# YEAR ONE REPORT:

## SOUTHERN KENAI PENINSULA RESILIENCE COALITION

Prepared For:
**Southern Kenai Peninsula Resilience Coalition**

Prepared By:
**Wellspring Group Consulting, LLC**

# EXECUTIVE SUMMARY

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 misuse." In service of this goal, the SKPRC has developed a three-pronged approach: *(1) ACES Communications; (2) Expanding and Supporting the Network of Trauma-Informed Organizations (TIO); and (3) Spreading the Power of Protective Factors*. The focus during Year One has been on two of its three strategies: ACES Communications and TIO work.

The SKPRC has made many advances during Year One. Sixty-three individuals received training in Trauma Informed Organizations work in Homer. 6,570 postcards with COVID-19 supportive messaging were sent to residents of the Southern Kenai Peninsula. The top 10 words people freely offered as impressions of the messaging were: positive, encouraging, uplifting, hopeful, helpful, community, nice, caring, supportive, thoughtful. Website traffic, listserve numbers, and Facebook engagement all grew over the course of FY20. Meeting participation averaged 14 individuals for each month of the year.

Through surveys, interviews, and focus group discussions this report outlines the major achievements and areas of growth for the Southern Kenai Peninsula Resilience Coalition as it looks towards Year Two of its "Cultivating Supportive Adult Relationships with Youth in the SKP" efforts.

Major findings include areas of achievement such as strong participation amongst engaged SKPRC members; strong internal infrastructure and organization; and momentum around doing the work. Focus group discussions revealed that strategic hiring decisions advanced efforts both technically and in terms of morale and overall project momentum. Survey responses from SKPRC members demonstrated that most meeting participants are there because of work (46% of respondents) but also that other work obligations can also prevent them from participating (23% of respondents). Respondents shared that other community members might not be "at the table" because they don't know about the SKPRC; because they lack capacity; and because of barriers to access like concrete and economic resources. To increase meeting participation, survey respondents indicated that community members could be engaged by directly asking people to participate, by breaking down barriers to access (like meeting times, transportation, childcare, money), and adjusting communication style (i.e. make meetings more youth friendly). When asked how people might engage in the future, most respondents indicated that they would like to participate in future meetings (25%), join a workgroup (18%), offer specific skills (18%), or work on a directed project (12%).

The insights contained in this report offer reflections on Year One and potential pathways forward during Year Two and beyond.

# CONTEXT: COVID-19 PIVOT

Because of the emergence of COVID-19 during Year One, the SKPRC Leadership Team, together with the Project Manager, pivoted on the two strategies implemented in Year One in an effort to create a flexible and adaptive response to the crisis. For the TIO Strategy this meant that trainings, luncheons, quarterly meetings—all envisioned as in-person events—had to be re-considered under the new constraints of COVID-19. To that end, the SKPRC Project Manager proposed bringing onboard a trauma-informed consultant to support the participating organizations during the initial months of COVID-19 adjustment. In April 2020 Kindred Consulting was hired to support the TIO organizations and strategy for the remainder of Year One.

The SKPRC originally 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, prioritizing outreach tactics, designing and developing communications products, and identifying capacity building for strategy implementation. 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, on social media, and on the survey postcards mailed to residents.
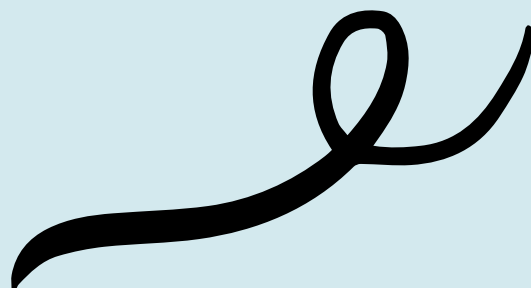
# KEY EVALUATION QUESTIONS

**TOGETHER WITH THE RESILIENCE COALITION LEADERSHIP TEAM, A SET OF KEY EVALUATION QUESTIONS WAS DEVELOPED :**

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

**TIO**
- How have the TIO tactics connected and engaged with new community members, organizations, and businesses in Homer?
- What changes were made in the established and new organizations?
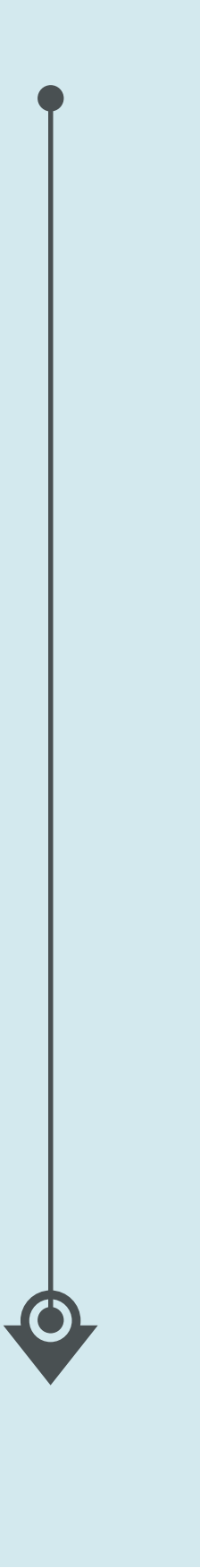- Which organizational practices are in place today to sustain and advance your TIO efforts?

**PROTECTIVE FACTORS**
- Which tactics were effective for adult providers of youth activities to increase their knowledge about protective factors?
- Are our efforts facilitating connections between adult providers of youth activities and youth in Homer?

**PROJECT**
- How has the project's strategies affected youth's perceptions of trusting relationships and safe environments with adults, other than their parents, in their lives?
- What lessons have we identified thus far? What lessons have been learned from this project moving forward? How can we incorporate this learning into the project now?

# OVERVIEW OF YEAR ONE DATA

The SKPRC was awarded a Comprehensive Behavioral Health Prevention and Early Intervention Services grant 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); and Spreading the Power of Protective Factors*. Between August 2019 and July 2020, the SKPRC focused on two distinct strategies to further its vision that "Communities on the Southern Kenai Peninsula cultivate healthy relationships and resilient families, free from violence and substance misuse".

The report that follows draws on a variety of data sources. TIO data was gathered through individual interviews with five recipients of one-on-one coaching with Kindred Consulting and a focus group discussion with six members of the TIO peer support group.

ACES communication data comes from the 201 responses to the postcard/online survey.

Year One reflection data was gathered through an online survey sent to 236 members of the listserv, of which there were 29 responses. Additional data was gathered through a focus group discussion with the SKPRC Leadership Team.

## TIO STRATEGY:

- Changes that were made to the established and new organizations include: Increased staff buy in to the trauma informed approach across organizations; New or refined trauma informed policies across organizations; Increased trauma informed awareness and training for staff, Boards, and Executive Directors; Organizational leadership supported through COVID-19.

- Organizational practices in place today to sustain and advance TIO efforts include: Collaboration across organizations through a sense of safety and connection; Cultivating an inspired workforce through transparency and trust; Engagement, focus, and commitment to TI work: among staff, Boards, and Executive Directors.

- Organizational-specific strategies & practices to move TI work forward utilizing the services of Kindred Consulting, 63 individuals received individualized training and support through one on one consultation.

It should be noted that a major planned activity, History and Hope trainings, could only be carried out until March 2020. However, during Year One, a total of 12 History and Hope trainings were implemented and 179 people were trained.

## TIO WORKGROUP DATA:



ACES Communications workgroup membership grew from **0** to **7** over the course of Year One



The TIO workgroup held **9** meetings during Year One.

## 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, prioritizing outreach tactics, designing and developing communications products, and identifying capacity building for strategy implementation.

- 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
    - 64 ROAD SIGNS posted

- In August 2020, the SKPRC distributed 6,570 postcard surveys by mail and made the survey available on its website; 201 responses were received. Sixty-five percent of postcard respondents said "no" or "not sure" when asked if they knew about the SKPRC; 54% of people encountered the messaging on the roadside.

### ACES COMMUNICATIONS WORKGROUP DATA:



ACES Communications workgroup membership grew from **0** to 5 over the course of Year One



The ACES Communications workgroup held 13 meetings during Year One.

## OVERVIEW OF YEAR ONE DATA

### Website
Total # new website visitors: **535**
Total # views in FY20: **1,373**

### Email
Total # emails sent: **17**
Average # email recipients: **210**
Average open rate: **34%**

### Facebook
Total # Facebook posts: **30**
Total # people reached: **2,912**
# mentions: **189**

### Resilience Coalition
# meetings: **11**
Total # meeting attendees: **156**
Average # meeting attendees: **14**

The Youth Risk Behavior Survey (YRBS) is a school based survey administered to Alaska high school students. YRBS collects important information about the health of Alaska teens, including health risk behaviors. YRBS data helps inform strategies that help organizations plan programs and interventions that support youth. YRBS data was collected in 2019 and released in 2020. According to the data from students in the Southern Kenai Peninsula:

*% of students who agree/strongly agree that they matter in community:* **49%**

*% of students who feel comfortable seeking help from at least one adult besides their parents:* **50%**

# YEAR ONE SURVEY METHODOLOGY

The SKPRC Year One Annual Evaluation was administered online via Google Forms. The survey was sent twice via the SKPRC listserv, each time to 236 recipients.

**The Year One Annual Evaluation survey asked the following questions:**
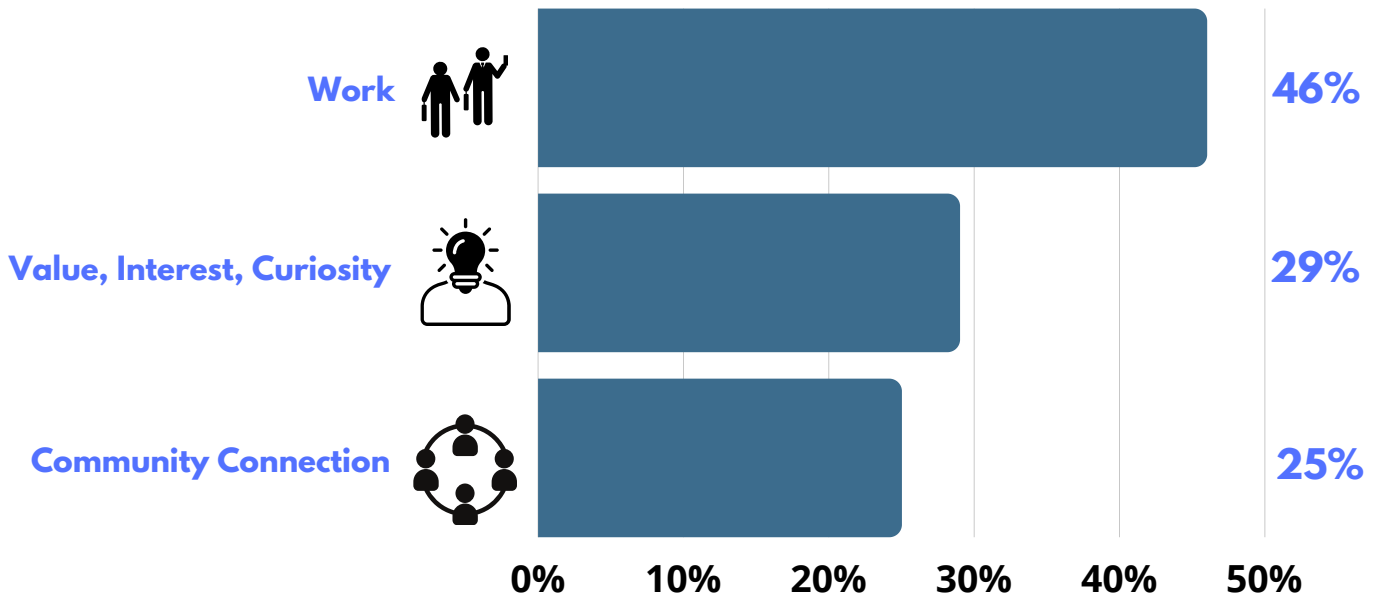
- Why have you chosen to participate in the Resilience Coalition (work, interest, community connection, other) this past year?
- If you've been unable to engage with the Resilience Coalition this past year what are the reasons why?
- How could the communication methods, frequency, and tools used by the Resilience Coalition be improved?
- What are some reasons why other people might not be at the "table"?
- What are ways we could engage more community members to participate regularly in the Resilience Coalition?
- In what ways, or in which activities, can you engage with the Resilience Coalition in the future?
- Any other feedback?

A focus group discussion was also conducted with members of the SKPRC Leadership Team. Participants received the questions in advance, at the time of the discussion, and following the discussion. It should be noted that only three respondents offered their reflections.

**The focus group questions were as follows:**

- What do you see as big and small successes over the past year regarding this project?
- Which aspects or processes seemed to effectively move the project forward?
- Which aspects or processes could be strengthened to continue to advance the project?
- What would allow you to feel more competent and confident as a leadership team member carrying out this project?
- Do you have any other questions or feedback?

**WHY HAVE YOU CHOSEN TO PARTICIPATE IN THE RESILIENCE COALITION (WORK, INTEREST, COMMUNITY CONNECTION, OTHER) THIS PAST YEAR?**
(N=52)

**Work** — **46%**

**Value, Interest, Curiosity** — **29%**

**Community Connection** — **25%**

0%   10%   20%   30%   40%   50%

# RESPONDENTS SAID:

**"It is important to the work that I do, and also something I am interested in as a human being and community member"**
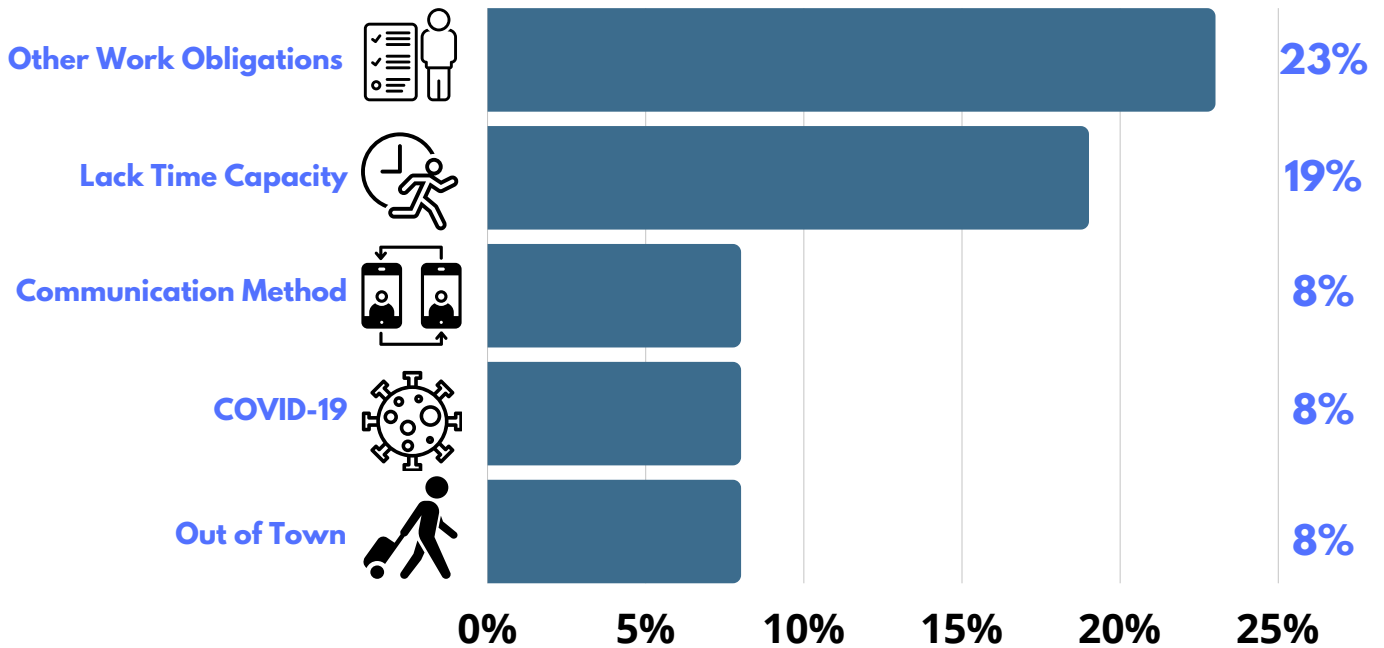
*"I am a community member who values this work"*

*"Personal interest in building community connections"*

*"Work, community connection, curiosity about what other orgs are doing"*

*"Work, community connection as well as a belief in this work!"*

## IF YOU'VE BEEN UNABLE TO ENGAGE WITH THE RESILIENCE COALITION THIS PAST YEAR WHAT ARE THE REASONS WHY?
### (N=26)



| Category | Percentage |
|---|---|
| Other Work Obligations | 23% |
| Lack Time Capacity | 19% |
| Communication Method | 8% |
| COVID-19 | 8% |
| Out of Town | 8% |

Categories with response rates under 5% included: Meeting Style (n=1) and Different Beliefs and Goals (n=1). Seven people (27% of respondents) did not respond to the question.

# RESPONDENTS SAID:

**"I wasn't usually able to attend due to my [work] schedule. However, when the pandemic hit and meetings went virtual I was able to attend from home and now it has become an anchor for me - in my work life and on a personal level."**

*"Increased responsibility at work due to Covid"*

*"Limited capacity because of other work commitments"*

*"In my opinion, the introductions are too long and focus valuable meeting time on promoting each org[anization]-describing in detail that should be saved for outside meetings. The last meeting I went to felt overall not enough productivity"*
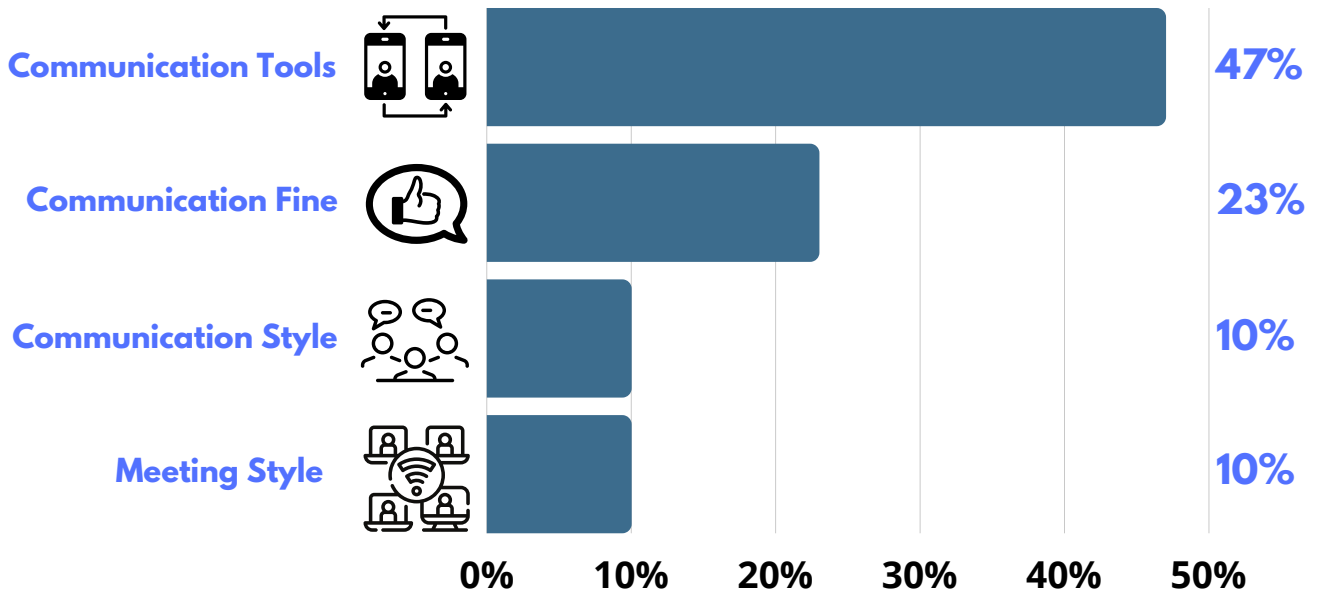
*"Time"*

*"The meeting times interfere with other work"*

*"COVID-19"*

## HOW COULD THE COMMUNICATION METHODS, FREQUENCY, AND TOOLS USED BY THE RESILIENCE COALITION BE IMPROVED?
### (N=30)

| Category | Percentage |
|----------|-----------|
| **Communication Tools** | **47%** |
| **Communication Fine** | **23%** |
| **Communication Style** | **10%** |
| **Meeting Style** | **10%** |

*Communication Tools refers to the platforms for information sharing (i.e. social media, email, newsletters, etc). The "where".
*Communication Style refers to the language choices used to share information. The "how".
Three people (10% of respondents) did not respond to the question

# RESPONDENTS SAID:

## "Communicate with more common language and clarity of purpose"

*"I could use more frequent reminders about the meetings"/ "Include [meeting] invites via Google calendar"*

*"A usable website with ability for note taking and sharing across the coalition. Message board"*
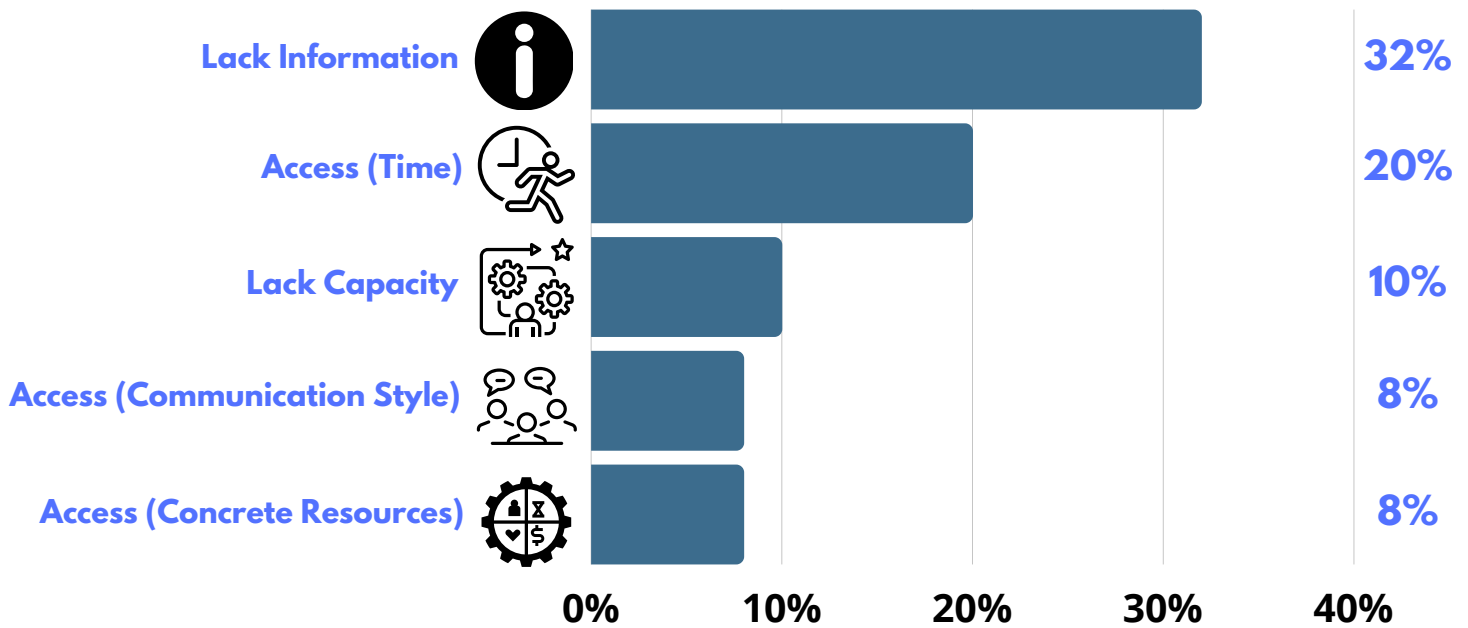
*"I think there is great communication occurring"*

*"Keep things really short. The recent newsletter I didn't read because of long paragraphs...I get wayyyyyyy too many emails to read that"*

*"We're tired of being told what to do, how to feel, that resilience is the key....etc"*

*"More social media outreach"*

*"The Resilience Coalition does a good job with communications"*

## WHAT ARE SOME REASONS WHY OTHER PEOPLE MIGHT NOT BE AT THE "TABLE"?
(N=50)

| Category | Percent |
|---|---|
| Lack Information | 32% |
| Access (Time) | 20% |
| Lack Capacity | 10% |
| Access (Communication Style) | 8% |
| Access (Concrete Resources) | 8% |

*Communication Style refers to the language choices used to share information. The "how".
*Concrete Resources refers to Internet, childcare, transportation, money/stipend
*Categories with response rates under 8% included: Feel Intimidated (n= 3), Meeting Style (n= 2, COVID-19 (4%), Different Beliefs and Goals (n=1). Three people (6%) did not respond to the question

## RESPONDENTS SAID:

"Some people may not be at the table because they have schedule conflicts, child care issues, or transportation issues"
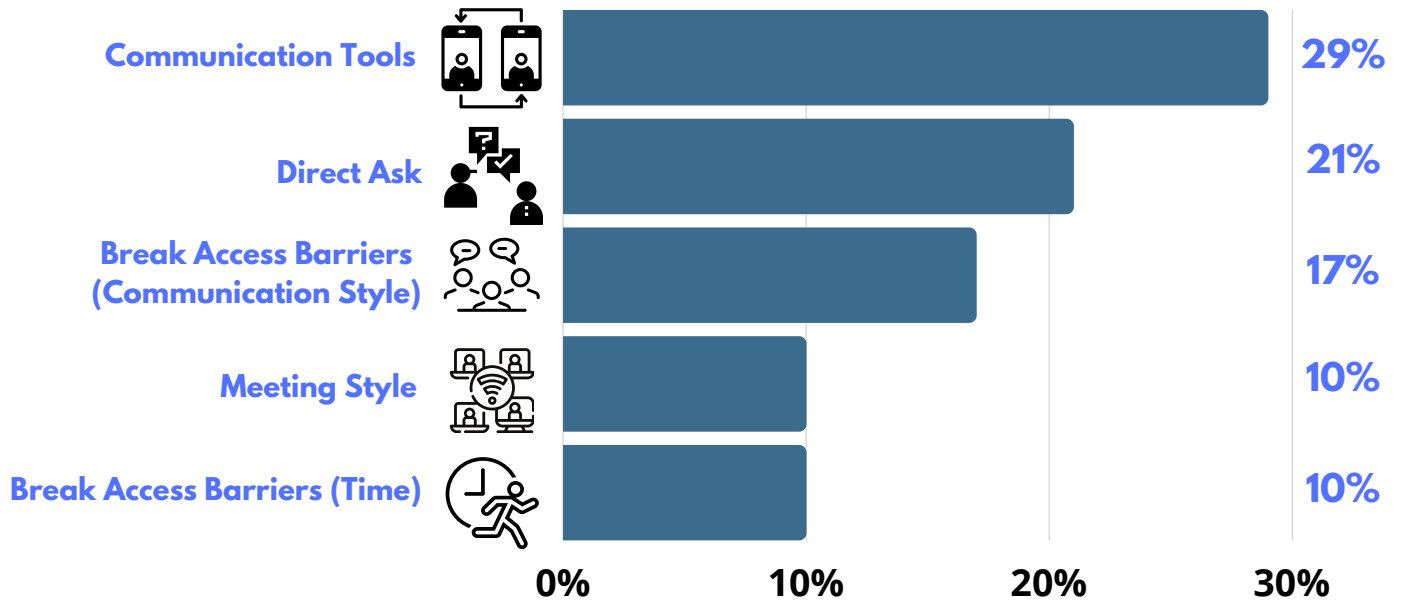
"They are not sure what the coalition does, what the goals are, what the outcome looks like, how they can get involved. What is a member? Who can become a member? What are the benefits of being a member? Who are the current members?"

"Folks may not feel they belong at the meetings- like their voice isn't as important as people who are professionally paid to be there"

"Maybe people feel that they are barely hanging on, so what could they do to help?"

"Compassion fatigue is a thing. Many people may be already tapped out on their time commitments"

## WHAT ARE WAYS WE COULD ENGAGE MORE COMMUNITY MEMBERS TO PARTICIPATE REGULARLY IN THE RESILIENCE COALITION?
### (N=42)

| Category | Percentage |
|----------|-----------|
| Communication Tools | 29% |
| Direct Ask | 21% |
| Break Access Barriers (Communication Style) | 17% |
| Meeting Style | 10% |
| Break Access Barriers (Time) | 10% |

0%   10%   20%   30%

*Categories with response rates under 10% included: Break Access Barriers-Cultural (n= 1), Break Access Barriers-Concrete Resources (n= 1), Specific Project Focus (n= 1). Three people (7%) did not respond to the question

# RESPONDENTS SAID:

"Get the word out!!!! Explain why it is important for people to be involved. Present and encourage ways for getting involved!"

*"Give me a list. Explain what is needed and how that translated into time, effort, frequency"*

*"Have meetings held in the evenings. maybe two meetings/month - one during the day and one in the evening"*

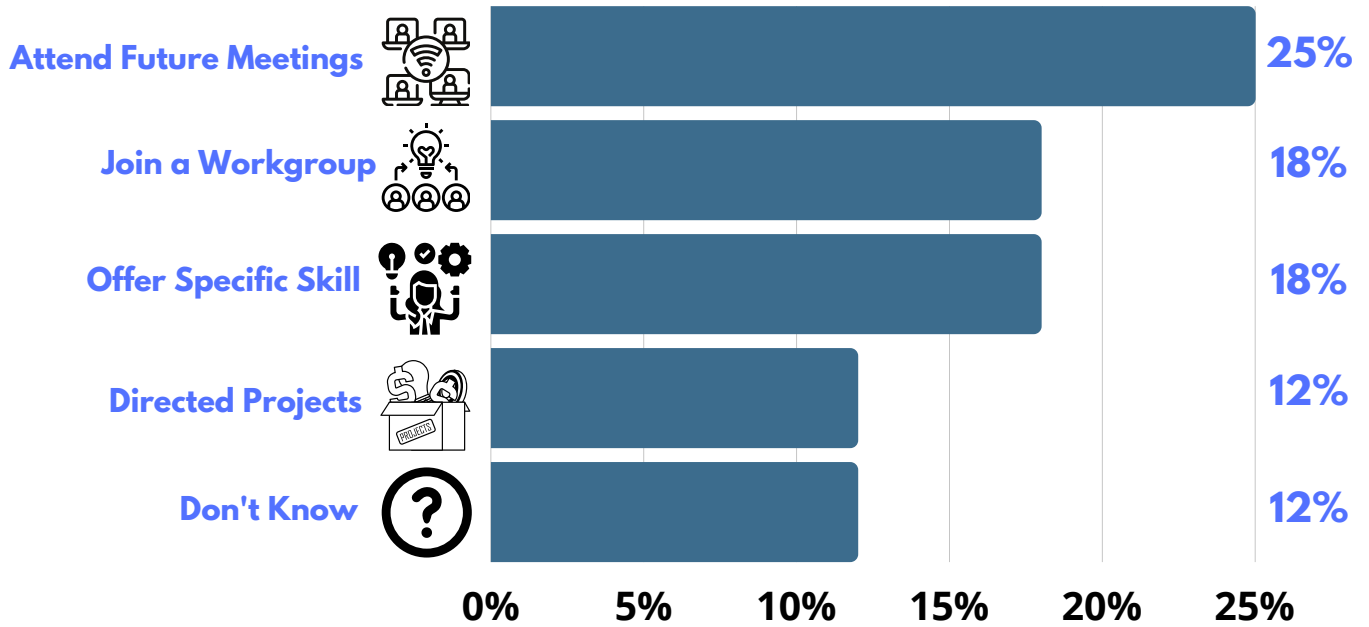*"Offer stipend/incentive for participation"*

*"Personal connections are really important, perhaps we could start by inviting current members to bring a friend to a meeting"*

*"Perhaps partner up with the Chamber or KBBI to get the word out"*

*"Ask youth to join and make meetings more youth friendly"*

## IN WHAT WAYS, OR IN WHICH ACTIVITIES, CAN YOU ENGAGE WITH THE RESILIENCE COALITION IN THE FUTURE?
(N=40)

| Activity | Percentage |
|---|---|
| Attend Future Meetings | 25% |
| Join a Workgroup | 18% |
| Offer Specific Skill | 18% |
| Directed Projects | 12% |
| Don't Know | 12% |

*Categories with response rates under 10% included: Outreach (n= 4), Open to Possibility (n= 2)

## RESPONDENTS SAID:

**"Skills I can contribute are community building, youth development, and artsy stuff!"**

*"I'd like to keep joining meetings"*

*"In the future it would be great to get involved with work-groups"*

*"Brainstorm resources, help move projects forward, collaborate"*

*"Offer homeless youth perspective"*

*"Make time and space for my staff to attend meetings and participate in work groups if they want to"*

*"Keep emailing me- I will get there!"*

## OTHER FEEDBACK?
(N=20)

# RESPONDENTS SAID:

## "Keep up the great work!"

*"I appreciate the professional development being involved with this group offers me. I am learning about new community members, community priorities, and getting to make a few connections potentially. I am honored to be involved"*

*"This coalition has become one of my greatest anchors. I wish that feeling of belonging for anyone looking for a positive group when life feels overwhelming. I have learned so much about trauma, healing and community service through this meaningful work. I hope the community values the coalition, even though some folks don't feel it is important or crucial to community health, everyone benefits from strong loving partnerships"*

*"I appreciate how kind, thoughtful, and honest folks in the coalition are"*

*"Thank you for bringing positivity to Homer through your signage and all the hard work to be present especially for those in need"*

*"Thank you for giving me the opportunity to share my comments in this survey. Very interested in learning more"*

*"Please keep up the awesome work"*

## RESILIENCE COALITION LEADERSHIP TEAM FOCUS GROUP

The SKPRC Leadership Team participated in a focus group discussion to reflect on the past year of the project. The following narrative and questions guided the conversation:

*While the overarching goal of the SKPRC is to develop a trauma-informed community, the specific focus of this activity is on the DBH-funded project "Cultivating Supportive Adult Relationships with Youth in the SKP". This project received funding in August 2019 and began doing the work of the project in September 2019. Now that the project has been underway for one year, it is the right time to address the key evaluation questions developed by the RCLT which include: What lessons have we identified thus far? What lessons have been learned from this project moving forward? How can we incorporate this learning into the project now? When reflecting on the questions below, you might consider the following aspects of the project: grant compliance, project management, leadership team, coalition, strategy workgroups, communication, outreach, meetings, evaluation, or others.*

1. What do you see as big and small successes over the past year regarding this project?
2. Which aspects or processes seemed to effectively move the project forward?
3. Which aspects or processes could be strengthened to continue to advance the project?
4. What would allow you to feel more competent and confident as a leadership team member carrying out this project?
5. Do you have any other questions or feedback?

## WHAT DO YOU ALL SEE AS SOME BIG AND SMALL SUCCESSES OVER THE PAST YEAR REGARDING THIS PROJECT?

*"Our engagement in [Resilience Coalition] meetings are has been really impressive as far as more people...maybe it's like hashtag COVID silver lining, but the Zoom meetings have brought new people to the table and increased engagement in that has been lovely"*

*"The structure of the coalition with the leadership team...I'm thinking specifically [about] the development of the RRA's [Roles, Responsibilities, and Authorities]"*

*"Coalitions are just so messy, but ours is really, really being thoughtful about how we can just be...as strategic but also as kind of operationally smooth as possible"*

*"I appreciate the data collection and evaluation process so that we can see where energy is being used well and where we need to tweak things"*

*"The forward momentum in our strategy work groups, I think that's been huge this year. And if we [look back to] August or September 2019, there was not a lot of action in any subcommittees, we were just kind of scraping by trying to figure out agendas for monthly coalition meetings. And so I think just receiving the funding, and then building the structures that we needed for this particular funding source. Once that was set, I feel like there's just been lots of forward momentum and I see that really continuing. So I think that's a huge success"*

*"I would just call out specifically, the trauma informed work group...lots of success there lately and also over the last six months. And the ACES communication workgroup I think the same there with leadership and structure and actual momentum with participation and focus. Before COVID we were really having some good momentum with History and Hope and bringing trainings to numerous community groups and audiences. And I just revisited those numbers, and it was almost 200 community members that we trained, you know, from the beginning of the grant until March of 2020. And so even though that's a little further back in time, I think that was some great momentum. And then also just having that capacity of having numerous trainers in the community, because even since we trained our trainers, I want to say, about three of them have left the community but the program didn't stop because there were still trainers here".*

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## WHICH ASPECTS OR PROCESSES SEEMED TO EFFECTIVELY MOVE THE PROJECT FORWARD?

*"I would just say we have been struggling with next steps for trauma informed organizations and [the TIO strategy] energized and help gave us the opportunity to try different things and take a few risks, and that were very beneficial to moving that process forward"*

*"I think paid facilitation is a massive one for the trauma informed work group. I think that inspired the sort of collective energy in that effort. And...the focus that's coming out of the strategy planning, with Wise at Work. And also I think...having [the TIO] workgroup staffed with Anna...is something that was missing that we really needed; I think someone a little bit objective to the peer support process, and able to see a little bit wider view of and and really do the back end research to move us forward"*

*"There's the deep dive work that we're doing but there's also the intro to resiliency work that's happening, like the signs and...just introduction stuff. And so I feel like we've been able to do both of those. And sometimes those of us doing the deep dive, forget how important the just the introductory stuff is. But I think we did reach a lot of people with the signs and the communications...I feel...that we are tackling resiliency on multi levels at the same time"*

*"I am completely unaware of how things management wise go...if having the capacity to hire people to do some of the work allows Hannah to [focus on other things]. I mean, I think Hannah started doing reports, which is really helpful and in in giving us a full picture of what's going on in the coalition and beyond. And I don't know how much of that is impacted by grants and hiring and stuff. But I have noticed that I feel very informed"*

*"The consultants and the facilitators...to really push forward, for example, the trauma informed organization subgroups, that kind of thing. And I was thinking recently...when we say, do we have the "capacity" to do something... that means a lot of different things. But when it comes down to it, it means time and money. You know, it means the staff person who has devoted time to do that and their job. And that's what...we're trying to convince--or hope to engage--other organizations or the community to devote [themselves to], and it is an attitude and a culture thing, but it also is the bottom line. So that's really helpful to move things forward"*

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## WHICH ASPECTS OR PROCESSES COULD BE STRENGTHENED TO CONTINUE TO ADVANCE THE PROJECT?

*"The identification of shared measures, like figuring out what were the quantitative measurements that we're looking for as a coalition, and how it is that we capture those measure, keep them alive, and what we're working on connects to that. That's a big one for me"*

*"I think another one, which connects to everything I've said before-- just the continued increasing of our infrastructure as a coalition. I think that already is showing how much more we can do together when we have that [infrastructure] solid, but I think it's really going to help us for those time periods that we don't know if we'll have funding or that we don't have funding. Having infrastructure like that in place, I think will be really solid for us"*

*"I think we have been doing a lot of great foundation work with this grant... And our action items have been mostly directed towards building the foundation... And the actions of actually increasing direct interaction with teens or youth, we haven't gotten to that point. I mean COVID [happened]. But, you know...I think we haven't done the direct work yet. And I would love it if we were going to take this to the next level, like, do some shift in focusing that way, too"*

*"Being able to assess what organizations are doing the work... and how we capture all the good work being done in our community that might not fit into the boxes that we have labeled".*

## WHAT WOULD ALLOW YOU TO FEEL MORE COMPETENT AND CONFIDENT AS A LEADERSHIP TEAM MEMBER CARRYING OUT THIS PROJECT?

*"The time and the support to do the deeper work because I think that that's what that time with Jessica allotted for me"*

*"We have been really good lately at finding the focus. And I'll give you an example. Yesterday, I wrote an email to Hannah and Jay saying, hey, do you guys want to do this training with me blah, blah, blah. Hannah wrote a response back that said, I don't have the capacity to do that. And I don't think that's where our focus is right now. And I think that is an indicator to me that we are doing the right thing at the leadership team. Because I want I think that Hannah should be feel really empowered to be saying no, because she knows exactly what her role and responsibility is. And then I hope that that starts to translate to us too. I think we're all kind of still trying to figure it out"*

*"As far as the leadership team roles go, I really think that we are getting somewhere with that. And I think that's very important. And...I feel like I get more competence, and really commitment, I would say, out of having information provided to me ahead of time and having our time on the leadership team be very specific and decision making. And to use us as a leadership team, as opposed to program discussion-- there are all those places in the work groups and elsewhere to be doing that. And so I really like that clarity of role. I would definitely appreciate any support I could get to clarify my role just because I'm new to this role. But, you know, regardless of me, I know that that support really does matter to us. And I guess what I would need to feel more confident in this role...I think an onboarding would be great"*

*"Something to make me feel a little bit more confident as a leadership team member would be to see the requirements laid out in maybe like a timeline form, knowing [for example], we have this different report that we've never even done before that they expect us to know how to do, due on this day, that kind of thing. I think we, as a leadership team, need to understand and know, "what is that?" And what is Hannah supposed to be doing [for this reporting]? And does Hannah know how to do it? Because if they're not teaching, there's no idea...like what is due and who knows how to do it? And do we need to find someone who knows how to help us?"*

*"There also is some finance stuff that I think we can get better at...Like there's something there with, I think, probably internal communication we can improve on? And just like the order of operations with who does what, when. And it's not just in the fiscal realm, it's in all those realms of leadership capacity, like I think we're still trying to find that. Where's that happy medium between too much communication and not enough communication?"*

# KEY EVALUATION QUESTIONS CONCLUSIONS

Together, the TIO Strategy Report, the ACES Communications Report, and the Year One survey and focus group data illuminated a variety of changes over time. Below is a summary of those changes in relation to the SKPRC's Key Evaluation Questions: what lessons have we identified thus far? How can we incorporate this learning into the project now?

The TIO strategy in Year One:
- Increased staff buy in to the trauma informed approach across organizations;
- Built trauma informed policies across organizations;
- Increased trauma informed awareness and training;
- Highlighted collaboration across organizations;
- Cultivated an inspired workforce through transparency and trust;
- Increased engagement, focus, and commitment to TI work; and
- Developed organizational-specific strategies & practices to move TI work forward.

The ACES Communications Strategy in Year One:
- 64 road signs were placed throughout the community;
- 6,570 postcard surveys sent by mail with messaging;
  - 201 responses received
    - 65% of postcard respondents said "no" or "not sure" when asked if they knew about the SKPRC
    - 97% of people who did not know about the SKPRC encountered the messaging on the roadside
    - 60% of respondents said that the messages made them feel a sense of community and connection

## KEY EVALUATION QUESTIONS CONCLUSIONS, CONT.

Overall, the Year One evaluation can address the overall project questions outlined in the Key Evaluation Questions:

- What lessons have we identified thus far? What lessons have been learned from this project moving forward? How can we incorporate this learning into the project now?

Through the SKPRC survey it was identified that:
- Most people participate because of work
- Most people are unable to participate because of work obligations, limited capacity, or meeting style
- Other communication tools could be used like social media, radio, newspapers
- People might not be at the table because they don't know about the SKPRC; because they lack capacity; because of barriers to access
- Community members could be engaged by directly asking people to participate, by breaking down barriers to access, and adjusting communication style
- Most people would like to participate in future meetings, join a workgroup, offer specific skills, or work on a directed project

Through the SKPRC Leadership Team focus group it was learned that:
- Successes include: building structure; increasing engagement in the RC; building momentum, structure, and focus in workgroups
- Processes that have moved the work forward include: consultants and facilitators to push forward on the work and internal reporting
- Things that could be strengthened include: quantitative measurements; continuing to increase/strengthen infrastructure; assessing the work being done in the community; focusing on work with youth
- Increased confidence and competence to do the work could come from: time and support; developing and sticking to boundaries and focus; utilizing the RCLT as a decision-making group (as opposed to program discussion); clarity of grant requirements and timeline and ensuring that there is capacity to complete those tasks; financial information flows

## REFLECTIONS AND RECOMMENDATIONS

**Coalition Infrastructure**

The SKPRC should celebrate its achievements and continue to build on coalition momentum. Strong meeting participation, deep commitment and action in the workgroups, and strong internal organization have been highlights among Year One successes. Moving into Year Two, the SKPRC should consider strategic hiring decisions (such as consultants) to continue to advance the work. In Year One, these hires were not only able to complete discrete, technical projects but they also buoyed the momentum of the SKPRC's work. Lastly, while internal organization was a recognized achievement in Year One, some project management tools could be formalized to continue to strengthen internal reporting in areas like finance and grant management.

**Community Outreach**

Website, email, and Facebook engagement all grew over the course of FY20. Numbers of meeting participants was steady, with a slight increase in some months. For the size of the community, SKPRC meeting participation is impressive. Should SKPRC want to continue to grow meeting participation it will need to address barriers to access such as concrete and economic resources for community members to fully engage. Additionally, while most people participate because of work, it is also a barrier to participation. Finding ways to address these barriers is an important step forward in expanding community participation. Moreover, to reach a broader audience, SKPRC will need to consider increasing awareness of its work among community members. Using evaluation findings can also be a communication tool in this effort. Finally, the SKPRC will need to re-visit the vision for community engagement to identify where and how to expand "reach" to examine the answers to "Who is not at the table? Who should be at the table? How do we bring them to the table"?

**Evaluation**

Every evaluation requires a check-in. The SKPRC should re-visit measures and indicators for Y2: are these still the right data points? What else might we want to know based on the information we learned in Year One? How can we improve our data gathering processes?

# FOR MORE INFORMATION CONTACT:

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SKP Resilience Coalition

## Online/Social Media Presence Dashboard

This dashboard shows how we reach community through our website, email listserv, Facebook page, and other media (i.e. radio, newspaper, flyers, etc). This dashboard is updated each month and is used to analyze and discuss what types of improvements can be made to the SKPRC online/social media strategy.

| | 2019 | | | | | | 2020 | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | |
| **Website** | | | | | | | | | | | | | |
| #New Users | 27 | 24 | 42 | 52 | 53 | 36 | 54 | 32 | 47 | 38 | 88 | 42 | |
| # Return Users | 3 | 5 | 3 | 6 | 5 | 4 | 5 | 6 | 4 | 5 | 3 | 5 | |
| # Total Views | 75 | 73 | 94 | 120 | 131 | 104 | 202 | 109 | 86 | 160 | 127 | 92 | |
| **Listserv** | | | | | | | | | | | | | |
| # emails sent | 3 | 1 | 3 | 1 | 2 | 2 | 1 | 1 | 0 | 1 | 1 | 1 | |
| # recipients | 222 | 221 | 223 | 221 | 226 | 227 | 227 | 233 | 0 | 235 | 239 | 240 | |
| # opened | 81 | 66 | 77 | 70 | 96 | 85 | 76 | 74 | 0 | 76 | 92 | 71 | |
| Open rate | 36% | 30% | 35% | 32% | 42% | 37% | 33% | 32% | 0 | 32% | 38% | 30% | |
| **Facebook** | | | | | | | | | | | | | |
| # posts | 3 | 1 | 4 | 3 | 2 | 1 | 0 | 3 | 2 | 5 | 2 | 4 | |
| # reached | 113 | 38 | 217 | 105 | 60 | 40 | 0 | 89 | 73 | 648 | 584 | 945 | |
| # followers | 100 | 101 | 101 | 102 | 103 | 103 | 103 | 108 | 108 | 113 | 122 | 125 | |
| #likes | 99 | 99 | 100 | 101 | 102 | 102 | 102 | 107 | 106 | 111 | 119 | 123 | |
| # mentions | 19 | 7 | 51 | 5 | 2 | 1 | 0 | 8 | 9 | 20 | 30 | 37 | |

## Strategies Dashboard

This dashboard shows how we reach individuals and organizations through our TIO and ACES Communications strategies. This dashboard is updated each month and is used to analyze and discuss what types of improvements can be made to the SKPRC strategies.

| | 2019 | | | | | | 2020 | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | Jul | Aug | Sep | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun |
| **Workgroups** | | | | | | | | | | | | |
| # TIO workgroup members | 0 | 0 | 0 | 3 | 3 | 3 | 5 | 5 | 5 | 5 | 7 | 7 |
| # TIO meetings | 0 | 0 | 0 | 1 | 1 | 0 | 2 | 1 | 0 | 2 | 1 | 1 |
| # ACES workgroup members | 0 | 0 | 0 | 0 | 2 | 2 | 2 | 2 | 2 | 4 | 4 | 5 |
| # ACES meetings | 0 | 0 | 0 | 0 | 2 | 1 | 2 | 1 | 2 | 2 | 1 | 2 |
| **Trainings** | | | | | | | | | | | | |
| # History and Hope trainings | 0 | 0 | 1 | 1 | 0 | 0 | 1 | 4 | 5 | 0 | 0 | 0 |
| # Individuals trained- H&H | 0 | 0 | 10 | 4 | 0 | 0 | 42 | 51 | 72 | 0 | 0 | 0 |

**APPENDIX B**

**Why have you chosen to participate in the Resilience Coalition (work, interest, community connection, other) this past year?**

Community connection / networking / marketing for our program

Work, but also community!

Work, community connection as well as a belief in this work!

I work for a non-profit that is committed to building resiliency. Also, I am a community member who values this work.

Interest in staying connected, at least to some extent

Volunteer and work

Interest and former work focused on more holistic patient care (patient centered medical home, care coordination)

Interest

work opportunity

Interest/ curiosity

Work, community connection

Curiosity - why another coalition in Homer?

Agency development

Networking.

Work, interest

Work

Work (that is also important to me personally).

To stay up to date with other in related work fields, to try and be my efficient with meetings. To better support homeless youth!

Work, community connection, curiosity about what other orgs are doing.

I appreciate connecting community members for the good of all

Primarily due to my job, but also a personal interest in building community connections

Work as well as personal interest to connect with our community.

To expand my reach into the community and to use my creativity and marketing skills.

Work and personal interest

We believe in the work that is being done, but more than that we want our organization to reflect our TIC values. Our agency wants to be part of the solution in creating safe spaces for people in crisis.

Work related

It is important to the work that I do, and also something I am interested in as a human being and community member.

I feel the more training and understanding of the issues that affect my community and surrounding programs the more equipped and confident in my role as an Advocate.

I like to acknowledge the efforts of those who are trying to make a positive difference in the community.

Interest/ curiosity

**If you've been unable to engage with the Resilience Coalition this past year what are the reasons why?**

Time

I am new and cannot answer this question.

I was not engaging with the Resilience Coalition this past year because I was out of town and out of the loop. Excited that my new position is pushing me back in.

In my opinion, the introductions are too long and focus valuable meeting time on promoting each org. Describing in detail that should be saved for outside meetings. The last meeting I went too felt overall not enough productivity.

Increased responsibility at work due to covid

The meeting time interfere with other work.

I have attended some monthly meetings but I have not taken on working with a committee due to feeling busy at work. I hope to be more involved and focused with a committee in the future.

New member to the effort. Signs posted at St. Augustine's church which I am a member.

Out of towwwwwwwwwwwwn

While I have many of the same end goals as the Resilience Coalition, the paths we believe in are vastly different.

N/a

Time.

N/A

Occasionally I forget because I do not have a standing meeting invite.

It was hard to get on the email list at first but we overcame!

Sometimes there's lots of meetings and they overlap.

Limited capacity because of other work commitments.

N/A

I learned about this coalition 4 years ago when I moved to Homer and was able to attend some of the meetings, but wasn't usually able to attend due to my front office position schedule. However, when the pandemic hit and meetings went virtual I was able to attend from home and now it has become an anchor for me - in my work life and on a personal level.

Not a problem for me. If I were to guess though, it's because of when meetings are during the day.

Timing

Covid-19

N/a

I had a baby and covid!

New member to the effort. Signs posted at St. Augustine's church which I am a member.

**How could the communication methods, frequency, and tools used by the Resilience Coalition be improved?**

Is there a location where the monthly minutes are posted for review?

I am new and cannot answer this question.

Hmm...you guys seem like Zoom masters right now. More interaction with the entire group? Rather than constantly doing break out rooms?

The Resilience Coalition does a good job with communications.

It's fine. Keep things really short. The recent newsletter I didn't read becasue of long paragraphs on someones personal covid story. I get wayyyyyyy too many emails to read that.

All seem to work good to me- I feel connected.

Market beyond the circle of folks already on board

Besides the email I get, I don't see a lot of presence on Community forums...

I think there is great communication occurring. I have no thoughts on how to improve methods.

Have repeated messages in various forms of communication explaining what this coalition is all about (newspaper, posters - in conspicuous places, radio - like the green dot program). Invite people to participate! ie. a flyer could have been left at church or sent to the church by mail explaining more about the coalition.

Streamlined conversation and agenda and events etc

Not sure. They're actually pretty good.

Solid

Included invites via google calendar.

A usable website with ability for note taking and sharing across the coalition. Message board

It might be difficult for some of us to differentiate what groups we are in- color coding, unique phrasing, or simple messages might help to clarify this group versus TIC groups, for example

Sometimes I think the check-ins are way to long and then we don't get to do some of the deeper work that I crave.

No feedback at this time

Good question. I've been out of touch for a few months so I'm not quite sure. It does feel like a lot of communication happens through the coordinator and not directly between members, and it would be nice to facilitate those kinds of connections-- but at the same time, I've seen lots of new platforms fail to connect people in that way because there wasn't enough energy from members to participate like that or to learn a new platform.

Doing an awesome job

Use the radio stations more for broader reach

When I first had to work from home and wanted to engage I had a challenging time navigating some of the details of when and how to participate, but that was likely also due to massive stress as we all adjusted to the shutdown. I don't have a social media page, so I like being able to go to a website for info. I also really appreciate the emails. They are always a welcome sight in my inbox!

Email reminders always work for me. Perhaps a information-sharing page could be created, or a community board that has updated information about what all of our members are doing in the community. This would also give a chance to collaborate.

Engage community business to post messages on their buildings and on their social media platforms.

Find out why more community members don't participate

I could use more frequent reminders about the meetings -- or I could just be more responsible myself!

N/a

In this day in age, emails are great.

Have repeated messages in various forms of communication explaining what this coalition is all about (newspaper, posters - in conspicuous places, radio - like the green dot program). Invite people to participate! ie. a flyer could have been left at church or sent to the church by mail explaining more about the coalition.


**What are some reasons why other people might not be at the "table"?**

They are not sure what the coalition does, what the goals are, what the outcome looks like, how they can get involved. What is a member? who can become a member? What are the benefits of being a member? Who are the current members?

Have we asked them?

Perhaps not enough information. Sometimes "coalition" can be intimidating.

Compassion fatigue is a thing. Many people may be already tapped out on their time commitments.

I cant' speak for others. In covid tho, meetings need to be even more efficient than usual.

Timing of meetings, language too advanced/jargony, not enough publications on what tangible things RC actually does in/for the community to help promote the services? Folks may not feel they belong at the meetings- like their voice isn't as important as people who are professionally paid to be there.

They don't understand the purpose on the meetings or what the draw for them would be.

Maybe people feel that they are barely hanging on, so what could they do to help..

They do not know this group exists and wants their participation. They do not know they have things to contribute as a community member.

I am having a thought about having another group be involved with a member representative, for example, the _____ Church has a community (Resilience) committee made up of it's church members and one of their group members participates in the meetings and shares their work and thoughts to this Resilience group as a whole. Group to group...? One way to get a wider , broader community participation potential maybe. One way to get other community groups involved and active in the Resilience group.

What table? A person wants to know more needs to be directed on path to get involved.

At capacity, unaware, covid

We're tired of being told what to do, how to feel, that resilience is the key....etc!

Uncertain as to the work we do

Don't see the value

Can't make meetings, don't have capacity, don't know, doesn't think it will impact them

Time, access: people who do come to meetings might be given encouragement or instruction on how to share the info with their organizations or community- messaging and simple language

They have not been invited OR the meeting is not meaningful (doing 30 minutes of personal or organizational check-in isn't a good use of time to me, and I wonder about that for others too).

It takes a lot of persistence. I had to be persistent to make it to a meeting but I'd like to see it the other way around.

I think people don't know about the work of the coalition or aren't sure if it's for them.

Pandemic, time, $?

Meeting times are not conducive for those in jobs that don't support community involvement; intimidating to show up in a fairly intimate space as a new member; hard to break into the 'bubble' of the RC

Before the pandemic, I think it was likely due to people not having flexible schedules in order to attend in-person meetings or not knowing what the coalition is all about (or caring)? Now, it depends on people's schedules as well as access to Internet. Some folks may not feel they have a reason to participate or feel like the work isn't important or needed because of capacity and/or personal/political beliefs. Some folks may feel intimidated or marginalized because of financial hardships or other stressors in their world that take priority. Some folks still may not know they are wanted and welcome.

The time of the day when we have monthly meetings. Unawareness of Resilience Coalition.

Meetings are during regular business hours

Some people may not be at the table because they have schedule conflicts, child care issues, or transportation issues.

Lack of awareness

Time commitment, time of day, don't know about it, don't know how it works

N/a

They're overwhelmed with every day life, especially during a pandemic.

What table? A person wants to know more needs to be directed on path to get involved.


**What are ways we could engage more community members to participate regularly in the Resilience Coalition?**

More visibility. Does the community know, see who the coalition is?

Conduct 1:1s with possible partners. Ask youth to join and make meetings more youth friendly.

Engaging and open conversation as well as focusing on groups that normally may not be involved in this work. S

Word of mouth is building.

This survey should help find out

Adjust schedule to alternate timing of meetings? Focus on projects that include folks who are not at the table? Offer stipend/incentive for participation?

Communicate with more common language and clarity of purpose.

Maybe giving a voice to the RC during informal community discussions (aka Homer Communications FB page)

Copied from the answer above...I am having a thought about having another group be involved with a member representative, for example, the _____ Church has a community (Resilience) committee made up of it's church members and one of their group members participates in the meetings and shares their work and thoughts to this Resilience group as a whole. Group to group...? One way to get a wider , broader community participation potential maybe. One way to get other community groups involved and active in the Resilience group. This could be spread to the all groups Elks, Lions, PTA, Hockey folks and hopefully in that somebody works at HEA because I am always wondering about them and how they are participating /contributing to our community. (My ignorance of HEA has targeted them as an untapped community resource that needs to have the opportunity to engage if possible. A resource laying there waiting to be engaged. )

Get the word out!!!! Explain why it is important for people to be involved. Present and encourage ways for getting involved!

Radio???

Back off the telling us how things are different now, how we need to this, that, and the other thing. Provide opportunity, but less "you shoulds".

Hard right now... but once back in person... FOOD

Make them feel like they have a purpose.

Recorded meetings, public activities that benefit the whole, continued work on branding and messaging, consistent online presence

Facebook and radio, newspaper

I think we should attempt to invite specific organizations, since working folks tend to be available. This seems like low hanging fruit and in alignment with our work currently.

Maybe connect with other coalitions quarterly or twice annually to get ideas and suggestions of who else could be at the table. More Indigenous voice!

Personal connections are really important, perhaps we could start by inviting current members to bring a friend to a meeting?

Come to the Job Service Provider meeting periodically or present at agency meeting more often, perhaps

Hold meetings in larger, more common spaces (library, college, one of the schools, city hall are suggestions); have meetings held in the evenings. maybe two meetings/month - one during the day and one in the evening

Offer recorded meetings/presentations/trainings on the website and social media pages for folks unable to participate in real time. Hold some meetings/presentations/trainings at various times in the day/week/month. Continue regular outreach to create and maintain awareness.

More social media outreach. Monthly meetings @ 6pm.

By personally inviting them to the table.

During Covid, I'm not sure...

I wonder if alternating meeting times might be helpful; some of the meetings feel a little bit "procedural" -- this stuff is important, but it might be useful to designate a quarterly meeting that is designed to be more exciting and engaging on a topic relevant to community members and then have 2 other months per quarter that are focused more on the nitty gritty (like group agreements, for example).

I feel social media could be a very useful tool.

Perhaps partner up with the Chamber or KBBI to get the word out.

Get the word out!!!! Explain why it is important for people to be involved. Present and encourage ways for getting involved!


**In what ways, or in which activities, can you engage with the Resilience Coalition in the future?**

Future meetings, maybe a work group.

I would like to attend meetings and maybe join a sub committee. Skills I can contribute are community building, youth development, and artzy stuff!

Not sure what my capacity is in the moment. Right now monthly calls are great to stay in the loop. In the future it would be great to get involved with work-groups.

As activities, events, and ideas develop, I will do my best to participate.

focused activities. SHORT surveys like this one--thanks!

Work groups

I don't know

Keep emailing me- I will get there!

Continue in meetings, get on a committee and be active in that committee.

Also we could do an "Invite a friend to the group" where we each (if we want/can) find a community member person to join in the Resilience group and become an active member potentially. I came to this group via my work place, and I see it as an awesome group to be involved with. (the cool kids group for sure!!))

Give me a list. Explain what is needed and how that translated into time, effort, frequency.

Not sure at this time

I'm not sure. Again, I appreciate the end goal, but the means? We don't see those the same.

Same

Cultural Perspective, simplify language, identify jargon.

I'm full up. Will continue to support the coalition as a whole and be part of the Communications workgroup

All the things.

I'd like to keep joining meetings - I still feel new to the group. Offer homeless youth perspective

I'm open to lots of ways!

I attend Job Service Provider meetings regularly and think attendees would appreciate knowing more of your work.

Furthering the conversation with a broader audience on community resilience and trauma-informed care

Attend meetings, brainstorm resources, help move projects forward, collaborate.

I'm happy with the amount that I am engaging :)

Make time and space for my staff to attend meetings and participate in work groups if they want to.

Attending monthly meetings more frequently

I will continue to attend meetings when I can and be part of the TIA work group.

Green Dot training

Something outdoors, perhaps participate in one of the Homer parades once covid is less intense.

Give me a list. Explain what is needed and how that translated into time, effort, frequency.


**Any other feedback?**

Keep up the great work!

I loved today's meeting! Thank you for ensuring that I felt welcomed!

I absolutely adore the group so far.

We are all challenge to stay connected right now; right question! :)

LOVE LOVE the signs!

I appreciate the professional development being involved with this group offers me. I am learning about new community members, community priorities, and getting to make a few connections potentially. I am honored to be involved.

Thank you for giving me the opportunity to share my comments in this survey. Very interested in learning more.

Keep up the great work.

I don't know if I took this twice! In the future always having a zoom option for meetings

I think Hannah does an amazing job bringing us all together.

Thank you!!

I'm so glad to be participating in the coalition as a member-- I'm learning so much about how to do this kind of work!

Please keep up the awesome work. I'm waiting on taxi and gas vouchers at SPBHS to give out to people. Transportation continues to be a barrier for people who are struggling to get basic needs met.

When I moved back to Alaska after living out of state for a couple of stressful years I was so grateful to be in Homer to start a new life and this coalition has become one of my greatest anchors. I wish that feeling of belonging for anyone looking for a positive group when life feels overwhelming. I have learned so much about trauma, healing and community service through this meaningful work. I hope the community values the coalition, even though some folks don't feel it is important or crucial to community health, everyone benefits from strong loving partnerships.

Keep up the great work.

You guys are doing great!

I appreciate how kind, thoughtful, and honest folks in the coalition are.

N/a

Thank you for bringing positivity to Homer through your signage and all the hard work to be present especially for those in need.

Thank you for giving me the opportunity to share my comments in this survey. Very interested in learning more.