping this epidemic will require many people working together to create a community that promotes respect, non-violence, and connectedness amongst Juneau’s youth. To solve the puzzle of violence in Alaska we must work together and recognize the power we have to be the change we wish to see in the world.

STRATEGIES FOR PATHWAY THREE

Girls on the Run International is an empowerment program for pre-teen girls (ages 8-14). The program combines training for a 5K running event with healthy living and self-esteem enhancing curricula. GOTR instills self-esteem and self-respect through physical training, health education, life skills development, and mentoring relationships. The 12 week/24 lesson afterschool program combines self esteem enhancing life -lessons, discussions, and running games in a fun and encouraging, girl-positive environment where girls are free to express themselves, build confidence and improve attitudes about body image, eating attitudes, and self. This program is offered in every elementary school in Juneau and in Hoonah, Yakutat, Sitka, Ketchikan, Petersburg, Wrangell, and trained coaches ready to implement in Kake and Angoon (80 coaches and 180 girls in Spring 2011). We continue to expand our programs throughout Southeast Alaskan elementary and middle schools.

Real Beauty/Love Your Body Workshops are fun, educational and interactive sessions for young girls ages 8-12 and 13-18 and their adult female mentors: mothers, relatives, and friends. The Workshops use art, videos, worksheets, and activities to address media literacy and self-confidence in a one-day workshop setting, we hope to start annual workshops and poster contests for Juneau schools, grades 3-12!
Pathway Three

Girls will have the skills to recognize and have healthy relationships.

⇒ By the end of 2011 there will be a 25% increase in empowerment programs for girls in schools in Southeast Alaska.

⇒ By the end of 2012 there will be a three agency increase in agencies adopting empowerment programs for girls and women.

⇒ By the end of 2013 there will be a 25% increase in the number of girls ages 8-18 that participated in our programming that understand the negative impacts of gender stereotypes, perception of the range of body types and acceptance of their own bodies, self-confidence, self-respect and the ability to make healthy life choices.

⇒ By 2015 teen girls and adult women who participated in our IPV programs will have a 25% increase in their practice of healthy relationship skills.

Strategies: Girls on the Run, Real Beauty/Love Your Body workshops

Aware and the CDC

What can we do to prevent violence?

Alaska joined the national effort to end violence with the Center for Disease Control and Prevention (CDC), partnering with local and national resources to develop a coordinated comprehensive approach to ending violence in our state and in our home community of Juneau. The CDC recognizes intimate partner violence (IPV) and sexual violence (SV) as public health issues that can and must be prevented.

In 2003, Alaska became one of 14 states to implement the Domestic Violence Prevention Enhancement and Leadership Through Alliances (DELTA) program. In 2005, AWARE was chosen as one of four sites in Alaska to pilot the DELTA program. This program has expanded to over 32 states within the U.S. The focus of these projects are on the primary prevention of IPV/SV— as opposed to responding after victimization or perpetration has already occurred.

This work is done through community level efforts. Juneau’s Violence Prevention Coalition develops and oversees a community based strategic violence prevention plan to ensure we are working together to build a community of respect and together stopping violence before it starts.
**DEFINING IPV**

**INTIMATE PARTNER VIOLENCE (IPV)**

IPV is where one partner in an intimate relationship uses physical violence, sexual violence, threats of physical or sexual violence, psychological/emotional abuse, stalking and/or economic abuse to establish a pattern of coercive power and control over his/her intimate partner. Intimate partners include current spouses, former spouses, current non-marital partners and former non-marital partners. Intimate partners may be of the same-sex or opposite sex. This definition of an intimate partner is derived from Intimate Partner Violence Surveillance: Uniform Definitions and Recommended Data Elements (Saltzman, Fanslow, McMahon, & Shelley, 1999) published by the Centers for Disease Control and Prevention (CDC).

Research has consistently shown that men are more at risk for perpetrating IPV and women are more at risk for being victimized by IPV.

Below is the Power and Control Wheel, developed by Domestic Abuse Intervention Project, Duluth MN, which explains tactics of control.

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**STRAATEGIES FOR PATHWAY TWO**

**Challenge Days** are powerful, high-energy programs in which youth and adult participants are guided through a series of experiential learning processes. The overall goals of the program are to increase personal power and self-esteem and to shift dangerous peer pressure to positive peer support for our community’s youth. All Juneau High Schools have participated in this program.

**Be the Change** Clubs were created as a follow up to Challenge Day. They are about creating a culture of acceptance and compassion within a school and are the key to building a culture of pride, acceptance and service on campus.*1 AWARE works to provide technical assistance and support to schools interested in implementing Be the Change Clubs.

The **Green Dot Campaign** is an organization built on the premise that we can measurably and systematically reduce violence within any given community by bystander intervention. We believe current research across disciplines, in combination with lessons learned from history, provides nearly all of the necessary puzzle pieces to create a successful model of violence prevention. Given this foundation of knowledge, we believe any group, committed to equipping themselves with the necessary skills and willing to let go of historically ineffective approaches, has the capacity to implement a successful violence prevention strategy. Though the primary mission of Green Dot, etc. is the reduction of power-based personal violence, we also recognize the inextricable link between effective prevention and effective intervention. As such, Green Dot, etc. includes, within its mission, the strengthening of intervention services and strategies across forms of violence. *2
**LEAD ON!**
**FOR PEACE AND EQUALITY IN ALASKA**

Lead On! is a community leadership summit for Alaskan youth ages 13-18. After attending the summit, youth return to their local communities to carry out a project to promote peace, equality and non-violence. Eleven youth from Juneau attended in 2010.

The “Choose Respect” Community Mural is a youth led project that started as part of the statewide leadership summit, Lean On! At that summit the youth made an agreement to come back to Juneau and carry out a prevention project to promote respect, non-violence and equality. They involved the whole community by holding workshops to collect ideas from people in Juneau about respect.

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**REBOUND** is an outdoor leadership trip for youth in Southeast Alaska. The kayak trip curriculum addresses respect, personal boundaries and healthy relationships, communication, advocacy and social change.

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**AWARE, INC. SERVICES**

**Did you know?**

In FY 2011 AWARE, Inc.

- Responded to over 2,000 crisis calls
- Provided 4,814 nights of safe shelter to 128 women and 84 children
- Provided accommodations to sexual assault survivors during medical or forensic exams
- Provided advocacy services for 176 individuals
- Provided legal advocacy for 236 individuals
- Provided Girls on the Run for 180 participants

**AWARE, Inc.** provides comprehensive crisis intervention and prevention services for Juneau and nine rural communities in Northern Southeast Alaska:

- **Crisis Intervention & Advocacy:** Available 24-hours/day to assess needs and provide appropriate information, including safety planning, referrals to the Office of Children’s Services, child support, housing, employment, tribes/tribal representatives, etc. AWARE advocates are here to listen to an individual and problem solve with them, offer victims information and referrals and CONFIDENTIAL services.

- **Groups:** AWARE staff facilitate weekly educational and support groups for women and children. Education Groups encourage understanding regarding issues of domestic violence, chemical dependency, sexual assault, family dynamics, and healthy relationships. Support Groups allow for a safe environment to share experiences, process feelings and explore skills to design healthy living patterns. AWARE also provides a weekly parenting group and Healthy Relationship Class for Women.

- **Counseling:** AWARE provides individual counseling services to child victims of domestic violence and sexual assault. Support and counseling services are also offered to the supportive parents/caregivers of these children.

- **Legal Advocacy:** Provides information on available legal options, including protection orders, custody and immigration issues, assist victims in filling out paperwork and obtaining protective orders and accompanying victims to court.

- **Education Services:** AWARE provides education K-12 for all Juneau schools and nine communities in Northern Southeast Alaska as well as professional trainings for law enforcement, health providers, and other professional partners.

- **The Juneau Batterer Accountability Program (JBAP)** is certified by the State of Alaska Council on Domestic Violence and Sexual Assault as a state-approved batterer intervention Program to.

Primary Prevention ……….. Keep reading!
Primary Prevention:
Primary prevention differs from secondary prevention in that it seeks to prevent violence before the first incidence of perpetration or victimization. Prevention at this level aims to shift societal norms that accept violence by raising awareness of the cost and impact of the violence. Using informed, evidenced-based programming, primary prevention helps create a climate that promotes equality, respect, and healthy relationships. It is most effective when evidence-based programs are implemented, modern behavior and social change theories are utilized, and evaluation results are reapplied to future programs.

Primary Prevention takes place before a person has experienced victimization or perpetration (e.g. Girls on the Run, healthy dating curriculum).

Secondary Prevention occurs directly after the violence has occurred (e.g. AWARE, Inc crisis intervention, emergency services).

Tertiary Prevention is the long term rehabilitation after the violence occurs, to prevent it from happening again (e.g. Juneau Batters Accountability Program).

The cost of violence is too great for our community.

PATHWAY TWO

Youth will become leaders in the community promoting respectful relationships.

- By the end of 2013, there will be a 20% increase for agencies in knowledge of mentorship and IPV prevention planning tools to support youth-led projects.
- Starting in 2013 there will be an annual increase of three* agencies adopting youth led IPV prevention projects (until the majority of youth-serving organizations do so).
- By 2015 the majority of youth-serving organizations will be able to claim that they have a network of partners for IPV programming.
- By the end of 2015 there will be a 20% increase in youth who can identify at least five caring adults in their lives. There will be a 25% increase in the number of youth-serving organizations who are providing parenting resources to increase their knowledge in developing protective factors and reducing risk factors from violence and victimization for youth.

Partners: Juneau School District, University of Alaska Southeast, SAGA, Big Brothers Big Sisters of Alaska

Strategies: Challenge Day/Be the Change clubs, Green Dot, LeadOn: “Choose Respect” Community Mural, Dreams Across Alaska Poetry, REBOUND
The White Ribbon Campaign (WRC) is the largest national campaign of men working to end interpersonal violence and to promote respect. The main goal of WRC is to end violence against women in all its forms. It is accomplished by challenging everyone to speak out and think about their own beliefs, language and actions; educating young people, especially young men and boys, on the issue; raising public awareness; and working in partnership with women’s organizations, the corporate sector, the media and other partners to create a future with no violence against women. This year AWARE partnered with the Southeast Board of Realtors (Realtor’s Association) to implement the campaign in October 2011 (Domestic Violence Awareness Month) which will include radio PSA’s, Pledge Drives, Fundraisers, Educational Presentations and a Community Awareness Event.

wrcpledge.juneaumedia.com

Let Me Run inspires boys through the power of running to be courageous enough to be themselves, to build healthy relationships, and to live an active lifestyle. Let Me Run is a growing movement to support young boys (ages 9-10) through a 6 week curriculum that revolves around running. Within the mission of this program are the following objectives: discover a greater awareness of their gifts and the gifts of others; develop a sense of pride, belonging, and purpose; be able to identify and express a wide range of emotions; learn to be a better friend and identify true friends; be able to define success and competition in healthy ways; experience a test of endurance and personal goal setting; expand their knowledge on various topics so they can make better physical, emotional, and mental health choices; possess a larger understanding of various community and global needs.

We are not looking only to prevent violence, we are also working to promote wellness. Through increasing opportunities for youth and children to experience relationships with healthy adult role models, we are increasing their connection to others in a meaningful way. Through increasing their skills (such as boundary setting, communication, and self-care), we are making these opportunities accessible to them. This is how we develop resiliency. Our programs work to increase resiliency in youth decreasing risk factors and increasing protective factors through strength based, positive and affirming programs.
RISK FACTORS AND PROTECTIVE FACTORS

Identifying the root causes of IPV is the first step in prevention. The CDC and the World Health Organization created a list of factors that put individuals at risk for both perpetration and victimization.

These traits are called risk factors and include low self-esteem, an acceptance of traditional gender roles, and unhealthy family relationships, among others. While it is true that not every perpetrator or victim will exhibit these characteristics, their presence increases the likelihood of violence.

Similarly, there are factors that protect an individual from future victimization or perpetration, such as high self-esteem, having emotional independence, and a high resistance to peer pressure. Primary prevention aims to increase protective factors and decrease the risk factors.

Alaska Men Choose Respect

Alaska Men Choose Respect (AMCR) is a statewide effort of men working to end violence by choosing and teaching respect. This campaign includes television ads with themes of teaching respect, respect and culture, coaching boys to men, a website and community engagement grants through the Alaska Network on Domestic Violence and Sexual Assault (ANDVSA). AMCR prevention messaging focuses on shifting norms around respect and men’s role in preventing domestic and sexual violence. As part of this promotion, the Governor’s Office, in partnership with domestic violence and sexual assault programs, coordinated statewide Choose Respect marches in more than 18 communities, with thousands of Alaskans coming out to choose respect.

Coaching Boys into Men (CBIM)

Coaching Boys into Men (CBIM) is a 10-week program administered by coaches to their sports teams using the “Coaches Kit” [weekly training cards, teachable moments, and the playbook (coach’s guide)] to integrate the lessons of the CBIM effectively throughout their athletic season.

In addition to the 10 week curriculum, teams are encouraged to do some overtime by bringing these messages to the greater school and community audience. AWARE has begun to partner with Juneau Parks and Recreation, the Dimond Park Field House, SAGA, and Thunder Mountain High School Basketball Team to offer CBIM tools to coaches from these agencies. Within the last year, we have been able to provide support and technical assistance for the Thunder Mountain Boys’s Basketball team, the first team in Juneau to complete the CBIM curriculum!

The 2010-2011 Thunder Mountain Basketball Team wearing their Real Alaskan Men Choose Respect T-shirts.
Men and boys will take a leadership role in creating an environment of mutual respect between men and women.

⇒ By the end of 2012 male partners will have increased their knowledge of the core components of IPV program strategies and those who participated in IPV programs will have a 25% increase in their understanding of the impacts of gender stereotypes and the ways they undermine the formation of healthy relationships.

⇒ By the end of 2013 at least three male partners will be implementing IPV prevention programs.

⇒ By 2014 at least 40 teen boys will say they have increased their connection to and trust in positive healthy male role models; there will be at least four adult male community leaders who are able to train other men in IPV program strategies; we will see a 25% increase for boy ages 8-18, who participated in our programs, who understand the impacts of gender stereotypes and the ways they undermine the formation of healthy relationships.

⇒ By early 2015 at least three pathway one strategies become sustainable annual Juneau programs; there will be a coalition of male leaders that actively oversee male-centered prevention programs in Northern Southeast Alaska; there will be a 25% increase in the number of men actively spreading the message and positively changing attitudes regarding the normalization of violent masculinity in others.

⇒ By early 2016, teen boys and adult men who have participated in our IPV programs will have a 25% increase in their practice of healthy relationship skills.


Because IPV is so pervasive in our culture, it is necessary to approach prevention in a multifaceted manner. The social ecological model highlights multiple levels which are connected and which reinforce each other, while representing separate, but complementary avenues through which to address IPV. No single factor can explain why some people are at a high risk while others are not, or why risk is higher in some contexts than in others. The individual level encompasses biological factors, beliefs and attitudes, and personal history factors that influence an individual’s likelihood of becoming a victim or perpetrator. The relationship level reflects how an individual’s close social relationships influence the risk of violence. Factors at the community level relate to the settings of social relationships, such as neighborhoods, workplaces and schools, and characteristics of those environments that contribute to or protect against violence. Societal level factors refer to those underlying conditions of society that either encourage or inhibit violence. The interaction of factors at various levels of the model must also be taken into account.*

To effectively address prevention we must address all levels of the social ecological model.

*World Health Organization: Primary prevention of intimate-partner violence and sexual violence: Background
Nine Primary Prevention Principles

1) **Comprehensive**: Strategies should include multiple components and affect multiple settings to address a wide range of risk and protective factors of the target problem.

2) **Varied Teaching Methods**: Strategies should include multiple teaching methods, including some type of active, skills-based component.

3) **Sufficient Dosage**: Participants need to be exposed to enough of the activity for it to have an effect.

4) **Theory Driven**: Preventive strategies should have a scientific justification or logical rationale.

5) **Positive Relationships**: Programs should foster strong, stable, positive relationships between children and adults.

6) ** Appropriately Timed**: Program activities should happen at a time (developmentally) that can have maximal impact in a participant’s life.

7) **Socio-Culturally Relevant**: Programs should be tailored to fit within cultural beliefs and practices of specific groups as well as local community norms.

8) **Outcome Evaluation**: A systematic outcome evaluation is necessary to determine whether a program or strategy worked.

9) **Well-Trained Staff**: Programs need to be implemented by staff members who are sensitive and competent, and have received sufficient training, support and supervision.

**Juneau’s Violence Prevention Coalition** is made up of professional community partners and interested volunteers that are committed to preventing violence in Juneau.

The coalition meets the last Tuesday of the month 2pm-3:30 p.m. at AWARE, Inc.

**Juneau’s Pathways**

Juneau works to provide pathways to prevent intimate partner/sexual violence through a strategic primary prevention plan. Violence Prevention Coalition members plan for and work on prevention projects based on our communities needs. We work to provide meaningful programs for youth in our community and to create social change. Coalition members are comprised of community agencies and members committed to creating wellness programs in Juneau and preventing violence.

**Vision**: Community members of all ages are involved in healthy relationships, promoting protective factors and reducing the risk factors of Intimate Partner Violence and Sexual Assault.

**Pathway 1**

Men and boys will take a leadership role in creating an environment of mutual respect between men and women.

**Pathway 2**

Youth will become leaders in the community promoting respectful relationships.

**Pathway 3**

Girls will have the skills to recognize and have healthy relationships.

**Pathway 4**

Policies & Systems will adopt practices conducive to promoting healthy relationships and Intimate Partner/Sexual Violence prevention programs.