

# SOUTHERN KENAI PENINSULA RESILIENCE COALITION ACES COMMUNICATION STRATEGY

ACES Communications Strategy Evaluation  
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Prepared for  
Southern Kenai Peninsula  
Resilience Coalition

# ABOUT THE SKPRC

The Southern Kenai Peninsula Resilience Coalition (SKPRC) has a vision that “Communities on the Southern Kenai Peninsula cultivate healthy relationships and resilient families, free from violence and substance abuse”. To that end, the SKPRC was awarded a Comprehensive Behavioral Health Prevention and Early Intervention Services from the Division of Behavioral Health in 2019. The primary goal of the project “Cultivating Supportive Adult Relationships with Youth in the SKP” is to continue to build a trauma-informed community. To do so, the SKPRC has developed a three-pronged approach: ACES Communications; Expanding and Supporting the Network of Trauma-Informed Organizations (TIO); Spreading the Power of Protective Factors. The focus of this report is solely on strategy #1: ACES Communications.

## STRATEGY

The SKPRC developed a comprehensive ACEs Communications Plan with the intent to disseminate well-vetted, effective messages to communicate with communities in the service area about ACEs, their impact, and how to build resilience. Full implementation included organizing a workgroup, prioritize outreach tactics, design and develop communications products, and identify capacity building for strategy implementation.

Together with the Resilience Coalition Leadership Team, a set of key evaluation questions was developed for the overall strategy. Specifically, for the ACES Communications strategy, the key evaluation questions are as follows:

- 1. Have ACES Communications tactics engaged participation from new and diverse stakeholder groups in Homer?*
- 2. Have ACES Communications tactics engaged participation from parents of children ages 0-5 in Homer?*
- 3. Are our efforts communicating that stress is a shared human experience?*
- 4. Are our efforts facilitating individuals to enhance their well-being?*

# COVID-19 PIVOT

In March 2020, COVID-19 began to impact communities of the Southern Kenai Peninsula. In response to the pandemic and the new routines around it, the ACES Communications workgroup pivoted to create messages of support that were specific to this experience. These messages appeared on road signs on the Southern Kenai Peninsula, in local newspapers, and on social media.

Physical distancing can be hard.	Our children are adjusting to a lot of changes right now.	Right now, you may be feeling more stress.	Daily life looks very different now.
Everyday connections are so important.	Positive relationships with trusted adults help children manage stress.	Positive relationships help us cope.	Routine and structure create a sense of safety.
How can you make someone smile today?	How can you connect with a child in your world today?	How can you stay in touch with those who matter to you?	How can your daily rhythm support you?

#ConnectedCommunity



# POSTCARD SURVEY

In August 2020, the SKPRC distributed 6,570 postcard surveys by mail and made the survey available on its website. Postcards included the messages above and the survey questions below:

Where did you encounter the SKPRC signs and messaging?  
Please mark all that apply.

Roadside  Social Media  Newspaper  This Postcard

Other: Please describe


Did you know about the Southern Kenai Peninsula Resilience Coalition before you saw the signs/messages?

Yes  No  Not Sure

What are 3-5 words that describe your impressions of the signs/messages?

What do the signs/messages make you feel and think about?

Please share your preferred contact information for a chance to win a VISA gift card.

  
**Southern Kenai Peninsula Resilience Coalition**  
PO Box 1245  
Homer, Alaska 99603



*The SKPRC received 201 responses:*

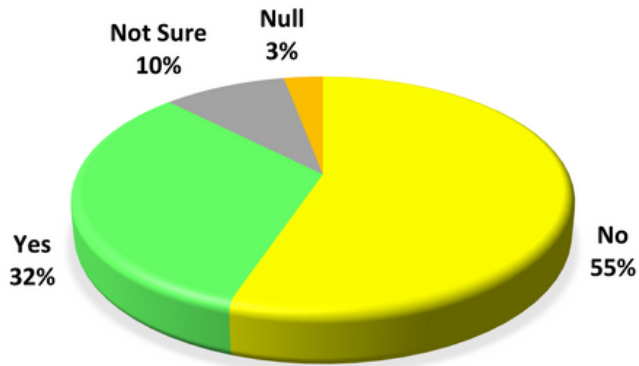
*44 online*

*157 returned postcards*

*\*A key driver in both road side signs and postcard surveys has been accessibility and a conscious effort not to exacerbate the digital divide in the SKP.*

# SURVEY RESPONSES

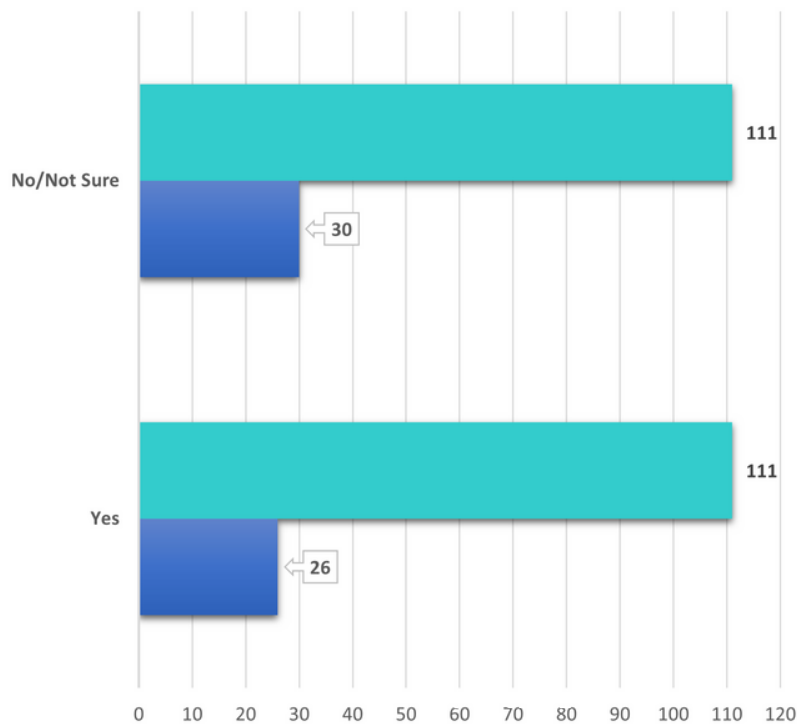
Did you know about the Southern Kenai Peninsula Resilience Coalition before you saw the messages?



65% of postcard respondents said “no” or “not sure” when asked if they knew about the SKPRC

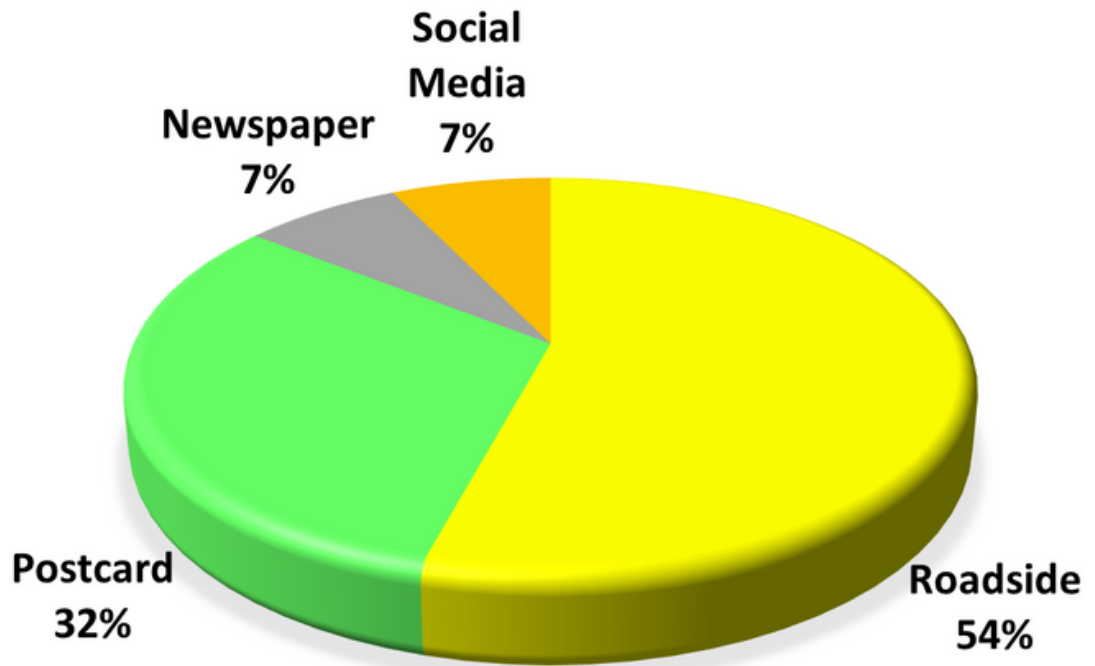
Of those respondents who answered “no” or “not sure”, 27% of them indicated that they would like to further engage with the coalition  
n= 30

Of those respondents who already knew about the SKPRC, 23% indicated that they would like to further engage with the coalition  
n= 26



# SURVEY RESPONSES

Where did you encounter the messages?

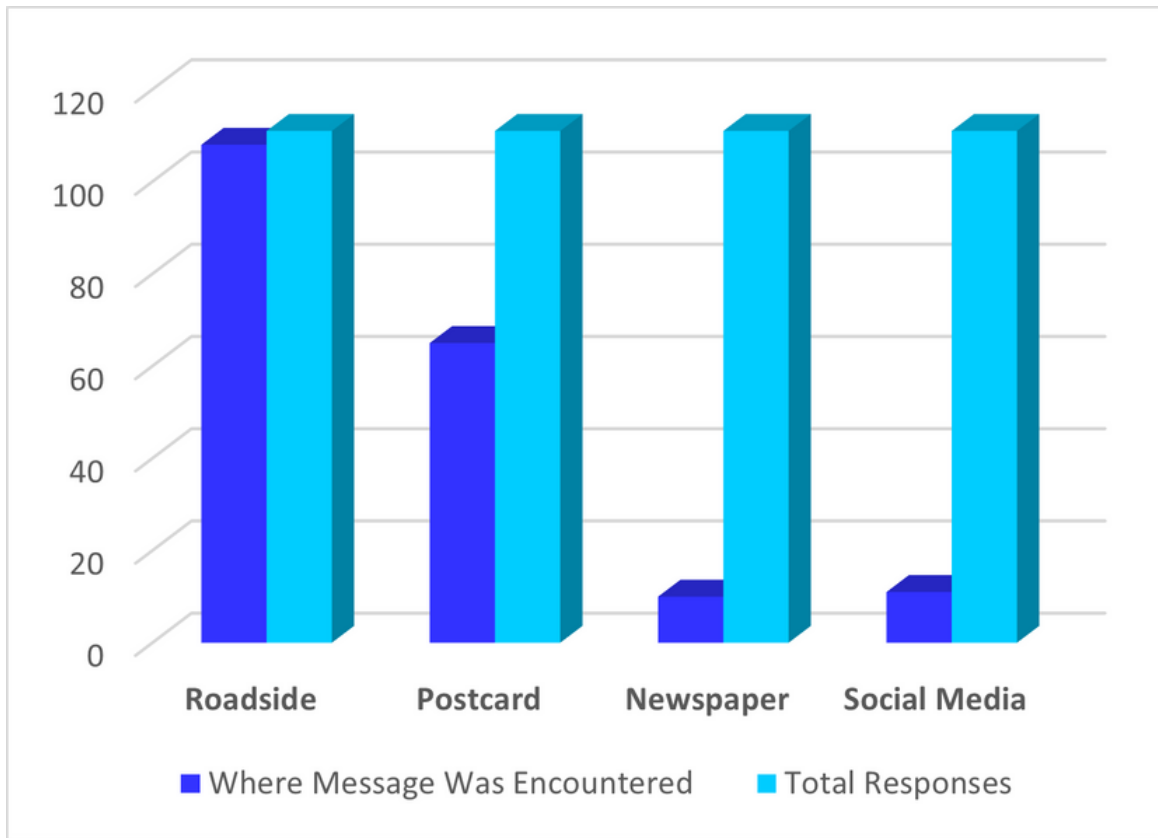


- 173 people responded that they encountered the messaging on the roadside;
- 100 people encountered the messaging on the postcard;
- 23 people saw the messaging in the newspaper;
- 23 people encountered the messaging on social media.



# SURVEY RESPONSES

If you didn't know about the SKPRC...  
Where did you encounter the messages?



\*Respondents could choose more than one

- **97% of people who DID NOT KNOW about the SKPRC responded that they encountered the messaging on the roadside**

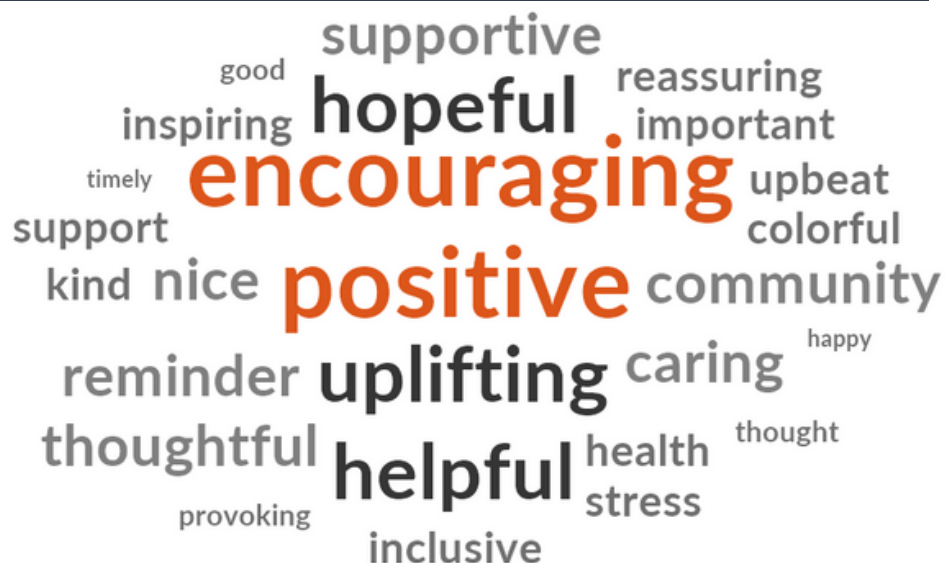
# IMPRESSIONS

What are 3-5 words that describe your impressions of the messages?

## STATS

- 147 unique sets of words spontaneously shared
- 227 unique words spontaneously shared
- 58 words mentioned more than once
- 138 words mentioned only once

## TOP 25 WORDS:





# IMPRESSIONS

## What do the messages make you feel and think about?

Postcard respondents offered their unique reactions and feedback to the SKPRC messaging.

A total of 293 responses were coded by theme.



# IMPRESSIONS

What do the messages make you feel  
and think about?

## THEMES

### Community & Connection : 120 responses

"I am not alone", "We are all in this together"

### Health & Wellbeing: 37 responses

"How to support myself and others"

### Family: 13 responses

"Caring for my children"; "checking in on loved ones"

### Masks & COVID-19: 11 responses

"I am happy to see them but wish all would wear a mask (cover)"

### Presentation & Formatting: 75 responses

"Too small and not spaced far enough apart"

### Suggestions: 22 responses

"Make signs much bigger, space them a lot further apart, and only use black print"

### Organizational questions: 13 responses

"I'm still trying to figure out what SKP is all about. How are you funded?"

### Opposed to messages: 15 responses

"So sad all this time and money going to COVID and the pandemic"

# KEY EVALUATION QUESTIONS

## How Have We Done?

Overwhelmingly, the messaging was focused on communicating that stress is a shared human experience and a natural response to COVID-19.

1

Have ACES Communications tactics engaged participation from new and diverse stakeholder groups in Homer?

2

Have ACES Communications tactics engaged participation from parents of children ages 0-5 in Homer?

3

Are our efforts communicating that stress is a shared human experience?

4

Are our efforts facilitating individuals to enhance their well-being?

130 postcard respondents (65%) said “no” or “not sure” when asked if they knew about the SKPRC

*\*Messaging was targeted to the entire community and not specifically to parents of children ages 0-5*

Children/family mentioned 13 times in survey response

Shared stress theme mentioned 35 times in survey response

Health and well-being theme mentioned 37 times in survey response

# **FOR MORE INFORMATION CONTACT:**

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**APPENDIX A: COMBINED RESPONSES TO “WHAT DO THE SIGNS/MESSAGES MAKE YOU FEEL AND THINK ABOUT?”**

**Community & Connection**

Community and connectedness

Supporting and being supported in my community

How can I help facilitate connections for folks who are isolated?

Kindness, unity

Care, responsibility, compassion

Sense that we are going through this together

I feel seen, supported, connected. Makes me think about community

That the quarantine is happening to everyone, not just me.

They help me remember that this is not only hard for me but also for others. Reminding me to reach out to people to support and for support. I am not alone.

Positive reminders, reaffirming, community

How can I engage with my community in a positive way during this season?

Lots of people need support

Mostly that Homer is such a great community to have so many resources available to support its citizens

Inspired and inspirational

I've become sour with people's care, or lack of, and don't give a shit if they're smiling or not. The message was a nice reminder to defuse my own tension and remember we're all in it together.

Even the ass holes.

Community

Empathy, we are all in this together

Community

Loving my family and friends, connecting

Safety

Community and individual health

Like the community is working to come together and be considerate of each other regarding the general wellness of everyone's being

my niece, calling friends from high school

Community-oriented reminders that we are all in this together. Positive messages are needed.

Community connections are still possible and necessary.

Help, resources, support

Know there is help for everyone

There are others in the KP that are also recognizing that we are amidst a pandemic

Caring for each other

The messages make me feel like I will get through COVID-19 and that someone cares enough to say positive words of encouragement

Valuable reminder to take care of ourselves and others during these strange times

They are encouraging. They are reminders to hang in there but maybe not a plan for people struggling to do that

Helping others

These messages make me open my eyes and my heart to understanding how friends and family "our community" has been affected with the social distancing, not being able to work, unable to be out in crowds as much, etc. This has affected people a great deal, but it feels good to know that we aren't alone.

Look out for one another

We're all in this together, and everyone handles the stress of the pandemic differently. Try to be empathetic

The importance of self care, how as a community we need to encourage positive, supportive messaging

The particular messages won't necessarily ring true for all, but they are a link and a reminder that this is a shared experience

The messages made me think about spending time with others in quality ways to help get through these unusual times while a pandemic is going on, while keeping health and safety in mind  
That someone actually cares about myself and others, that there are ways to feel better and hopeful

It shows that "community" cares about the Homer community of people.

Tapping into my empathy and remembering that we all have our battles

That I'm cared about. That there is support if I need it. How can I help someone-or more than one person?

What's really important

Just a reminder of how to keep in touch with kids

They remind me that there are small things people can do everyday to help someone else

Connecting with families and friends, tolerating change, accepting new reality, creating a flexible structure, caring and spreading kindness

Children and families struggling to adapt with new deal. School, food, DV, stress

Those in need or who are suffering

What might be going on outside my bubble

Thinking about my neighbors and community. Thoughtful reaching out at this disturbing time.

Feels good.

These messages make me do a self-check in terms of my own feelings, actions, and how can I improve, or make someone's day better or interact better with a loved one

Yes we are resilient. We are in this together.

We are all connected in some way

Let's all look for ways to reinforce each other which makes us stronger like a geodesic dome.

Community, family connections, actions, facing challenging issues --> persevere, mindful, positive thinking

Grateful for the reminders about healthy practices such as routines, connecting safely with loved ones

What I can do for others

They remind me I'm part of the larger community. It's easy to forget to smile at others (regardless of masks) and to connect and stay in touch and examine the structure of your day

Caring for others. Staying strong for each other in our community. Helping one another

That you're not truly alone and you have others in the community to help

The need to pay attention and work together for the betterment of our communities and beyond.

Some reminders to help let us know some of our feelings are ones others have as well. We are not alone.

Community, resilience, support, power of words, mental health, human touch/connection

I appreciated the effort and thoughtfulness for a group to organize and produce the messages. I felt positive and proud-and they make me think how proud I am to live in a community with caring people.

Community, reaching out to others

They make me think about the importance of Homer as a community and how we can better help each other out

Help for my friend struggling with substance abuse, needed counseling

They make me optimistic in knowing others are feeling the way some of your messages address and there's hopefully a way to deal with it all

It makes me think about the fact that this is just a temporary thing, even if it feels like a long time.

Even a year or two in the big picture is limited. Much can be learned through it. It can make us stronger and creative

Reminds me of the challenges people are facing

Hope. Helping others

That I have a supporting community. Reminds me that others need support

Feel: slightly pleased. Think about: that the message could be potentially helpful to some people

Resilience and how others may be feeling stressed or isolated

Community, how we are all in this mess together



I think about how fortunate I am and how most of us in Homer are lucky to live here. Helpful reminder when COVID has got ya down  
Community, looking after each other, compassion for those suffering  
How difficult these times are. How important we realize struggles go around to all, not just me.  
Awareness helps  
Care for a healthy community  
Not to suppress our humanity. Everyone needs help. Be kind  
Remind me to reach out to elders, families, kids. Even if I'm ok right now, others are not. It's okay  
Our wonderful community  
Makes me think of others  
I am not alone. We will get through this  
They make me think about the stress our community is under right now and the need to take a deep breath and be kind  
We are a great community. A model for transformation.  
Helps me do a self-check and hopeful others find them uplifting  
Doubt it changes minds, but positive!  
Once I focus on message and connect to community, very positive feel about connection to place  
We are all in this together and need to support each other. Gratitude for living in a caring community.  
In this time of isolation I like the reminders that we are a community and people care  
How to support myself and others  
Made me feel like we are all in this together  
Missing the absence of family and friends. Trying to be more tolerant during this challenging time  
How much I value the telephone contact with friends in Homer and across America  
Hoping that other people will be encouraged to be kind and helpful  
They reminded me that I live in a community that cares how others are doing. Thank you!  
I feel compassion for those who feel desperate-whether financially or emotionally. I think about: hoping that seeing the signs gives them hope  
Validated that I am experiencing stress, feeling overwhelmed, that I am not alone. Remember to stay in touch. Who matters to me?  
There are caring people in the community who are willing to take action to help others  
We care for each other  
Community support  
What I can do to help others cope. Benefits of being positive. Focus on joy, peace, blessings in my life. People who care enough to spend time/money on this  
That we are all enduring the COVID experience together. It's nice to see it visualized ...that someone had the means to express for the benefit of Homer  
Everyone I love. Positive and helpful messages especially at this time  
Proactive family and community health. Commitment from our city  
Am I making sure my kids are doing ok? When's the last time I checked in with my other family members? What's a special little thing my girls and I can do together today?  
What others might be going through and ways I can encourage them  
That also as a community we should care about and assist others  
This reminder touched my heart by letting me aware that our community does care for one another, physically and mentally = strong community  
Reminding each other that we are all in this together  
Helpful reminders that demonstrate "community" care in action  
A positive way of helping people during these horrible and scary times  
Good reminder of impact on people's daily life  
No blame-everyone can do this!  
Coming together during uncertainty  
It is always good to help people  
Change together we can...  
Trying to keep children connected  
Trying to be more tolerant during this challenging time

## Health & Wellbeing

To keep in mind the importance of mental health and positive interactions during our days; especially during the pandemic

Making sure to keep mental health and well-being a priority - especially during stressful and challenging times (COVID19)

How to better connect with positive resources and take care of myself

Being mindfully present

Safety

Taking time to relish the good moments

That things will not be like this forever

They are encouraging. They are reminders to hang in there but maybe not a plan for people struggling to do that

Mental health, isolation, loneliness

The importance of self-care

Individual health

Tapping into my empathy and remembering that we all have our battles

How to stay positive despite obstacles

Positive outlook, availability of in-home care, stay in touch

Children and families struggling to adapt with new deal. School, food, DV, stress

These messages make me do a self-check in terms of my own feelings, actions, and how can I improve, or make someone's day better or interact better with a loved one

Self-worth

They make me reconsider the negative inner talk and try to think more positively

They are necessary action words that encourage ANYONE to take a moment to think about personal mental health and wellbeing and how to treat others or think about themselves and how they are feeling. Emotional health has taken a back seat to everything else, as usual. But these messages highlight it and it's VERY IMPORTANT!

Community, family connections, actions, facing challenging issues --> persevere, mindful, positive thinking

Grateful for the reminders about healthy practices such as routines, connecting safely with loved ones

What I can do if isolation starts to get me down. How lucky I am and how much I have to be thankful for. Things I can do that will help me stay in a positive zone

Community, resilience, support, power of words, mental health, human touch/connection

Safety. Not being alone

My kids-their mental health and ways I can help them

Helps me do a self check and hopeful others find them uplifting

How to support myself and others

Validated that I am experiencing stress, feeling overwhelmed, that I am not alone. Remember to stay in touch. Who matters to me?

Adding positive structure to my daily routines

That we should be aware of the stress children are under due to the pandemic

Being positive

They make me pause and ponder

My family's health

Safety

Community and individual health

The messages made me think about spending time with others in quality ways to help get through these unusual times while a pandemic is going on, while keeping health and safety in mind

Reminds me to keep following guidelines

## Family

Kindness, unity, how I can help my child through this

Being a better mom and helping others do the same

Loving my family and friends, connecting

My niece, calling friends from high school  
Caring for children  
Remind my kids I love them everyday and "check in" with them  
Children and families struggling to adapt with new deal. School, food, DV, stress  
Community, family connections, actions, facing challenging issues --> persevere, mindful, positive thinking  
My kids and their happiness  
Also thinking about children and how they need happy childhoods  
My kids-their mental health and ways I can help them  
Missing the absence of family and friends  
Am I making sure my kids are doing ok? When's the last time I checked in with my other family members? What's a special little thing my girls and I can do together today?

### MASKS

Strongest message, personally, is "how can you make someone smile today?" Because of masks and the tension we are all under by wearing them, or stressing why people won't wear them, we don't get to see smiles, read lips, or see people's full expressions. I've become sour with people's care, or lack of, and don't give a shit if they're smiling or not. The message was a nice reminder to defuse my own tension and remember we're all in it together. Even the ass holes.  
That by wearing my mask at all times when around people and distancing is very important and if I don't get it I could pass it to someone else that does get it. I won't take the chance of putting someone else's life in danger  
Wearing a mask should be like "no shirt, no shoes, no service" or wearing pants/shorts/skirts  
I am happy to see them but wish all would wear a mask (cover)

COVID

COVID

They remind me of COVID

COVID-19

COVID-19 restrictions

The COVID situation

Makes me think more about COVID, which I would rather not

### PRESENTATION

I appreciate these signs, though I wish the print was even larger  
Sorry, but tipped over unreadable Burma Shave signs. Hopefully a good start?  
Too small and close together to read after first while driving  
I wish that someone knew more about communicating through signage  
I appreciate the effort but the signs are not readable to the driver  
"What did I just read?"  
They didn't stand out  
Prompted conversation! But messaging not clear  
Never really did get to finish one. Seemed nice, but an inappropriate venue for it  
They are virtually impossible to read while driving or riding in a vehicle. Frustrating!  
They are a distraction to good driving and should be changed. They do not add to my life positively or acknowledge my resilience or stimulate growth  
Some have too many words to easily read when drive by. Also, too "conceptual" vs concrete for some  
Frustrated. Distracting that unable to read easily when driving or even walking by so message is lost. I suppose intentions are good-but is it really worthwhile?  
Lettering is too small. Signs don't stay upright but tilt at an angle and signs are too close together to read when driving by. Bigger letters, placed further apart and sturdier posts would make these good messages effective  
Wish font size was bigger on road signs. Hard to read

The roadside signs, now that you told me, seem too small to read at speed, yet thanks for the effort. Hope they help

From the mailout finally put the messages together. The message is good. The questions are a good reminder. A different venue than the signs are needed to really make an impact

Never have been able to read. I truly regret not having been able to read them. However, thank you

Couldn't read them. Saw them on way into Homer in front of a church thought it was COVID-19 related

This is the first piece of info on this I have seen

I have never seen a message until this one

What do they mean!!

The messages were confusing to me since there was no context-where did they come from and who was sponsoring the messages?

Thought-provoking and encouraging but wish an explanation would have come sooner

We saw the roadside messages in Homer but they were too small to read when a passenger, definitely impossible to read while driving. Until receiving this card we had no idea what those signs were about or anything about the SKP Resilience Coalition

We are not supposed to text and drive and to try to read these signs while driving should be against the law. Too close together. Print too small

It does not explain what you are doing or what support systems are in place

Too frequent; difficult to read as I drive by

Print too small, msg too long

Uplifting but spaced too close together to fully read while driving by

Signs a danger to driving

Too small and not spaced far enough apart

Probably a good message but too much to read while driving

Too many words to read while driving. Print too small. Especially when more than 1 sign in a row

Too small to read while driving

They should be simplified to 3 words max and larger print

Hard to read while driving

This is the first time that I've been able to read the messages. My encounter was with the road signs and the font is too small to read when traveling on a roadway 20-50' away going 20-35mph

Distracting while I'm driving

Do not like multiple signs posted along roadway

Readable: small print; Seemed to align with COVID messages and previous resiliency messages;

Signs could be a little taller due to driving eye level

I believe this is a wonderful idea but I found the messages confusing at times. The passive voice seems less supportive than (at least some) more affirmative statements

Well intended but tough to put in context

Messages are great but hard to read while passing by in vehicles

Font too small! Signs too close together to read while driving

Too small to read

Too small lettering

Hard to read driving by at 25 mph

Roadside signs very distracting for driving. Lettering too small and signs too close together.

Surprised they were even allowed

Too long to read

Too small, couldn't read them

Difficult to read driving

I could read none of them as I drove around, even at 25mph. The words were not big enough nor was there enough contrast between some words and backgrounds. I don't walk through town so I didn't have a clue what they were until told later

Lettering, signage too small to read when driving by. Only saw a few

No idea what they want us to do-reflect? join a group? Unsure of what their point is. Is it a program?

Encouraging but did not know intentions

Very good message but the road signs were impossible to read  
Signs need to be farther apart. Too hard to read when going the speed limit  
I can't read them...  
Lettering too small. Signs too close  
Not my style  
Difficult to read while driving 25 mph.  
A little too long for drivers to read  
Too hard to read while driving  
The lettering was too small to read  
Positive messaging but graphically boring  
Sometimes hard to read from a car  
Text too small. Signs too wordy to read while driving  
Unable to read from car  
Though I was never able to read them in a series while driving, perhaps a walking area would be preferable  
I do find it difficult to read the multiple signs when driving. Also, keep messages short  
Font might be larger- driving by in a car they're hard to read  
Too close together to read while driving by. On the postcard was the first time I've been able to read them at all  
I've appreciated the messages, appreciated that I'm asked a question rather than told what I should do but I have constantly had difficulty reading through each whole sign before driving past. Consider condensing the message or enlarging the signs. Thanks for the effort

### **SUGGESTIONS**

Some are abstract thoughts, some use language specific to people in the "helping" professions (what are your daily rhythms), and the one "life is hard right now" evokes a sarcastic response from me. I think the signs reflect a value of fairly high literacy with specific messaging that feels campaign-like. It's a good campaign, I get it, but the signs just really miss the mark with me. I much prefer the ones at McD's "how can you make someone happy today" (or something like that) as they get to the point for the reader. To truly meet the masses, I think messaging needs to be more basic, maybe some visuals for a driver, or really just put your time into concrete supports and then tell me about that. I'm really not trying to be critical of very hard work, your efforts are much appreciated. It just seems that Homer is a bit famous for "talking" and "meeting" then "talking about meeting", and it makes me cringe a bit  
That they don't go far enough. They are a good starting point but they didn't feel like they had substance behind them, like a program, so they felt like empty messages  
I understand the intent of the messages. Appreciate the intent but wish the money had been spent on getting more masks for the community and focused on the importance of wearing masks as a way of demonstrating caring for others during this pandemic  
The messages are great but I think spending the same amount of money to buy fewer messages that are bigger with less wording would be more effective  
Perhaps follow these up with statements like "all children are our children"; "Homer cares"; "Together we can thrive". Just a suggestion. Thank you for caring! You are wonderful and certainly on the right track  
But I feel you have left something out-the healing power of nature. Just getting outside on my property w/ its wooded backyard makes my spirit happy  
Lettering is too small. Signs don't stay upright but tilt at an angle and signs are too close together to read when driving by. Bigger letters, placed further apart and sturdier posts would make these good messages effective  
Must push back: no one, no message can "make" us feel/think  
I have 20/20 vision. I suggest next time you make signs much bigger, space them a lot further apart, and only use black print. Good luck  
They could be about wearing masks and social distancing  
They should be simplified to 3 words max and larger print

Readable: small print; Seemed to align with COVID messages and previous resiliency messages; signs could be a little taller due to driving eye level

I believe this is a wonderful idea but I found the messages confusing at times. The passive voice seems less supportive than (at least some) more affirmative statements

Signs need to be farther apart. Too hard to read when going the speed limit

I have seen the signs around town....I guess I didn't get the complete messaging of the Resilience signs. I remember seeing the one that says "Physical distancing can be hard" -- and my reaction is "Yeah, no shit! I haven't had a hug since February! It sucks! Why are you reminding me?" and so I end up feeling pretty negative. I don't really remember seeing the follow-up "Everyday connections are important." or "How can you make someone smile today?" Maybe those are on the reverse side or something? So, I'd say (at least that one) was a fail at connecting with me as a (probably atypical) townsfolk person. [But that's just me. It's like every time I sign in to watch something on HBO, they ask "Who is watching?" and the only choice is "Cindy" and I have to click on it every damn time. There are "Add Adult" and "Add Child" buttons, and they just remind me that I am ALONE and the only one watching. Ha ha ha. It's kind of funny in a really stupid way. It's sort of become an inside joke, and I laugh every time I pick "Cindy"; I'm the only one who gets it. LOL!] Also, I think the signs are graphically very bland. I LOVE LOVE LOVE the COVID signs that have animals and Xtratufs and that sort of thing. But these are just text. So they don't catch my eye

Though I was never able to read them in a series while driving, perhaps a walking area would be preferable

I do find it difficult to read the multiple signs when driving. Also, keep messages short

Roadsides should almost be farther apart in order to read

Sign ideas: "save a neighbor wear a mask". "save our economy wear a mask"

I've appreciated the messages, appreciated that I'm asked a question rather than told what I should do but I have constantly had difficulty reading through each whole sign before driving past. Consider condensing the message or enlarging the signs. Thanks for the effort I would like to see them move around and change periodically

#### ORGANIZATIONAL QUESTIONS/COMMENTS

I'm still trying to figure out what SKP is all about. How are you funded?

Up until this postcard I wondered "who is doing this?"

How do you accomplish the goals? Are you partnered with any of the current mental health programs?

The messages were confusing to me since there was no context-where did they come from and who was sponsoring the messages?

Is this a group? Club? Information? I ignore them not understanding them

Why does Homer have another coalition? I'm so tired of roadside signs telling me what to think on whatever for. Does the coalition really think I don't know this is hard and stressful and very different?

MAPP's the same organization as SKPRC

Is this the signs that say don't give up?

It does not explain what you are doing or what support systems are in place

No idea what they want us to do-reflect? join a group? Unsure of what their point is. Is it a program?

Confused-who put them there?

Never heard of you. Still don't know who or what you are. Sounds like new age mumbo jumbo cliched sound bites. Have not seen signs. Do not want to

Give to single moms who is really struggling to make ends meet

I'd like to know more

#### OPPOSED TO MESSAGES

They sound a bit negative. Most people I know are just fine--isolated more than usual, but just fine



They make me feel resentful that this whole COVID has taken away so many rights. By masking and isolating we have increased other health and safety dangers and cursed financial hardship on many people

They are a distraction to good driving and should be changed. They do not add to my life positively or acknowledge my resilience or stimulate growth

So sad all this time and money going to COVID and the pandemic

The messages make me feel irritated and annoyed. They make me think you guys are edifying a "pandemic" that should not be happening. These signs only fuel the fire of the political agenda that is being played on the American people. These signs make me think about "safe spaces" that have plagued American universities for years. People need to face danger and fear and these signs remind me of an over-bearing mother who coddles her child so he/she can't function properly in reality. This nation NEEDS strong men to lead us or else we will fail as a society. Start being real with people, stop coddling, encourage courage, and let's move forward instead of playing the victim card

Get rid of road signs!

Litter

Waste of time and effort

I think somebody got too much grant money

Why does Homer have another coalition? I'm so tired of roadside signs telling me what to think on whatever for. Does the coalition really think I don't know this is hard and stressful and very different?

Waste of money and resources. Trash

I question what happened to growing some hair putting on our big boy and girl panties and pressing on! Life by its very nature is tough. Political correctness, kumbaya practice and touchy-feely won't replace hard work, goals and resolve

Roadside trash. Coalition is trying too hard. Back off!

I think about the unnecessary stress this COVID situation has impressed upon individuals and society. I am saddened by and frustrated with the isolation and division in our community and country resulting from an overreaction to the everyday spread of germs. These signs imply we must just deal with the situation rather than actively taking hold of the community we have--a community we've been told we cannot enter into or must approach with caution

Rather read positive affirmations

## **APPENDIX B: WORDS AS THEY APPEARED TOGETHER ON POSTCARD**

Words (1)	Words (2)	Words (3)	Words (4)	Words (5)
non-intrusive	apolitical	supportive	intriguing	
Ineffective	well-intentioned			
Colorful	inviting	curious		
Colorful	eye catching			
Encouraging	positive	thoughtful		
Encouraging	hopeful			
Uplifting	thought provoking	helpful		
Timely	positive	reminders		
helpful	hopeful	inspirational		
Upbeat	thoughtful	helpful		
Concise, happy, positive	happy	positive		
Positive	helpful			
Important	validating	connected		

Acknowledge	support	reach out		
Health	support	family		
Reassuring without toxic positivity				
Positive	reminder	healthy		
Positive	healthy	reminders		
Positive	trust	changes		
positive	manage stress	life different now		
Encouraging	colorful	uplifting		
interesting	unexpected	too small		
Upbeat	positive	reminding		
nice	community	uplifting		
kind	thought provoking			
what?	that's nice			
Nice	uplifting	encouraging		
different	positive	thought provoking		
Nice	uplifting	encouraging		
Positive	inclusive			
Positive	uplifting	empowering		
Empowering	thoughtful	inspiring		
good	easy to understand			
Obtuse	unclear			
positive	insightful	encouraging		
Bright	Uplifting	Moving	Emotionally Intelligent	Human
Open	Safe	good		
positive	Important	Informative		
Positive	Supportive	Hopeful	Encouraging	Confusing
Nice	Everyone needs a little uplift	Good proactive messages		
Uplifting	Positive	Encouraging	Kind	Cheerful
Good messages				
Initially I was perplexed				
Helping	Reassuring			
Encouragement of others	Helps to de-stress			
Supportive of our community				
Perspective				
Thoughtful	Caring	Community		
Supportive	Engaging	Community-oriented		
Great!	There are bridges	Support is here	A caring community	No one is alone
Prescient	Inspirational			

Positive	Happy	Caring		
Timely	Effective	Easy		
Uplifting	Nice			
Positive	Concern	Perceptions	Acceptable actions	
Validation	New reality	Relationships	Hope	
Critical for our times				
Sensitively aware	Supportive of others			
Somebody out there cares	Humane message	Encourages kindness	Creative	
Hopeful	Thought provoking	Encouraging		
Positive	Uplifting	Inspiring		
Good start				
Necessary	Supportive	Health		
Thoughtful	Reminder of purpose	Upbeat	Encouraging	
I am heartened!				
Helpful	Encouraging	Motivating		
Positive	Thought-provoking	Community-centered	No blame-everyone can do this!	Requires action
Positive	Hopeful	Caring		
Support	Coping with stress			
We are in this together				
Encouraged	Impressed	Hopeful		
Positive	Caring	Encouraging	Calming	
What! Oh that's nice				
Stay resilient	There's help/hope	You aren't alone	This is indeed HARD	
Helpful	Reminding			
Positive	Healthy Living	Important		
Be happy	Call friends			
Important message				
Safety	Community	Positivity in these uncertain times		
It was encouraging				
What is that?				
Curious	Think message ok			
Positive	Uplifting	Caring		
Nice idea				
Distracting				
Victim	Weak	Noodle	Snowflake	Fragile
Not necessary				
Distracting				
Grateful	Positive	Hopeful		

Potentially helpful to some people				
Mental health help	Community			
Simple	Direct	Well-designed		
People working for better community	Great!			
Uplifting	Hopeful	Helpful		
Positive	Encouraging	Interesting		
Very positive messages	Thought provoking			
It's about time???				
Encouraging	Positive	Resourceful		
Timely	Focused	Accurate		
Hopeful	Reminders	Inclusive		
Kind	Inspiring	Affirming		
Positive	Happy	Well-spaced		
Uplifting				
Encouraging	Positive			
Calming	Reassuring	Positive		
Hopeful	Caring	Supportive	Positive	
Ok				
Positive	Community-minded			
Pro emotional and social health				
Timely	Meaningful	Appropriate		
Sensible	Thoughtful	Not always applicable		
Inspiring	Helpful	Encouraging		
Compassion-building	Self-reflection promoting			
Hopeful	Uplifting	Effective		
I felt someone cared				
Clear	Hopeful	Good advice		
Too many words	Too small signs			
Hard to read on roadside				
Supportive	Understanding	Grateful		
Encouraging	Positive reminder			
Caring	Positive	Inclusive	Awareness	Thoughtful
Ok	Interesting	Valuable	Yes!	
Distraction to motorists	Unnecessary			
Vague				
Condescending				
Confusing				
What do they mean?				

Surprised	Confused	Nice messages	Encouraging	
Cult-like	Ultra liberal			
Concern	Doubt	Molds		
Annoying	Redundant	Nuisance		
Waste of money				
Crocks of crap				
Sadness	Bossy	Trendy	Political	
More lies!				
Victim mentality	Passive	Misdirected messaging		
Thoughtful	Relevant	Family-centered		
Encouraging				
Positive	Concrete	Helpful	Timely	

## **APPENDIX C: SURVEYS RECEIVED BEYOND DEADLINE**

Four survey responses were received beyond the deadline. These are included below in an effort to ensure voice, but are not included in the overall data compiled in the report due to time constraints. Three postcard responses were received by mail (#1-3 below), one response was received online (#4 below).

### **Where did you encounter SKPRC signs and messaging?**

1. Postcard
2. Roadside
3. Roadside, postcard
4. Roadside

### **Did you know about the Southern Kenai Peninsula Resilience Coalition before you saw the messages?**

1. No
2. No
3. No
4. Yes

### **What are 3-5 words that describe your impressions of the messages?**

1. Ineffective, Unnecessary, No mission
2. Political, trendy, virtue signaling
3. Positive message instead of negative
4. Hard to read in drive by

### **What do the messages make you feel and think about?**

1. How poorly this was done and at what cost? Not perforated, must cut. No obvious point to group/no clear message. Gmail addresses to gmail and not skpresilience domain. Is it SKPRC or skpresilience coalition? SKP resilience looks a lot like skpestilence. NOTE included: THIS CARD COVID-FREE AND WRITER MASKED
2. They make me wish people thought for themselves, that people wouldn't feel the need to push their ideas on others. They make me sad and angry
3. Optimism; others are trying to be positive too; others acknowledge challenges are facing; not divisive like so many messages and statements today
4. I sure hope parents are reading these statements

### **Please share your name and preferred contact information in order to: further engage with the coalition, Enter to win \$100 VISA gift card**

1. Should this be selected, issue to South Peninsula Haven House
2. No thank you
3. Enter to win gift card
4. No thanks