



2015 ANNUAL REPORT
ALASKA WELLNESS COALITION

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OUR VISION

The Alaska Wellness Coalition envisions communities where Alaskans thrive.

OUR MISSION

The Alaska Wellness Coalition works collectively to improve the wellness of all Alaskans. The Coalition promotes wellness alliances through information sharing of best practices, strategic prevention, and current trends; garnering resources; and statewide advocacy for wellness.

OUR INITIATIVE

AWC's primary current initiative is a statewide media campaign to reduce underage alcohol use. The media campaign employs a strengths-based approach utilizing the evidence-based Positive Community Norms (PCN) model. Working with communities and the data that has been reported, AWC will share positive messages about our great land and its people to promote healthy youth behaviors.

HISTORY OF AWC



LETTER FROM AWC

On behalf of the Alaska Wellness Coalition, we would like to thank you for your continued commitment and support. In FY14, we made great progress in strengthening our communities.

Our focus is on health and wellness — the foundation for a good quality life. When visiting with different communities and meeting with others working towards improving health and wellness, I am inspired by the energy, passion and resourcefulness of our state and all of our communities. Through your commitment, youth will have brighter futures, live healthier lifestyles and be strong and resilient.

The past year was marked with new and strengthened partnerships and collaboration to fuel our progress. Please read more about the Alaska Wellness Coalition's reach and impact in this report. It was a great year!

Stephanie Allen
AWC Director
sallen@unitedwaymatsu.org



2010



THRIVE MAT-SU IDENTIFIED OTHER GROUPS WORKING ON SIMILAR PREVENTION AND WELLNESS ISSUES THROUGHOUT ALASKA, AND CREATED A STATEWIDE PREVENTION LIST.



THRIVE SPONSORED FIRST STATEWIDE COALITION TELECONFERENCE.



ALASKA WELLNESS COALITION BORN

2011



AWC MEMBERS MEET FACE TO FACE FOR FIRST TIME AT ALASKA HEALTH SUMMIT. THEY VOTE UNANIMOUSLY ON A POSITIVE, STRENGTHS BASED APPROACH. POSITIVE COMMUNITY NORMS MODEL IS SELECTED

2012

SIX COMMUNITIES COMMIT TO BEING PART OF PCN. AWC DRAFTS SCOPE OF WORK FOR PCN STATEWIDE MEDIA CAMPAIGN TO REDUCE UNDERAGE DRINKING. AWC REQUESTS CONSIDERATION FOR HSS APPROPRIATION TO SPONSOR MEDIA PROJECT



2013



AWC RECEIVES \$600,000 FROM THE STATE OF AK DIVISION OF BEHAVIORAL HEALTH OVER TWO YEARS, AND \$50,000 FROM MAT-SU HEALTH FOUNDATION FOR MEDIA CAMPAIGN.

2014

AWC RECEIVES \$150,000 FROM ALASKA MENTAL HEALTH TRUST AUTHORITY OVER THREE YEARS AND \$100,000 FROM THE RASMUSON FOUNDATION. MEDIA CAMPAIGN PLAN & TIMELINE ESTABLISHED. CONTRACT AWARDED TO NORTHWEST STRATEGIES AND ALASKA RESEARCH & EVALUATION SERVICES

2015

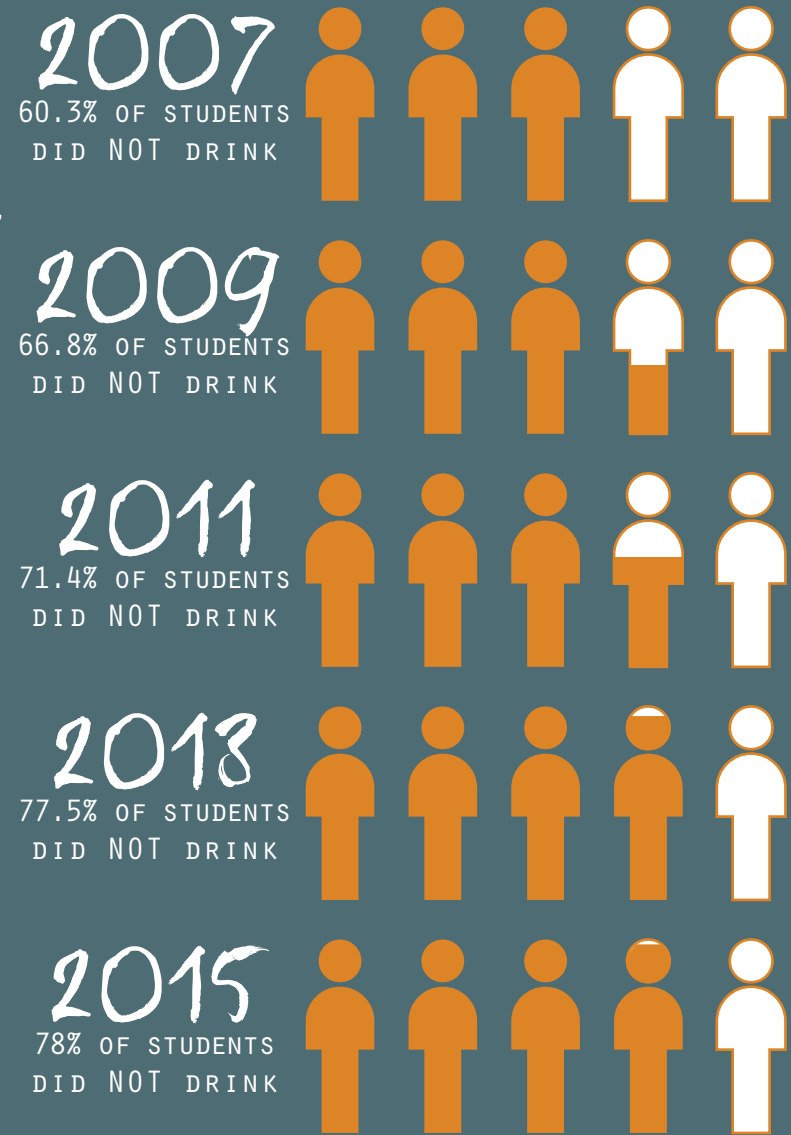


BE [you].

BE [YOU] MEDIA CAMPAIGN LAUNCHED!

PREVENTING & REDUCING UNDERAGE DRINKING

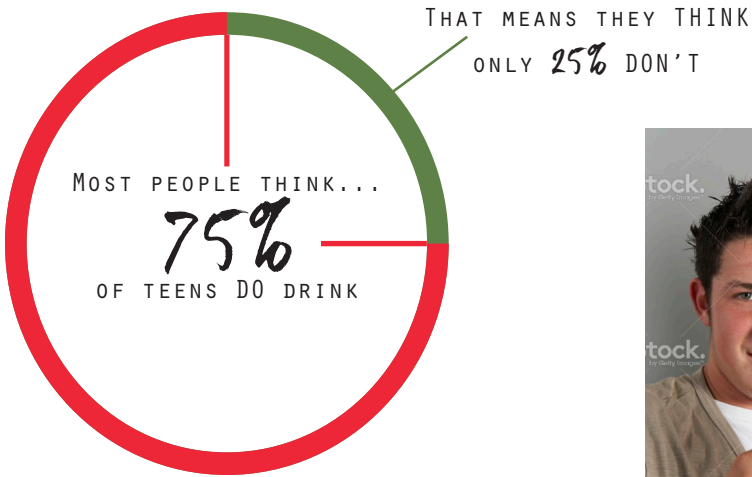
In The Past 30 Days



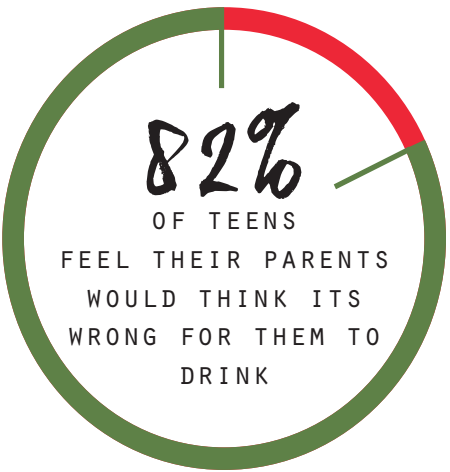
Today, alcohol is widely available and aggressively promoted throughout society. Alcohol use continues to be regarded by many people as a normal part of growing up. Yet underage drinking is dangerous, not only for the drinker, but also for society, as evidenced by the number of alcohol-involved motor vehicle crashes, homicides, suicides, and other injuries. People who begin drinking early in life run the risk of developing serious alcohol problems, and are at greater risk for a variety of adverse consequences, including risky sexual activity and poor performance in school. Identifying adolescents at higher risk can help stop problems before they develop. Innovative, comprehensive approaches to prevention are needed.

While underage drinking rates are trending down, as shown from the Alaska Youth Risk Behavior Survey data presented above, more work needs to be done to further decrease consumption rates and negative consequences related to underage drinking in Alaska.

SOCIETY'S PERCEPTION



REALITY





ABOUT THE BE [YOU] CAMPAIGN

The Be [YOU] campaign was developed by the Alaska Wellness Coalition and features teens around the state who represent the majority: healthy, non-drinking teens. It showcases young Alaskans and their healthy behaviors, values and beliefs. The campaign celebrates and emphasizes the message: 78% of Alaska teens do not drink.

The campaign seeks to empower more people to make healthy choices, ignite conversations among teens, and correct misperceptions surrounding underage drinking prevalence rates in Alaska.

Underage drinking is a serious concern in Alaska, however, most Alaska teens don't drink, according to the 2015 Alaska Youth Risk Behavior Survey (YRBS). The YRBS is an anonymous survey given to students, that doesn't allow for input from teachers or parents.

OUR GOALS

The Alaska Wellness Coalition seeks to prevent and reduce underage drinking among youth. We will accomplish this goal by building hope in our communities that we can create positive change, by reeducating the community and promoting our positive actual norms, by reducing the misperception of underage drinking prevalence, and inspiring Alaska teens to be confident about their choice to not drink alcohol.

2015 ACTIVITIES/ACCOMPLISHMENTS

Coordinated a statewide multi-media Positive Community Norms Campaign Be [You] to reduce underage drinking, focusing on ages 12-20; Developed a statewide normative message based upon actual behavioral and perception data around youth alcohol use; Promoted social ecology and the continuum of care; engaged local coalitions to develop local prevention portfolio of strategies; Established PCN Cohort; Community-based activities and engagement.

GET SOCIAL

BEYOUALASKA.COM

FACEBOOK.COM/BEYOUAK

INSTAGRAM: @BEYOUAK

#BEYOUAK

POSITIVE

We believe in improving healthy by intentionally focusing on growing positive, healthy attitudes and behaviors as a way to reduce risky attitudes and behaviors. We believe the positive is real, exists in the communities we serve and is worth growing.

COMMUNITY

We believe in the power of community, and the ability of people within communities to develop local solutions to the problems they face.

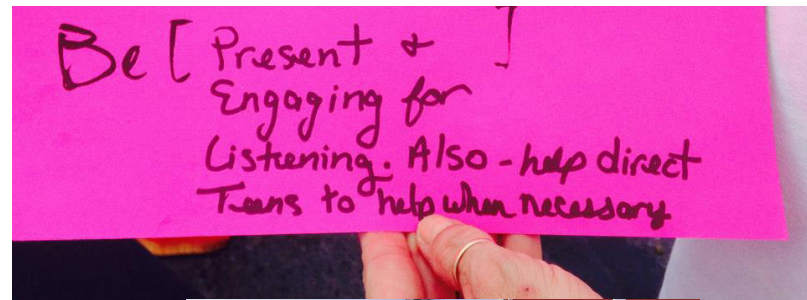
NORMS

We believe that norms are critical as they help define our culture. Providing accurate information about the positive, healthy norms that are abundant within our communities has positive impacts on behaviors. PCN is about cultivating transformation to improve health and safety norms.

WHY POSITIVE COMMUNITY NORMS (PCN)

People often overestimate the prevalence of risky behaviors among their peers. Research shows that misconception like these can increase unhealthy behaviors. Our goal is to portray the actual healthy and positive norms in the community in order to reduce the misperception of underage drinking, thus reducing the actual prevalence rates.





OUR PRESENCE

Fairbanks Wellness Coalition
Kawerak Wellness Forum
Thrive Mat-Su
Anchorage Youth Development Coalition
Volunteers of America/Healthy Voices Healthy Choices
Spirit of Youth
Seward Prevention Coalition
South Kenai Peninsular Resiliency Coalition
Barrow Prevention Crew
Kodiak Healthy Tomorrows
Ketchikan Wellness Coalition
210 groups and individuals statewide engaged with the Alaska Wellness Coalition (through our distribution list) and more and more signing up on a regular basis.



BUILDING CAPACITY

GOAL

The Alaska Wellness Coalition is a strong and sustainable organization. We will accomplish this goal through affirming our organizational structure, developing training opportunities for professional development, developing a resource development plan, increasing our membership and fostering a network for collaboration and information sharing.

2015 ACTIVITIES/ACCOMPLISHMENTS

Increased active members, [More here](#)

DATA, ANALYSIS & EVALUATION

GOAL

The Alaska Wellness Coalition will have enhanced local community and coalition competence in data collection, analysis, use and dissemination. Strong data leads to strong planning, resources and effective solutions. We will accomplish this goal through a focus on a training and technical assistance plan for data, fostering a shared data resource library, maintain and elevate our work with Be [You] assessments and evaluation for continuous improvement

2015 ACTIVITIES/ACCOMPLISHMENTS

Formative Evaluation, Process Evaluation, Baseline Data Analysis, Determined Perception Gaps, Established positive norm for past 30 days use of alcohol, [More here](#)

PUBLIC POLICY & ADVOCACY

GOAL

The Alaska Wellness Coalition is the lead or a critical partner for shaping wellness public policy and funding (regulations, statutes, ordinances). We will accomplish this goal through an Annual Advocacy Agenda, Implementing an Advocacy Communications Plan, and Providing Training & Technical Assistance for Advocacy.

PERFORMANCE MEASURES

HOW WE KNOW WE ARE ON THE RIGHT TRACK

Efficiency Measures:

Active Coalition Memners

Leveraged Resources

FUTURE PLANNED MEASUREMENTS

Process Measures:

Effectiveness Measures:

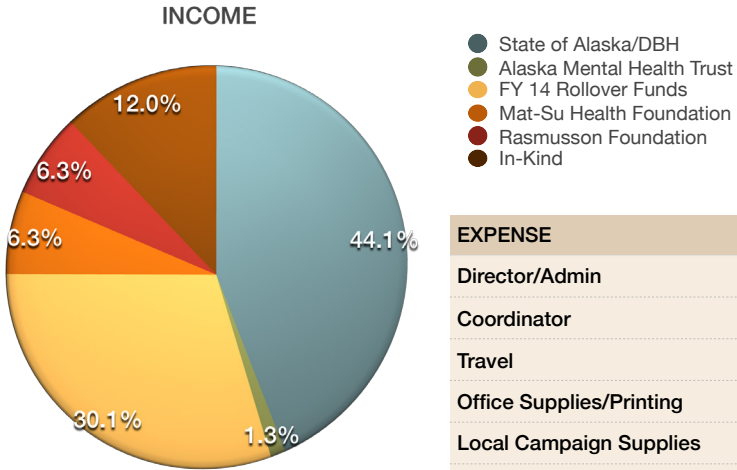
Outcome Measures:

Other Evaluation Measures....

OUR BUDGET

FY15

INCOME	AMOUNT
State of Alaska/DBH	\$350,000.00
Alaska Mental Health Trust	\$10,000.00
FY 14 Rollover Funds	\$238,661.00
Mat-Su Health Foundation	\$50,000.00
Rasmusson Foundation	\$50,000.00
In-Kind	\$95,383.00
TOTAL INCOME	\$794,044.13



EXPENSE	AMOUNT
Director/Admin	\$38,440.20
Coordinator	\$48,048.00
Travel	\$6,743.52
Office Supplies/Printing	\$3,899.29
Local Campaign Supplies	\$4,177.38
Evaluation	\$106,200.00
Media Development	\$157,254.91
Media Placement	\$12,367.25
Capacity Building	\$5,235.58
Meetings/Facilitation	\$3,842.86
Training/PCN Guide	\$53,055.20
In-Kind	\$95,383.13
FY16 Carryover	\$259,396.81
TOTAL EXPENSE	\$794,044.13

