



KETCHIKAN IPV PREVENTION PLAN



Vision: Ketchikan will be a community free of intimate partner violence.

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Ketchikan at a glance



Photo courtesy of Jeff Fitzwater ©

Ketchikan is often referred to as the “Salmon Capital of the World” for its reputation of being a successful fishing community—and with its average 13 feet of rain a year, the community also claims to be “one of the rainiest cities in the United States.”

In addition to a variety of outdoor activities to choose from including kayaking, hiking, fishing, and boating, residents often site the natural surroundings and the good-natured people as their primary reason for living in Ketchikan. Ranked as one of the 100 top art communities in the U.S., Ketchikan dazzles nearly a million cruise ship passengers each year with its cultural heritage and unique art galleries. Approximately 14% of Ketchikan’s population is made up of Alaskan Natives, three indigenous Pacific Northwest coast Indian tribes- the Tsimshian, Tlingit, and Haida. Ketchikan is home to one of the largest collection of totem poles. The works of art are located at Totem Bight State Historical Park, Saxman Native Village, and the Totem Heritage Center.

It is most notably the diverse people that make Ketchikan a unique place to live. Residents of this Alaska town and associated rural borough appreciate a refined sense of cohesiveness that comes from living together in some isolation. At once gritty, eclectic, and yet strikingly civilized, there is something in Ketchikan’s island life that speaks to most everyone¹.

Surviving a colorful history of booms and busts, Ketchikan is a survivor and is again on the rise. It’s a curious place where a person can live an authentic and balanced life – well connected to a global economy through technology and transportation access, yet protected from the ordinary by a mantle of forested wilderness islands and azure seas.

-Nicole Colby, Ketchikan Visitors Bureau



Photo courtesy of Jeff Fitzwater ©

Compass II®

In 2007, with sponsorship from the United Way and the Rasmuson Foundation, the McDowell Group released the Ketchikan Compass II® Community Building Assessment. The assessment was done in an effort to identify the needs of the community and provide a foundation of information on which to begin discussions and gain interest.

The assessment illustrated what most Ketchikan residents would attest: that nine out of ten residents felt that the community came together in times of need and collaborated during emergencies and crisis. Conversely, it was found that Ketchikan residents believed they were often divided as a community when dealing with long-term issues, often split down the middle on opposing sides.

Using household surveys, interviews, and discussions, the group identified six themes of focus: coming together around youth, a diverse year-round economy, people in crisis, overcoming racial divides, the cost of substance abuse, and improving collaboration of local residents.

In an effort to further engage the dialogue surrounding these themes the Ketchikan Wellness Coalition formed in 2008. The coalition assembled seven different task forces (see below) that aligned with those needing improvement based on the Compass II®. Through the collaboration of over 50 residents who share the same vision, the Ketchikan Wellness Coalition aims to improve the quality of life by creating the city's first strategic plan for community health improvement.

Ketchikan Wellness Coalition

Uniting Around Life Challenges

Dedicated to improving the homeless situation and services in Ketchikan with the purpose of uniting the service providers together and working to unify the opportunities of the homeless in our community.

The Cost of Substance Abuse

Dedicated to increasing awareness of the issue and community-wide commitment to changing social norms and behaviors by developing a plan to ensure adequate treatment is available to those who need it.

Empowering Youth

Dedicated to increasing access and availability to recreational and mentoring activities for all youth, increasing school graduation rates, and creating opportunities for active youth voice and involvement in decision making institutions.

Strengthening Cultural Unity

Dedicated to building increased awareness of Ketchikan's rich indigenous and imported cultures that add to the vitality of the community.

A Diverse Year-Round Economy

Dedicated to creating a unified action plan and collaborative opportunities between businesses and educational institutions

Promoting Respectful Relationships

Dedicated to increasing awareness of intimate partner violence, educating youth and adults about respectful relationship behavior, and promoting social norms of non-violence through media campaigns and cultural activities

SPEAK (Suicide prevention Education Awareness in Ketchikan)

Dedicated to providing information and resources to address suicide in our community.

Needs and Findings

Ketchikan is currently in transition from an economy largely based on timber, to a visitor and fishing economy. The loss of the Ketchikan Pulp Mill in 1997 resulted in the disappearance of over 500 jobs. This contributed to a loss of population, income, school enrollment and employment. The Ketchikan Gateway Borough (KGB) has experienced a steady population decline since 2000 with the population being 12,993 in 2009, with a peak population of 14,764 in 1995^{ab}. In recent years the cruise ship tourism industry has boosted the economy by creating jobs and revenue for the community.

Residents viewed substance abuse in Ketchikan as the biggest problem with 90% of individuals surveyed in the Compass II® reporting it was a major issue. In 2010 the Ketchikan Police Department and the Alaska State Troopers reported over one thousand alcohol or drug related incidents including, among others, driving under the influence, public intoxication, and disorderly conduct^{gh}. Currently alcohol is readily available to the residents in the community with 57 operational liquor licenses located within KGB^k.

90% of residents reported substance abuse was a major issue in Ketchikan

Lack of affordable housing ranked second in local perceptions of community challenges—77% of residents surveyed in the Compass II® identified it as a major issue. The average rental cost in Ketchikan in 2000 was \$775 with a rental vacancy rate of 11.7%^e. In 2006, the average weekly cost of food was \$128.57, the national average that same year was \$90.34^e. This amounts to a 30% higher cost of food in Ketchikan than the rest of the nation and compares to a per capita income that was only 12% higher than the nation that same year.

School dropout rate also ranked high as a community concern, 72% of residents felt it was a major issue. In a cohort of the 2005-2009 students of the Ketchikan Gateway Borough School District, the drop out rate was 29%. The cohort students from 2006-2010 had a drop out rate of 12%^m.

The top employers in Ketchikan are Ketchikan Gateway Borough School District, Peace Health Ketchikan General Hospital, City of Ketchikan, Alaska Department of Transportation and Public Facilities, Trident Seafoods, Community Connections, Ketchikan Gateway Borough, and Alaska Ship and Dry Dock. The current unemployment rate in Ketchikan is 8.8%, slightly higher than the state average of 8.1%^a.

Residents of KGB are made up of 74% White, 15% American Indian or Alaska Native, 4% Asian, 3% Hispanic or Latino 1% African American, and 5% having one or more race. The median age in Ketchikan is 36.



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“Change will not come if we wait for some other person or some other time. We are the ones we’ve been waiting for. We are the change that we seek.”
- Barack Obama

Intimate Partner Violence

Nationally, the annual estimated cost associated with Intimate partner violence (IPV) is \$5.8 billion. IPV is a serious issue that not only causes health problems in the victim including depression, post-traumatic stress disorder, and substance abuse, it affects employers who lose productivity due to high-turnover rates, low morale, absenteeism, and increased health care costs. Statewide, 75% of Alaskan women have experienced or know someone who has experienced IPV or sexual assault^f. The Compass II® survey identified family violence as a major community issue with 74% surveyed voicing concern over the issue.

Locally, there were a total of 459 reports made to the Ketchikan Police Department and the Alaska State Troopers involving IPV in 2010. Women in Safe Homes (WISH) served 418 individuals through immediate safety, shelter, crisis intervention, advocacy, and other services in 2010—this amounted to a total of 4,777 overnights in the shelter and 4,520 meals served. Studies have shown that communities with alcohol that is readily available have more violent assaults than communities with alcohol that is less frequently availableⁱ. Ketchikan's high number of liquor establishments and incidents of alcohol and drug related crimes heavily contribute to the incidence of IPV in the community.

Intimate partner violence refers to the actual or threatened physical, emotional or sexual abuse by a current or former partner or spouse. Research shows that intimate partner violence can range from single occasional acts of violence to more frequent intensive acts of violence that are characterized by one partner attempting to develop and maintain control over the other. All forms of IPV can be prevented.

-Center for Disease Control

-Did you know-

In 2010 WISH provided:

*140 crisis calls
996 in-person interventions
19 hospital responses
697 child protective services referrals
1,221 group counseling sessions
4,777 shelter stays
46 criminal justice support services
4,520 meals*

Statistics:

*71% were female
29% were Native Alaskan
25% were victimized by a current or former spouse
28% were victimized by a family or household member
8% were victimized by a friend, neighbor or co-worker*

a. Source: Alaska Department of Labor and Workforce Development

b. Source: U.S. Department of Commerce, Bureau of Economic Analysis April 2010

c. Source: KGB Community Planning and Community Development Plan, McDowell Group

d. Source: Alaska Department of Education and Early Development

e. Source: Ketchikan Compass II® Community-Building Assessment, McDowell Group

f. Source: Alaska Department of Education and Early Development

g. Source: Alaska Department of Public Safety

h. Source: Ketchikan Police Department

i. Source: American Journal of Public Health, Vol. 85, Issue 3 335-340, 1995.

j. Source: ANDVSA Public Opinion Research Survey, Hellenthal and Associates, 2006

k. Source: State of Alaska Department of Public Safety, Alcoholic Beverage and Control Board February 2011

l. Source: Colby, Nicole. Ketchikan Visitor's Bureau

m. Source: Ketchikan Wellness Coalition Empowering Youth Drop Out Presentation

CDC and DELTA

The CDC recognizes IPV as a public health issue, and like cancer or heart disease IPV can also be prevented. In 2003, Alaska became one of 14 states to implement the Domestic Violence Prevention Enhancement and Leadership Through Alliances (DELTA) program. The focus of DELTA is on the primary prevention of IPV at the community level through Community Coordinated Response (CCR) teams. A CCR is a group of community members who organize themselves with the task of identifying root causes, preventing, and responding to IPV in their community. In 2009 WISH was chosen as one of four sites in Alaska to pilot the DELTA program by creating a CCR in Ketchikan which has taken shape as the Promoting Respectful Relationships Task Force, a branch of the Ketchikan Wellness Coalition. Working together with local organizations and individuals, the CCR developed this prevention plan with specified goals and expected outcomes in an effort to reduce the IPV rates in Ketchikan.

Primary Prevention

Primary prevention differs from secondary prevention in that it seeks to prevent violent acts 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 issue to the public. 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.

Risk 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 an individual at risk for 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. Similarly, there are factors that protect an individual from future victimization or perpetration such as a high self-esteem, having emotional independence, and a high resistance to peer pressure. While it is true that not every perpetrator or victim will exhibit these characteristics, the likelihood is increased with their presence. Primary prevention aims to increase protective factors and decrease the risk factors. It was found that the strongest protective factor in Ketchikan was the residents strong connection with one another. The highest risk factor in Ketchikan is the availability and subsequent abuse of drugs and alcohol.

Benefits of Primary Prevention:

Primary Prevention

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

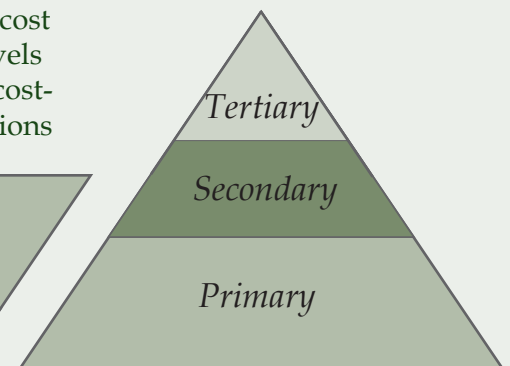
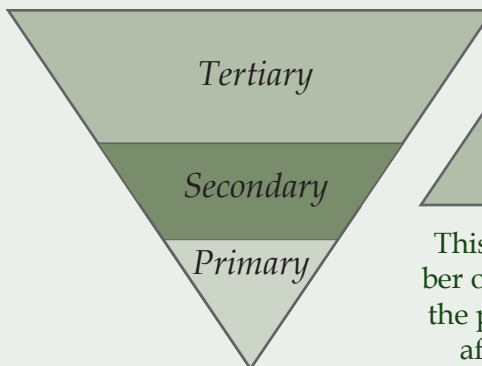
Secondary Prevention

Occurs directly after the violence has occurred (e.g. WISH crisis intervention, emergency safety).

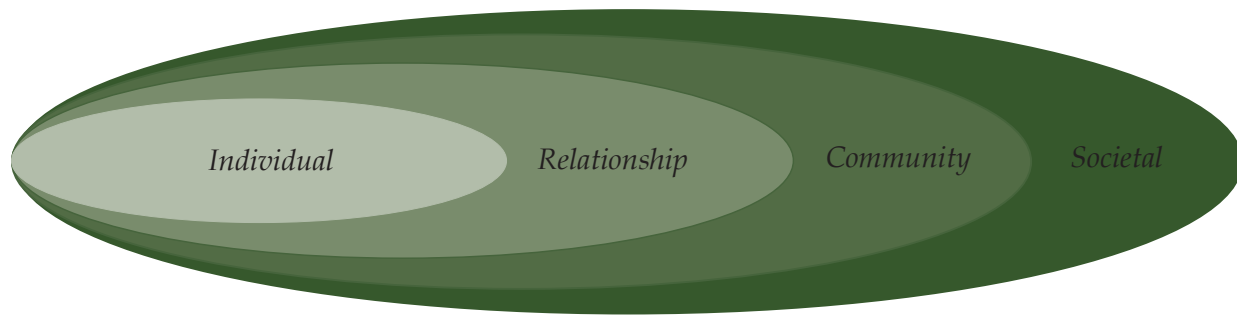
Tertiary Prevention

The long term rehabilitation that occurs after the violence to prevent it from happening again (e.g. KIC batterers program, anger management).

This diagram represents the cost of each of the prevention levels with tertiary being the least cost-effective of the three preventions



This diagram represents the number of individuals served by each of the prevention levels with primary affecting the most individuals



Social Ecology Model

Effective prevention approaches recognize the complexities associated with a major problem. In order to eliminate a major issue, the solution must be as complex as the problem. The social ecology model is a comprehensive model that focuses on the individual, relationship, community and societal level influences that promote behavioral change. Addressing each level of influence simultaneously contributes to a higher likelihood of successful change.

Prevention at the individual level requires changing the knowledge, attitudes, beliefs, and behaviors of an individual while affecting the individual's societal, community, and relationship levels of experiences. The individual level refers to the factors that contribute to the likelihood of becoming a victim or perpetrator of violence including income, age, education, or substance abuse (e.g. a high school student learns about healthy dating habits). The relationship level refers to the influence on an individual that occurs within a relationship (e.g. a family models healthy relationships). A person's peers, family members, and

intimate partners directly influence their experiences and behaviors. The third level represents the climate of larger settings (e.g. a school adopts a curriculum that includes problem solving with the absence of violence). Schools, workplaces, and neighborhoods all influence the individuals that make up those environments. The fourth level explores the broader societal level that affects the climate in which violence is accepted or discouraged (e.g. gender norms promote respectful relationships). Prevention efforts are most effective when using a comprehensive approach that directly affects each level simultaneously.

The PRR Task Force has created three goals for Ketchikan that help strengthen various protective factors within the community and by doing so recognize each of the social ecology levels. These three goals focus on an awareness of IPV in our community, building youth capacities, and strengthening families.

Goal One

Ketchikan has a community climate that promotes equality, respect, and safety in relationships.

The aim of this goal is to create a climate that fosters respectful, equal, and safe relationships by shifting the environment from one that accepts violence to one that rejects it. Partnerships with local organizations will increase the effectiveness of this goal.

Goal Two

Youth understand and demonstrate their individual power, choices, and responsibilities for healthy lifestyles and relationships.

This purpose of this goal is to assist youth in the community to recognize their ability to make healthy choices, and their responsibility in shaping the community. Programming aimed to increase self-esteem and leadership will further this effort.

Goal Three

Families are supported to practice and promote safe and healthy relationships.

This goal focuses on shaping families and relationships in Ketchikan in an effort to create a healthier climate in the community. Agencies that work directly with families can support this goal by providing information and services to families in need.

Goal One

Ketchikan has a community climate that promotes equality, respect, and safety in relationships



Photo courtesy of Jeff Fitzwater ©

Community Risk Factors Addressed

- Low social capital-lack of institutions, relationships, and norms that shape a community's social interactions
- Weak community sanctions against IPV



This goal looks at the impact our community has on the people within it. In order to shift Ketchikan from one that ignores IPV as a social issue to one that rejects it, residents must examine what they are currently accepting. Each outcome attempts to raise awareness and addresses the concerns of having IPV in a community. The approach is to increase the likelihood that an individual will reject the conditions which support violence.

Expected Outcomes

- By 2013, the majority of local media sources¹ are providing regular timeslots and or space for media material related to the promotion of safe and healthy relationships.

Strategies: Stand Up Speak Up media campaign, Alaska Men Choose Respect

- By 2015, the majority of people who are identified as Popular Opinion Leaders (POLs)² will say that they are confident in engaging in proactive and bystander intervention behaviors.

Strategies: Green Dot, Saxman Men's Group

- By 2016, the majority of people who are identified as POLs will report that they are engaging in proactive and bystander intervention behaviors.

Strategies: Green Dot, Saxman Men's Group

- By 2013, there is a 10% increase in the number of adults involved in youth services that establish social norms by supporting equality, respect, and safety.

Strategies: Girls on the Run, Partnerships with Boy Scouts and Girls Scouts, Big Brothers Big Sisters, PATCHWorks, Ketchikan Youth Initiative, Ketchikan Gateway Borough School District, Challenge Day

¹Local Media Sources is defined in this plan as Ketchikan Daily News, Sitnews, The Local Paper, KGTW/KTKN, KRBD, KFMJ, Ketchikan Public Utilities CommVision, and GCI

²Public Opinion Leaders (or POLs) are individuals systematically identified, recruited, and trained to serve as behavior change "endorsers."

Goal Two

Youth understand and demonstrate their individual power, choices, and responsibilities for healthy lifestyles and choices



Photo courtesy of Jeff Fitzwater ©

Individual Risk Factors Addressed

- Low self esteem
- Emotional dependence and insecurity
- Alcohol or Drug use
- Having few friends and being isolated from other people
- Belief in strict gender roles

Individual

This goal addresses Ketchikan's youth at the individual level of the Social Ecology Model. Each of these outcomes aim to reduce individual risk factors that contribute to IPV. The purpose is to increase self-esteem, create connections between youth, their peers, and the adults in the community, and assimilate healthy lifestyles and relationships.

Expected Outcomes

- By spring of 2012, 90% of 14 to 15 year old high school students will be able to identify what healthy lifestyles/relationships are.

Strategies: 4th R Curriculum, Challenge Day/Be the Change

- By spring of 2014, 25% of the seventh grade students in the Ketchikan Gateway Borough School District will have participated in programs that teach key social emotional skills including conflict resolution, positive self-image, and self-esteem development.

Strategies: Girls on the Run, Challenge Day/Be the Change, Leadership Enrichment & Arts Program, SEL Curriculum, Lead On!

- By spring of 2016, 50% of the seventh grade students in the Ketchikan Gateway Borough School District will have learned key social emotional skills including conflict resolution, positive self-image, and self-esteem development.

Strategies: Girls on the Run, Challenge Day/Be the Change, Leadership Enrichment & Arts Program, SEL Curriculum, Lead On!

- By 2013, 80% of students in the Ketchikan Gateway Borough School District will agree or strongly agree that they can identify at least five adults who really care about them as measured by the School Climate and Connectedness Survey.

Strategies: Girls on the Run, Challenge Day/Be the Change, Big Brothers Big Sisters, SEL Curriculum



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Relationship Risk Factors Addressed

- Dominance and control of the relationship by one partner over the other
- Unhealthy family relationships and interactions



Emphasizing the relationship level, the drive behind this goal is to support families by increasing healthy family modeling and availability of resources. Each outcome intends to build organizational capacity of local family services by increasing availability of services and information to the people they serve.

Goal Three Families are supported to practice and promote safe and healthy relationships

Expected Outcomes

- By 2013, the majority of organizations providing support services to families have materials and/or services available for promoting healthy lifestyles, parenting, and relationships.

Strategies: Partnerships with Ketchikan General Hospital, Ketchikan Public Health Center, Gateway Center for Human Resources, Community Connections, Women in Safe Homes, and Ketchikan Indian Community

- By 2013, the majority of adults raising children in school will have received information about conflict resolution, communicating with teens and youth, and promoting healthy relationships.

Strategies: School Newsletters, 4th R Curriculum

- By 2015, the majority of adults raising children in who have been in the school for at least three years will report that they have the skills to resolve conflict, communicate with teens or youth, and promoting healthy relationships.

Strategies: School Newsletters, 4th R Curriculum

- By 2013, the majority of new parents are identified and have received training or information about healthy parenting.

Strategies: Partnership with Ketchikan General Hospital, Centering Pregnancy

Strategies

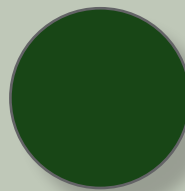
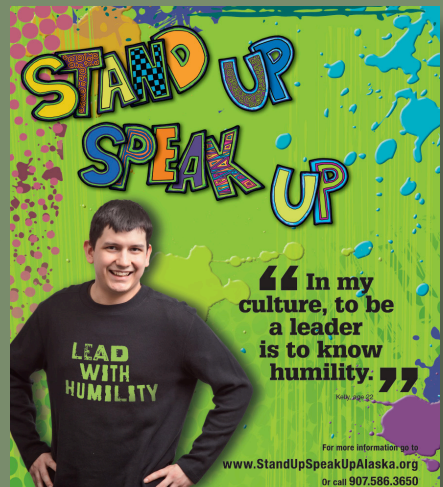


The Fourth R is comprehensive curriculum seeking to reduce violence and promote protective factors preventing IPV. It is one of the few curriculums that has been proven to reduce violence and improve decision making and communication skills among students. Currently, the majority of 9th grade students at Ketchikan High School are participating in the Fourth R through the health class each year.



Girls on the Run is an after school running program for girls in 4th through 6th grade. It aims to prepare girls for a lifetime of self-respect and healthy living by building self-esteem and improving emotional and physical health. Through interactive activities such as running, playing games, and discussing important issues, participants learn how to celebrate being themselves. During the 12-week program, girls are empowered with a greater self-awareness, a sense of achievement and a foundation in team building to help them become strong, contented and self-confident young women. Ketchikan has completed three successful seasons and is currently participating in its fourth season.

Stand Up Speak Up incorporates youth ideas about how to promote healthy relationships, respect, and nonviolence. This statewide campaign helps provide tools for youth to Stand Up and Speak Up by showing the six steps for healthy relationships. These steps include relationship basics, keep respect going, building a peer culture, leading the way, respecting yourself, and getting help.



Green Dot is a comprehensive approach to violence prevention that uses peer and cultural influences and social change theory to engage bystanders with proactive behaviors and interventions. The Green Dot curriculum is informed by concepts and lessons learned from bodies of research and theory across disciplines including: violence against women, diffusion of innovation, public health, social networking, psychology, communications, bystander dynamics, perpetration, and marketing/advertising. Green Dot is built on the premise that in order to measurably reduce the perpetration of power-based personal violence, a cultural shift is necessary. In order to create a cultural shift, a critical mass of people will need to engage in a new behavior or set of behaviors that will make violence less sustainable within any given community. The “new behavior” is a Green Dot.

Strategies

LEAD ON!

For Peace and Equality in Alaska

Lead On! is a committed group of youth and adults from across Alaska that are interested in positively impacting their communities. Lead On! youth and adults work on projects in their communities to promote non-violence and equality in communities. Three students from Ketchikan attended the Lead On! conference in 2010 and are currently working on their community project.



Challenge Day was created to build connection and empathy in youth and communities through experiential workshops and programs that demonstrate the possibility of love and connection by celebrating diversity, truth and full expression. Ketchikan hosted its second set of Challenge Day events in December 2010.



Be the Change is the follow up effort to Challenge Day that aims to create a culture of acceptance and compassion within a school. The Be the Change program uses a series of events in an attempt to change the climate of a school by embracing diversity and respect. The primary focus is to end separation, isolation and loneliness for students.



Leadership Enrichment & Arts Program incorporates performing arts to help students express positive alternatives to social issues in their schools and communities. Addressing interpersonal violence, racial and ethnic diversity, gender and power issues, and community service, LEAP aims to build self confidence and self-awareness in each participant.



Alaska Men Choose Respect is a statewide media campaign that features Alaska men discussing the importance of ending violence by choosing and teaching respect.

Through a collaborative and sustained approach, Ketchikan can become a community free of intimate partner violence. You can support this effort. For more information, please contact:

Women in Safe Homes



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Current 2011 WISH Board of Directors:

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Philosophy Statement

We believe that all people have a right to live in an environment free of violence.

We are a non-profit organization that provides high quality services through a team of specially trained individuals and volunteers. We work cooperatively with other public and private agencies building an extended community dedicated to stopping the cycle of violence.

We carry out our mission through direct services, primary prevention, and education to all individuals throughout Southern Southeast Alaska.