

# MEMO

**To:** Verné Boerner, Chair - Program and Planning Committee, Chair  
**Through:** Steve Williams, Chief Executive Officer  
**From:** Katie Baldwin-Johnson, Chief Operating Officer  
**Date:** July 15, 2022  
**Re:** FY21 Closed Grant Report for Trustees

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This memo serves as a preface to assist the reader in understanding the grant information included in this report.

## **FY21 Closed Grant Report**

The report was generated to provide additional information about Trust funded projects as the Trust finalizes its FY24/25 budget. The report is organized into sections related to Trust focus and priority areas, but also includes a section examining on non-focus area grants. Each grant included in the report contains information about the grant's purpose, outcome results, and an individual staff analysis with a FY24/25 budget recommendation. For each grant the following are included:

1. A high-level project summary with general information about the grant.
2. A detailed project analysis completed by Trust program staff.
3. The project description from the grant agreement.
4. An executive summary, beneficiary numbers, and responses to performance measures as submitted by the grantee.
5. Any applicable attachments submitted by the grantee as part of the reporting process.

## **FY21 Closed Grant Selection Criteria**

The criteria used for selecting the grants in this report were:

- a. Only FY21 closed grant projects (Authority Grants and MHTAAR grants)
- b. Only FY21 closed grants over \$100,000 (including grants awarded from an unallocated bucket in a Non-Focus Area or Focus Area line item; i.e. Partnerships or Beneficiary Employment and Engagement program grants)
- c. Only FY21 closed grant projects recommended for continued funding in the FY24/25 budget. (NOTE: If the FY24/25 recommendation is below the \$100,000 threshold, for example, a project is ramping down, the grant is not included in this report)

There were 38 grants that met the criteria and are included in the report.

## **Trust Grant-Making in General**

Annually the board of trustees approves a budget that includes expenditures from the Trust Settlement Income Account for the awarding of grants and contracts to ensure an integrated comprehensive mental health program for the state and to improve the lives of Trust beneficiaries<sup>1</sup>. In some cases, the approved funding is allocated to a specific organization (i.e. the Department of Health and Social Services or Alzheimer's Resource Agency) and in other cases the funding is approved, but not to a specific organization. These "unallocated buckets" of approved funding (i.e. Partnership funds) are approved and awarded to grantees throughout the fiscal year. Depending on the dollar amount of the grant, they are approved by the board of trustees, the program and planning committee or the chief executive officer.

On average the Trust annually awards over \$20M in individual grants, as outlined in our recent FY21 Grant Investment Report. These grant awards can range from \$2,500 for a conference sponsorship to over \$500,000 for a program or service that supports Trust beneficiaries. The types of grants the Trust awards include:

- Capacity Building
- Capital - Equipment
- Capital - Construction
- Conference/Sponsorships
- Data Planning
- Direct Service
- Outreach
- Workforce Development/Training

In addition, for each grant award there is a signed grant agreement between the Trust and the grantee organization. The grant agreement includes:

- General Agreement as to the purpose of the grant
- Project Description
- Project Performance Measures
- Budget Agreement
- Payment Provisions
- Reporting Requirements

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<sup>1</sup> Alaskans who experience mental illness, developmental disabilities, substance use disorders, Alzheimer's disease and related dementia, and traumatic brain injuries.

## **Project Performance Measures**

Individual grant project performance measures are established for every grant and included in the grant agreement. Generally, performance measures are developed by Trust staff with the grant recipient. This ensures the necessary beneficiary data is reported given the scope and type of grant award and that the data is within the grantee's capacity to track. As a starting point, the Trust uses the Results Based Accountability (RBA) framework<sup>2</sup> when developing performance measures. This framework is based on three core questions (1) How much did we do? (2) How well did we do it?, and (3) Is anyone better off? This framework is applicable for the majority of Trust grants, but not all (i.e. capital grants).

Using the RBA framework as the foundation, additional factors are considered when developing and establishing performance measures, such as the grant award amount and the grantee's capacity to collect, analyze and report data. In summary, the RBA framework grounds the development and establishment of grant performance measures, but there are other factors that are considered for each grant award.

## **Project Performance Measure Data**

Project performance measure data is generated and submitted to the Trust by the grantee as outlined in the individual grant agreements. The information can and does vary depending on the grant type, the data required as well as the individual grantee's data collection infrastructure, staff capacity, and ability to analyze and interpret the data. As a result, there is performance data reporting variability across grantees and individual grants cannot and should not be compared to one another.

When a grant report is submitted, Trust staff review the report against the performance measures outlined in the grant agreement. If there are questions or if there is missing information the assigned Trust staff to the grant, reaches out to the grantee to discuss the identified question or issue. This communication accomplishes three key things. First, it develops or strengthens the Trust/grantee partnership. Second, it provides an opportunity for Trust staff to understand the context and any potential unidentified capacity issues that may have contributed to the question or issue. Finally, it provides the opportunity to assist the grantee in understanding the Trust data needs and possibility to clarify or resubmit information in the report. In the end, this generally results in better data on the project and a greater understanding of beneficiary impact.

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<sup>2</sup> Mark Friedman

## **Staff Analysis**

The Trust is a highly engaged grant making organization, meaning Trust staff often are connecting and working with the grantee from the point of approval through to the close of the grant award. Thus, the submitted grant report itself is one element that Trust staff considers when performing their analysis of a grant project. Other elements include grantee/Trust communication over the grant period; identified factors outside the grantee's control that may have positively or negatively impacted grant performance (i.e. staff turnover, state regulatory or funding changes; changes in leadership priorities, etc.); confidence in grantee leadership; and historical grantee performance. These elements may or may not be included in a grant report, but when applicable are considered and included by Trust staff in their final analysis of the grant.

## **Summary**

We hope this information helps to frame the context and understanding of the information that is included in the grant reports that follow. In addition, we hope that the information will assist trustees in understanding the identified Trust FY24/25 budget recommendations and the related projects. Trust staff looks forward to answering any questions trustees may have, and engaging in a dialogue about the report.

## Project: Mental Health & Addiction Intervention Focus Area

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<b>Project Title:</b> Recover Alaska	
<b>Grantee:</b> Sultana New Ventures LLC dba The Foraker Group	
<b>Fund:</b> Authority Grant	
<b>Geographic Area Served:</b> Statewide	<b>Project Category:</b> Capacity Building
<b>Years Funded:</b> FY16 to Present	
<b>FY21 Grant Amount:</b> \$100,000	
<b>High Level Project Summary:</b>  <p><b>FY21 High Level Project Summary:</b> Recover Alaska is a partnership of private and nonprofit funders who have come together to fund strategies guided by a governing body comprised of the Trust, Mat-Su Health Foundation, Rasmuson Foundation, Southcentral Foundation, Providence Health Systems Alaska, the Department of Health and Social Services, and University of Alaska Anchorage. The overarching goal of this partnership is to reduce the negative impacts of alcohol abuse in Alaska.</p> <p>Recover Alaska is effectively leveraging political and funding capital to innovatively tackle alcohol addiction and its consequences in Alaska through a variety of strategic approaches including changing social norms, stigma reduction campaigns, media partnerships and improving the state of Alaska's alcohol statutes.</p> <p>This unique partnership initiative is recommended to receive continued Trust funding to maintain effective coordination to combat the negative impacts of alcohol in Alaska and to leverage the influential leadership to support strategies that will result in long term reduction in Alaska's high alcohol abuse rates, cost and associated negative harms. Trust staff recommend continued funding for this initiative in FY24.</p> <p>This partnership with Recover Alaska aligns with Goal 4 of the Comp plan which is focused on prevention and treatment for drug and alcohol misuse through collaboration, effective and informed strategies- specifically Objective 4.1, increased awareness and improved knowledge to reduce impacts of drug and alcohol use.</p>	

**Project Title:** Recover Alaska

**Staff Project Analysis:**

**FY21 Staff Project Analysis:** Recover Alaska (RA) continued to focus substantial energy, advocacy and stafftime on the Title 4 Alcohol Statute rewrite, which is a comprehensive review and update of the statutes that govern the licensing, sale, and distribution of alcohol in Alaska. The recommended changes to the statute was derived from more than 7 years of work with participation from alcohol industry representatives, public health, public safety and state philanthropic leadership. While Recover Alaska and partners were successful in passing some elements of Title 4 updates in 2016, in particular the composition of the Alcohol Beverage Control Board and elements related to minor consumption penalties, RA and partners continued to advocate for legislation passage of the comprehensive statute rewrite yet were unsuccessful during the FY20 legislative session. SB52 passed the Senate in February 2020 and the House Finance Committee in March but the Legislature paused early in the session due to COVID 19. The bill has been a work in progress for ten years and RA's advocacy strategy successfully leads to passage of SB9 during the FY22 legislative session (32<sup>nd</sup> Alaska State Legislature).

RA was a primary proponent of successful passage of an alcohol tax in Anchorage. The alcohol tax will begin in February 2021 and the next steps will be to ensure the money collected will go to the stated purposes of Public Safety, Domestic Violence, Homelessness and Substance Treatment

RA continued its statewide prevention coalition work through the Prevention Alliance. The work of the Alliance is focused on alcohol prevention and alcohol-related advocacy work. RA continues to effectively leverage political and funding capital to innovatively tackle alcohol addiction and its consequences in Alaska.

RA will continue to progress on existing strategies and develop new strategies that fit within the broad categories identified by the steering committee. This unique partnership initiative is recommended to receive continued Trust funding in FY24 to maintain effective coordination to combat the negative impacts of alcohol in Alaska and to leverage the influential leadership to support strategies that will result in long term reduction in Alaska's high alcohol abuse rates, cost and associated negative harms.

This partnership with RA aligns with Goal 4 of the Comp Plan which is focused on prevention and treatment for drug and alcohol misuse through collaboration, effective and informed strategies- specifically Objective 4.1, increased awareness and improved knowledge to reduce impacts of drug and alcohol use.

**Project Description:** Recover Alaska (RA) is an initiative to reduce the negative impacts of alcohol abuse in the state of Alaska. Sultana New Ventures LLC dba The Foraker Group serves as fiscal sponsor for Recover Alaska. Informed by a multi-sector, 22-member coalition, Recover Alaska is focusing on making systems, policy, statutory and practice changes that will lead to long-term improvements. The funding from the Trust will support the operations expenses for the executive director and associate program manager including personnel, technical assistance and travel. This request also includes the transfer of DHSS funds (\$100,000) that is designated for funding the strategies.

Alaska ranks second in the United States for its high rate of alcohol-induced mortality (15.2 deaths per 100,000 individuals) for all Alaskans in 2012, and 60.8 per 100,000 for Alaska Natives, compared to

7.6 per 100,000 in the United States. Alaska has the highest percentage of American Indian and Alaska Natives, (19.5%), considered by the CDC to be a vulnerable population. The Healthy Alaskans 2020 survey shows that alcohol use and abuse is the top health issue important to Alaskans. Recover Alaska sees alarming linkages from the prevalence of alcohol abuse to other determinants of health including forcible rapes, child sexual assault, violence and adverse childhood experiences. While alcohol abuse is a key determinant of health in Alaska, interventions and policy development follows fragmented, siloed funding streams. Recover Alaska seeks to align six major funders to create a strategic, effective long-term campaign that produces change in social acceptability and prevalence of excessive alcohol consumption. The two beneficiary groups impacted by this project are chronic alcoholics and substance abuse users and secondarily persons with mental illness and families and caregivers.

The five strategies for implementation in FY15-17 primarily focus on changing statewide cultural norms around alcohol use and readying the state to shift policy to reduce consumption. The five (with lead partners accountable for strategy completion noted) are:

1. Positive Social Norms Campaigns: Development of a positive community norms campaigns for youth that highlights healthy behaviors;
2. Create/mobilize Advocacy Coalitions: Building advocacy coalitions to advance local and state policy changes;
3. Polling: to determine how Alaskans think and feel about alcohol;
4. Partnering with Media: Raise overall awareness of the consequences of excessive alcohol consumption; and
5. Pilot a One-Stop-Shop: Create a resource center for all Alaskans to obtain accurate, reliable information about prevention and treatment.

The approach stems from the governance and staffing structures established to carry out the action plan, which facilitates a certain level of independence from any one funder and allows for shared accountability and control amongst its partners. Sultana New Ventures LLC, a subsidiary of The Foraker Group, houses the initiative's general operations, employing two full-time staff--an executive director and associate program manager, who guide the overall collaborative. The Executive Director, Tiffany Hall, began January 2016.

RA created a three-tier governance model for making decisions and getting the strategy work done. The 22-member Steering Committee ([www.recoveralaska.org/about](http://www.recoveralaska.org/about)) advises, develops, steers and champions RA's work at the executive level. The Funding Partners Group, composed of the CEOs or heads of the funding partner organizations, provides general direction, establishes long-term priorities for RA and serves as RA's primary external advocates. The Oversight Committee, composed of designated agency representatives of the funding partner and lead organizations, provides oversight, and, in many cases, direct implementation of the strategies.

**Grantee Response - FY21 Grant Report Executive Summary:** Recover Alaska is a statewide action group working to reduce excessive alcohol use and related harms. We have three individuals on staff and a Jesuit volunteer with the organization- Tiffany Hall, Executive Director; Jess Limbird, Program Manager; Amanda Voshell, Associate Program Manager; and Molly Mattingly, a Jesuit volunteer. We work in collaboration with several contractors to ensure that work tasks are successfully completed. We currently are implementing four strategic initiatives. The first strategy focuses on Prevention and the establishment of a statewide Alcohol Alliance to establish collective impact outcomes and best practices. The second strategy, Advocacy and Policy, has been concentrating on the passage of an



alcohol tax in Anchorage and SB52, which is a comprehensive bill revising Title IV regulations. The third initiative is Access to Care, which focuses on building and executing a statewide workplan. The fourth initiative, Social Norms, engages a network around a health marketing campaign to improve the alcohol scores in Alaska.

The Prevention work established an Assessment and Data work group who helped to write an RFP for our assessment contractor, identified an assessment contractor, hosted a virtual all-Alliance meeting, hosted a two-day in-person event in Anchorage to engage partners around strategic planning, recruited new members to the Alliance, and identified and contracted with a capacity-building Technical and Training Assistance entity- Faces and Voices of Recovery and talked with two additional entities about additional workforce development/capacity-building for preventionists in Alaska. One of the challenges is organizing a statewide alliance that will interface with existing networks and services.

Circle Forward Partners facilitated a contractor's meeting among then-identified contractors- McDowell Group (evaluation), Walsh|Sheppard (design and web development), Recover Alaska and themselves. Because the nature of our work is overlapping and iterative, it is important that we are not setting up methods of communication to be hub-and-spoke, with Recover managing all communication, but rather that we empower our contractors to talk with one another to ideate, problem-solve, and work collaboratively.

The Advocacy and Policy strategy focused on two major initiatives, the Alcohol Tax Proposition 13 and SB52. Tiffany Hall led the effort with many partners and the Municipality of Anchorage voters passed Prop 13 in April 2020. The alcohol tax will begin in February 2021 and the next steps will be to ensure the money collected will go to the stated purposes of Public Safety, Domestic Violence, Homelessness and Substance Treatment. SB52 passed the Senate in February 2020 and the House Finance Committee in March but the Legislature paused early in the session due to COVID 19. The hope is if the legislature has a special session, the bill will be passed by the House. The bill has been a work in progress for eight years.

The Access to Care initiative has developed a workgroup and plan and is in the process of hiring a facilitator. The plan includes educating the workgroup on the 1115 waiver for SUD treatment and to set a goal for measuring access to care. The group will also be exploring other partners who are working on this issue to see if we can combine resources and not duplicate efforts.

The last strategic initiative is the Social Norms. This work has been put on pause until we can design a Theory of Change and complete research on social norms around the country. The plan is to convene the Governance and Operations Councils in the fall to map our strategies for 2021.

Communication efforts are ongoing and include our social media presence, which currently has over 18,000 followers across all three platforms. We send out a monthly e-newsletter and work to highlight events, partnerships, and positive social norms through media collaboration. National Recovery Month in September is also a national celebration and education effort around recovery. We held events in Anchorage and Fairbanks and worked closely with other agencies and groups around the state to amplify their efforts as well.

Recover Alaska has experienced success in completing work tasks, building our network, and growing our presence around the state. This success can be attributed to a number of equally important factors. The leadership and vision of Recover Alaska's Executive Director, Tiffany Hall, and the

organization's Governance and Operations Councils are prominent among them. We were also successful in getting a Jesuit Volunteer (JV) for a year who contributed to the advocacy and policy initiative. Her one-year commitment will be completed in July and a second JV has accepted a position beginning in August. The dedication of our staff, partners, and network all contribute to the exponential growth of the movement to re-define our state's relationship to alcohol.
<b>Number of beneficiaries experiencing mental illness reported served by this project in FY21: 0</b>
<b>Number of beneficiaries experiencing substance misuse reported served by this project in FY21: 1,742</b>
<b>Number of beneficiaries experiencing a developmental disability reported served by this project in FY21: 0</b>
<b>Number of beneficiaries experiencing Alzheimer's Disease or a related dementia reported served by this project in FY21: 0</b>
<b>Number of beneficiaries experiencing a traumatic brain injury reported served by this project in FY21: 0</b>
<b>Number of individual trained as reported for this project in FY21: 0</b>
<b>Performance Measure 1:</b> How much did you do? a) Number of Trust beneficiaries served, broken down by Trust beneficiary category.
<b>Grantee Response to Performance Measure 1:</b> For the grant period, we served 1742 individuals self-identifying within the mental illness and chronic alcoholism Trust beneficiary categories. Recover Alaska does not provide direct services to our constituents. Our closest measure of these categories comes to us through United Way's Alaska 2-1-1 call center, who do collect this information from those seeking resources. Secondary beneficiaries were quantified from evaluating social media reach through engagement, which include likes, shares, and comments. They represent a mix of primary beneficiaries that are self-identifying but for whom we have no formal tracking measure, and those who are family members and caregivers to individuals within the mental illness and chronic alcoholism Trust beneficiary categories. There were 16,140 followers on Facebook on November 1, 2019 and as of April 16, 2020 we now have 17,243 followers. We earned 1,103 new followers in that time period. A better number to report is likely 'reach'. Those are the number of people who saw our posts during that time period. Since we pay to promote our content, our posts are seen by a larger group than those who just follow our page. That number is 118,000 people. It is worth denoting that we ran a campaign during that time so the numbers for March and the first week in April are about 4 times what is normal.
<b>Performance Measure 2:</b> How well did you do it? a) Provide a narrative describing the timeline, activities, successes, challenges, and any lessons learned during the project. b) Provide a copy of the evaluation (contracted by Alaska Evaluation and Research Services).
<b>Grantee Response to Performance Measure 2:</b> Recover Alaska has been able to increasingly do more work during the period of November 2019-April 2020. Recover Alaska now has three full-time employees and one Jesuit volunteer working to fulfill the mission of reducing excessive alcohol use and harms. This growth is a success, but because of the amount of work that we are tasked with doing, our limited capacity can also be a challenge. We continue to rely on external contractors for program support for all our initiatives. Managing those relationships and the work that happens with those contractors continues to be a positive challenge, which offers us opportunities to grow both professionally and personally through learning effective communication styles and flexing our emotional intelligence. Proposition 13 passed which was a huge effort and success. The challenge will be to ensure the future funding will be used to support substance treatment, fund first responders,

and provide funding for the homeless needs. The DBH Prevention grant has made progress in forming the statewide Alliance and has developed an assessment survey and has a facilitation and evaluation project through UAA.

According to a 2018 poll by SSRS, 20% of the state has heard of Recover Alaska. People come to the table because they have been personally affected by the addiction epidemic; they stay because they are inspired by what recovery has to offer not only individuals but also communities. There are real lessons to be learned in the process of recovery, ones that can be applied to the systems change work.

A copy of the final report from Alaska Research and Evaluation Services is attached.

**Performance Measure 3:** Is anyone better off?

a) Provide highlights of the evaluation that demonstrates an increased quality of life for Trust beneficiaries.

**Grantee Response to Performance Measure 3:** See attached.

<b>MISSION</b> Reducing excessive alcohol use and harm.	<b>VISION</b> Alaskans live free from the consequences of alcohol misuse so we are empowered to achieve our full potential.
<b>VALUES</b> Collaboration: Together we are greater than the sum of our parts. Respect: Affirming every person's inherent worth. Change: Alaskans working together can impact the wellbeing of our state.	
<b>GOAL</b> Change social norms about alcohol use, misuse, treatment, and recovery.	

Measure	Target by 2027	Current (source)
1. Reduce percent of youth under 13 years who have had a drink of alcohol 2. Reduce youth binge drinking	1. 10% 2. 10%	1. 13.8% (YRBS, 2015); 12.9% (YRBS 2017) 2. 12.8% (YRBS, 2015); 14% (YRBS, 2017) 12.4% (YRBS, 2019)
1. Reduce binge drinking 2. Reduce heavy drinking 3. Reduce ethanol consumption	1. 15% 2. 6.5% 3. 2.33 gal. (497 drinks)	1. 20.2% (ABRFSS, 2014) 2. 9.1% (ABRFSS, 2014) 3. 2.74 gal. (NIAAA)
Complete a review of existing data from needs assessments to develop a measure	Baseline & target established to evaluate TX/recovery services that exist & are needed	Review AMHTA 2013; MSHF; SCF; State DHSS

# Theory of Change



## INITIATIVE – DEVELOPING TARGETED STRATEGIES

### Guiding Informed Work

Recover Alaska is currently writing for two grant opportunities that would support our effort to be a clearinghouse of data and information about alcohol, impacts, prevention, and recovery. The first is an opportunity from the Centers for Disease Control and Prevention (CDC), Promoting Population Health through Increased Capacity in Alcohol Epidemiology & the Prevention of Excessive Alcohol Use. Recover discussed the opportunity with the State, the Alaska Native Tribal Health Consortium, and the University of Alaska. Everyone agreed that Alaska needs this type of work, but none of these agencies had capacity to write for the grant, so Recover is applying. We are hoping to use the funding to hire a research analyst who will help translate data into useable, actionable information as well as help communities identify and gather data they feel is missing.



The other opportunity is from the Robert Wood Johnson Foundation; Recover was selected to submit a full proposal for their Policies for Action: Public Policy Research to Advance Racial Equity and Racial Justice. Our intention for the project is to focus on Local Option laws as a follow up to our research in Bethel. The goal is to seek community input on the current structure of the laws and determine how they may be revised to be more equitable, effective, and to better serve the people in local option communities.



### Internal Growth and Improvement

Through our membership with the U.S. Alcohol Policy Alliance, we have secured two student practica opportunities with the University of North Carolina Gillings School of Global Public Health, taking place this summer. The students, Noah Hammes and José Sandoval, both have truly exceptional résumés and experience and we are looking forward to working with them. Some projects they will be leading for us include:

- Creating a community-based participatory research toolkit in partnership with the Alliance
- Educational training project with the Alcohol and Marijuana Control Office to address new curbside and delivery safety practices
- Coordinating our second round of statewide polling on perceptions and beliefs
- Establishing an evaluation methodology of Recover's system-level approach
- Facilitating a social norms workgroup to craft region-specific social marketing campaign

We are also in the process of hiring an Access to Care Program Manager, to explore possibilities around a call-line for connecting people with available treatment and recovery services.

## INITIATIVE – CONVENING, ELEVATING, & SUPPORTING A MOVEMENT

### Working Towards Increased Alignment

#### Access to Care

Recover continues our work with Actionable Data Consulting (ADC) on work related to the 1115 Waiver and expanding access to care. At the January Operations Council meeting it was decided the primary focus of the project would be to ease accessibility to addiction treatment for those in need and would involve fielding a survey with primary care and behavioral health providers to examine the barriers and incentives that exist for more in-depth collaboration to increase integration and early access to care for people struggling with addiction.

Additionally, Recover Alaska is involved in a pilot project led by True North Recovery, which is developing a service line funded by the 1115 Waiver to promote collaboration between primary care, behavioral health care, medication assisted treatment, medication management, and social supports. Recover will be funding ADC's involvement to do facilitation strategic planning, and evaluation work, as well as supporting the project with marketing and communications.

#### Inclusive Events



SouthEast Alaska Regional Health Consortium (SEARHC) reached out to Recover Alaska for input and guidance as they began work on a toolkit for event planners called Inclusive and Healthy Events: Building for Belonging. The guide has seven C's to follow from day one of dreaming up an event:

- Crafting Accessible Spaces
- Culturally Responsive from Start to Finish
- Celebrating Sobriety and Reducing Harms
- Caring for the Environment
- Continually Follow Public Health Guidelines
- Clean Air
- Committing to Nutritious Food and Drink Options

We are grateful to SEARHC for doing this work, and to have been included in the process of creating the guide, which will be piloted in Sitka and then rolled out statewide.

#### The Alliance

##### Communications

Alliance PSAs continue to be highlighted on Recover Alaska's socials. The communications workgroup is currently building outreach materials to develop a virtual "street team" to help introduce people to the Alliance, amplify our common goal, and recruit new partners in our collective work.

We also met with Shared Risk and Protective Factors workgroup and the Alaska Wellness Coalition (AWC) [to identify shared needs and propose an Alliance-supported cross-coalition comms workgroup.](#)

## Data and Assessment

The State of Alaska has removed regionalized breakouts of the YRBS in 2019 because of low survey participation in the Southwest and Northern regions of Alaska. The [current Alliance data dashboard](#)- which houses our shared indicators- includes regionalized breakouts of surveillance data where possible. Because of the lack of current regional YRBS breakouts, we have removed those indicators and only highlight statewide data for now. More information on why this decision was made can be found in [March all-Alliance meeting notes](#).

We also met with Alaska Wellness Coalition to discuss an Alliance-supported data and learning workgroup to be housed within AWC and operating within the decision-making and aims-producing protocols of Alliance workgroups. The proposal is being updated, based on feedback, by Alliance assessment contractors, UAA. An updated proposal will be delivered to AWC and Alliance memberships in May for discussion. If adopted, this cross-coalition workgroup will begin meeting in June 2021.



## Equity work of the Alliance

The Alliance supported a second “Setting the Course: a learning cohort for equity and justice” in February 2021. Twenty participants from across Alaska, representing all six economic regions, attended to learn and teach in community with one another. [Evaluative feedback from the cohort can be viewed here](#).

Alaska Humanities Forum continues to support an ongoing “Equity Journey Together,” a companion cohort to “Setting the Course” and open to past cohort participants. This cohort meets monthly. There is still a need to translate conversation to action, and this is something that the strategy workgroup of the Alliance may be able to support.

The Alliance and Recover Alaska are in the process of contracting to develop a plan for assessing and building capacity to support deeper equity within individual and organizational spaces in FY22. Andrew Aquino, Recover Alaska Operations Council member, is supporting Jess in this effort.

## Strategy

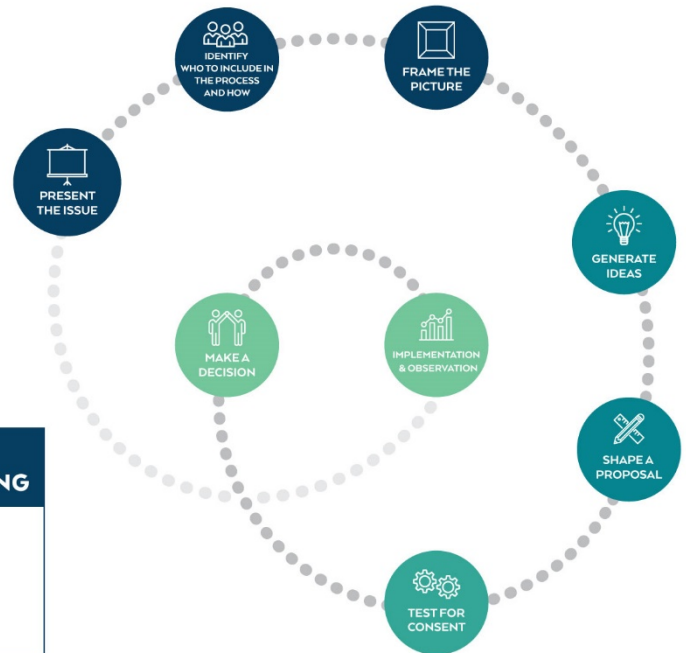
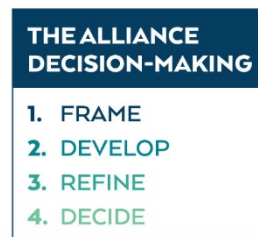
The strategy workgroup began meeting in January and will work to develop and maintain:

- A coherent common agenda/theory of change/strategic framework for action for the Alliance, one that is grounded in systems thinking and supported with systems mapping that is understandable and accessible for various audiences.
- Clear tools and processes for participating in strategy development that are understandable and accessible for partners/beneficiaries to align with, contribute to, and benefit from the emerging Alliance strategy.

- Ways for partners/beneficiaries to connect, share their valuable stories and insights, and influence regional and statewide Alliance strategy.
- Clear policy directions and actions that can be understood and supported; evidence/data and stories to support the recommendations.

### Organizational Design

The workgroup has finalized the decision-making process within the Alliance. The group is also developing a toolkit that houses all tools and processes for the Alliance.



### Joining the National Conversation



[Recover Alaska is on the map!](#) In an effort to create national partnerships to both expand our impact and increase the resources and knowledge from which we can draw, Recover is working on connecting with organizations with similar goals. To that end, we joined Faces and Voices of Recovery's Association of Recovery Community Organizations (RCO). We will be leaning in to the benefits available through this membership and working this year to better prepare Recover for potential application for Building Communities of Recovery (BCOR) grant funding next spring.

Other national highlights include invitation from the U.S. Health Resources and Services Administration (HRSA) to be a presenter at their COVID-19 and Alcohol Use Disorder in Diverse Communities webinar, as well as recognition by Grantmakers in Health as the recipient of the [Andy Hymen Award for Advocacy](#).

Recover's Operations Council began a conversation in January around what our goals should be regarding national partnerships, and the insightful point was made that much of our current nationwide work is related to policy, and is often addressing harm reduction rather than supporting the positive – prevention, protective factors, proactive solutions. [Well Being Trust](#) was highlighted as one such organization and Recover will be reaching out to establish a relationship. They were featured at Providence's Journey to the Quadruple Aim Summit so we are already connected with the right people locally.



## INITIATIVE - ADVOCATING FOR POLICY & PERCEPTION CHANGE

### Advocate to Change Policy

#### State: Legislative Session

Recover is once again supporting our nine-year Title 4 effort in the legislature. This year it is SB9 and it started the session looking very near identical to the version that passed the Senate and all three committees of referral last year. You may recall, last year Recover did not play a leading role in this effort. Two factors played into the decision to reengage at a higher level: First, our bill sponsor Senator Micciche is now Senate President; Second, the bill is being supported by the alcohol industry and would be moving with or without us, so recommitting to support keeps us at the table. Otherwise, who knows what may happen to the bill with only industry backing.

As of now, the bill passed quickly out of Senate Labor and Commerce, and is now waiting to pass out of Senate Judiciary with a couple of unfortunate amendments. Senate Finance remains, as well as whichever committees we are referred to on the House side. Two alcohol industry members, CHARR and the Brewer's Guild, are splitting the cost of Agnew::Beck presentations with Recover.

Outside of SB9, Recover also submitted testimony on the Operating Budget, opposing the reduction for sobering centers and supporting the increase for therapeutic courts. The sobering centers budget has been increased to last year's levels, and the increase for therapeutic courts remains.

We also conferred with Representatives in House Labor and Commerce on appointments to the Alcoholic Beverage Control Board and submitted a letter detailing what we would hope to see in potential appointees.

#### Federal

We worked with a national group of State Advocacy organizations to submit a letter to Congress regarding the proposed House Budget Reconciliation package, which included a \$1.75 billion increase in the substance abuse block grants (SABG) for states in Section 3052. Because Single-State Authority's (SSAs) have not been able to distribute large increases in new funds for intended use and in a timely manner, our letter recommended creating a new Center for Addiction Recovery at SAMHSA, to effectively get funding directly to recovery community organizations. It was a last-minute effort and did not come to fruition, but positive connections were made with Congresspeople.

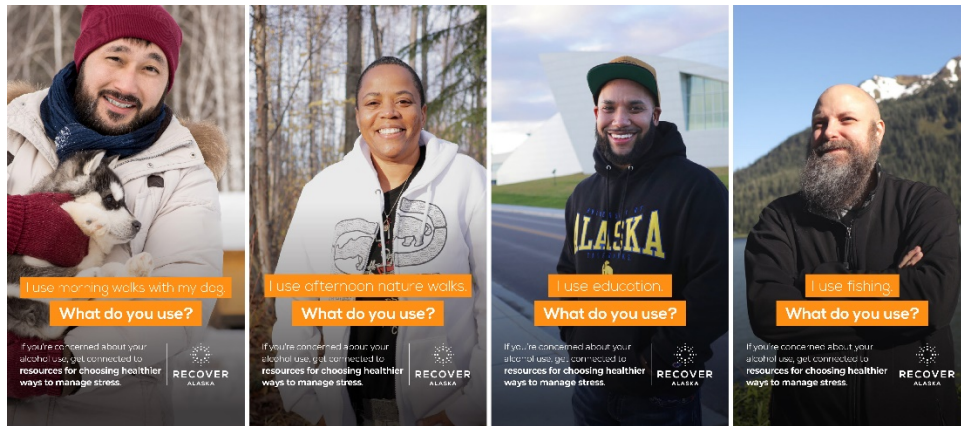
Recover also added our name to a list of supportive organizations for Senator Murkowski's Emergency Family Stabilization Act, which would increase access to comprehensive services, including substance use disorder treatment and behavioral health services, for children, youth, and families who are experiencing homelessness.

### Advocate to Change Mindset

#### Social Norms

In December, Recover ran a social marketing campaign with the following objectives:

- Inspire hope about recovery and a healthier relationship with alcohol
- Normalize conversations about alcohol use and/or mental health
- Encourage people to examine their drinking habits/patterns and if they do drink, to be intentional and mindful about it
- Connect people to resources, from general self-care to treatment options



Engagement rates for digital media indicate that the messaging and materials were fitting for the audience, and suggest that there was (and likely still is) a high demand for resources regarding this important issue. Based on positive engagement rates and feedback, as well as the continuing trends of increased mental health needs and increased alcohol sales, Recover is continuing the social marketing campaign to air on social media, radio, YouTube, and streaming television. Our social media presence continues to grow and strengthen, with nearly 20,000 followers now to our Facebook page, and we continue to receive positive feedback as well as private messages asking for help or offering resources.

### Sobriety Awareness Month

For Sobriety Awareness Month in March, our primary activity was a podcast series, in an effort to meet people where they are and to reach new audiences. We partnered with several Alaska podcasters and one New York-based podcast to create episodes aimed at de-stigmatizing sobriety and the spectrum of the sober experience through personal stories and experiences. The series earned us a few media spots, including a [feature on KYUK radio](#) and a [news spot on KTVF in Fairbanks](#).




**March 12: Seltzer Squad**  
The ladies of the Seltzer Squad are talking with local Alaska listener Sophia Branson and guest Amy Filbin for a special Sober Alaskans episode.



**March 22: Babe Town**  
Babe Town shakes it up with a mocktail tasting while discussing sobriety awareness with a historical look back to addiction and rehab advocates Betty Ford and Marty Mann.



**March 16: Chroniclez Podcast**  
Host Cuzzo celebrates his 40th birthday reflecting on his youth and the influence of drugs and alcohol while co-host Docious talks about being sober his entire life.




**March 30: The 49th Meal**  
Ever wondered what it's like to be sober in the restaurant industry? Tune in to hear about one restaurant manager's experience and how they started a zero-proof cocktail program.



**March 22: Coffee & Quaq**  
The award-winning Coffee and Quaq celebrates and explores contemporary Native life in urban Alaska with a special on the topic of sobriety and the choices surrounding it.



**LET'S GET REAL: REAL PEOPLE, REAL CONVERSATIONS ABOUT SOBRIETY**



KYUK.ORG  
**Sobriety Curious Or Sobriety Serious?**  
Coffee at KYUK takes a look at sobriety through the eyes of...

We were also so happy and grateful to be able to highlight and share the [Alaska Native Tribal Health Consortium's story series](#) created for Sobriety Awareness Month. If you have not seen it out yet, we highly recommend.

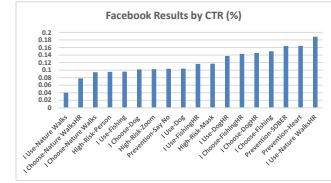


**Client:** Sultana - Recover Alaska  
**Campaign:** Recovery Is Possible  
**Type:** Multi-channel  
**Dates:** 12/7-12/30

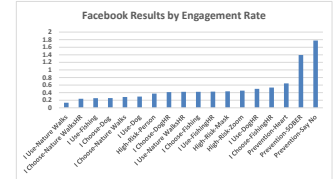
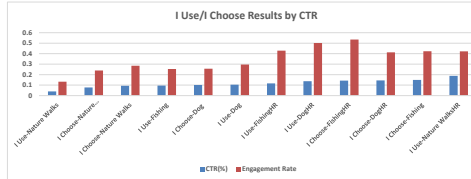
Medium	Facebook/Instagram	Snapchat	YouTube	Google Search	OTT Online TV Streaming	KTUU.COM Website	APRN Radio	APRN TV	DJ Testimonials - KGOT Malie D
Geotarget	Statewide	Statewide	Statewide	Statewide	Statewide	Southcentral	Statewide, reached all rural markets	Statewide, reached NW and SE rural markets	Anchorage/Mat-Su
Audience Details	25+, split between general and high-risk	M/F, 16-26 y/o	16+, split between general and high-risk	See marketing plan for search terms	16+, split between general and high-risk	General, 16+	General, 16+	Families, rural	Commuters and other radio listeners
Run Dates	12/7-12-30	12/7-12-30	12/12-12/30	12/7-12/30	12/8-12/30	12/7-12/30	12/14-12/30	12/14-12/30	12/14-12/28
Budget	\$3,000.00	\$1,250.00	\$1,500.00	\$500.00	\$2,750.00	No cost	\$2,000.05	\$2,205.94	\$1,200.00
Actual Spend	\$3,000.00	\$1,250.00	\$1,500.00	\$500.00	\$2,750.00	\$0.00	\$2,000.05	\$2,205.90	\$1,200.00
Estimated Impressions/Spots	450,000	72,000-216,000	90,000-210,000	TBD	50,000-60,000	100,000	17	15	28
Actual Impressions/Spots	583,749	451,572	115,883	7,457	75,792	100,006	17	15	33

## Facebook

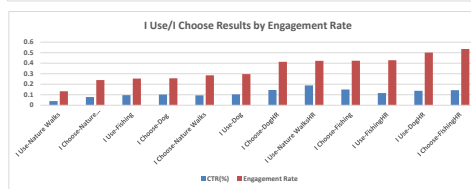
	Imoressions	Reach	Clicks	CTR(%)	Enoaeome	Enoaeome Rate	CTR(%)	Enoaeome Rate
Prevention-Say No	27027	14677	28	0.1036	261	1.77829	I Use-Nature Walks	0.03986
Prevention-Heart	9126	6680	15	0.16437	43	0.64371	I Choose-Nature WalksHR	0.07804
Prevention-SOBER	17089	11192	28	0.16385	156	1.39385	I Choose-Nature Walks	0.09427
High-Risk-Mask	46136	23600	54	0.11705	103	0.43644	High-Risk-Person	0.09538
High-Risk-Zoom	57705	27792	59	0.10224	126	0.45337	I Use-Fishing	0.09598
High-Risk-Person	31453	18732	30	0.09538	70	0.37369	I Choose-Doq	0.10174
I Choose-Fishing	42678	25751	64	0.14996	109	0.42328	High-Risk-Zoom	0.10224
I Choose-Nature Walks	23336	16861	22	0.09427	48	0.28468	Prevention-Say No	0.1036
I Choose-Doq	31454	21792	32	0.10174	56	0.25698	I Use-Doq	0.10394
I Use-Fishing	36467	23647	35	0.09598	60	0.25373	I Use-FishingHR	0.11639
I Use-Nature Walks	2509	2261	1	0.03986	3	0.13268	High-Risk-Mask	0.11705
I Use-Doq	15393	12496	16	0.10394	37	0.29609	I Use-DoqHR	0.13743
I Choose-FishinHR	49640	27849	71	0.14303	149	0.53503	I Choose-FishinHR	0.14303
I Choose-Nature WalksHR	14096	10839	11	0.07804	26	0.23987	I Choose-DoqHR	0.14536
I Choose-DoqHR	24766	17920	36	0.14536	74	0.41295	I Choose-Fishing	0.14996
I Use-FishinHR	44676	27088	52	0.11639	116	0.42823	Prevention-SOBER	0.16385
I Use-Nature WalksHR	1592	1421	3	0.18844	6	0.42224	Prevention-Heart	0.16437
I Use-DoqHR	12370	9578	17	0.13743	48	0.50115	I Use-Nature WalksHR	0.18844
Video	96236	36432	88	0.09144	10578	29.0349		
	thruclvs	1392						



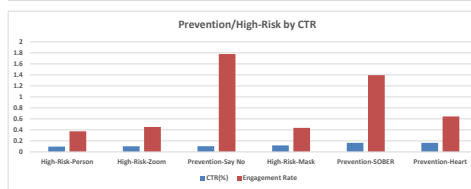
	CTR(%)	Enoaeome Rate
I Use-Nature Walks	0.039856517	0.13268
I Choose-Nature WalksHR	0.078036322	0.23987
I Choose-Nature Walks	0.09427494	0.28468
I Use-Fishing	0.095977185	0.25373
I Choose-Doq	0.101735868	0.25698
I Use-Doq	0.103943351	0.29609
I Use-FishingHR	0.116393589	0.42823
I Use-DoqHR	0.137429264	0.50115
I Choose-FishingHR	0.143029815	0.53503
I Choose-DoqHR	0.145360575	0.41295
I Choose-Fishing	0.149960167	0.42328
I Use-Nature WalksHR	0.188442211	0.42224



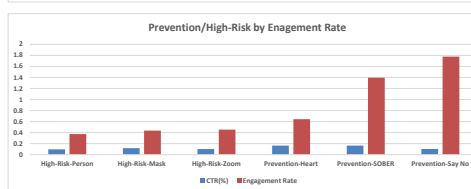
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I Use-Nature Walks	0.039856517	0.13268
I Choose-Nature WalksHR	0.078036322	0.23987
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I Choose-DoqHR	0.145360575	0.41295
I Choose-Fishing	0.149960167	0.42328
I Use-Nature WalksHR	0.188442211	0.42224



	CTR(%)	Enoaeome Rate
High-Risk-Person	0.095380409	0.37369
High-Risk-Zoom	0.102244173	0.45337
Prevention-Say No	0.103600104	1.77829
High-Risk-Mask	0.117045257	0.43644
Prevention-SOBER	0.163848089	1.39385
Prevention-Heart	0.164365549	0.64371



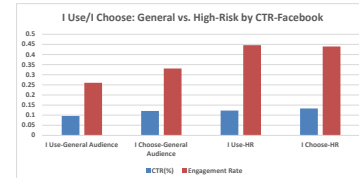
	CTR(%)	Enoaeome Rate
High-Risk-Person	0.095380409	0.37369
High-Risk-Mask	0.117045257	0.43644
High-Risk-Zoom	0.102244173	0.45337
Prevention-Heart	0.164365549	0.64371
Prevention-SOBER	0.163848089	1.39385
Prevention-Say No	0.103600104	1.77829



	Imoressor Reach	Clicks	CTR(%)	Enoaeome	Enoaeome Rate
Prevention	53242	32549	71	0.13335	460
High-Risk-Healthcare	135294	70124	143	0.1057	299
I Choose-Fishing	42678	25751	64	0.14996	109
I Choose-Nature Walks	23336	16861	22	0.09427	48
I Choose-Doq	31454	21792	32	0.10174	56
I Use-Fishing	36467	23647	35	0.09598	60
I Use-Nature Walks	2509	2261	1	0.03986	3
I Use-Doq	15393	12496	16	0.10394	37
I Choose-FishinHR	49640	27849	71	0.14303	149
I Choose-Nature WalksHR	14096	10839	11	0.07804	26
I Choose-DoqHR	24766	17920	36	0.14536	74
I Use-FishinHR	44676	27088	52	0.11639	116
I Use-Nature WalksHR	1592	1421	3	0.18844	6
I Use-DoqHR	12370	9578	17	0.13743	48

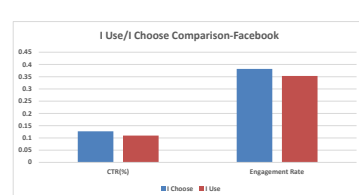
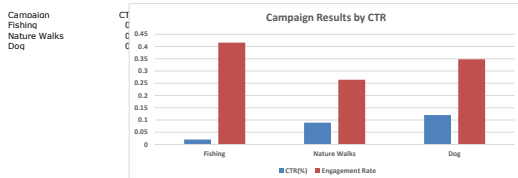
	Imoressor Reach	Clicks	CTR(%)	Enoaeome	Enoaeome Rate
Campaign	83963	61786	101	0.12026	215
Doq	41533	31382	37	0.08909	83
Fishing	173461	104335	35	0.02018	434

	CTR(%)	Enoaeome Rate
I Use-General Audience	0.09564	0.260389543
I Choose-General Audience	0.12107	0.3307248
I Use-HR	0.12279	0.46346522
I Choose-HR	0.13333	0.439867157



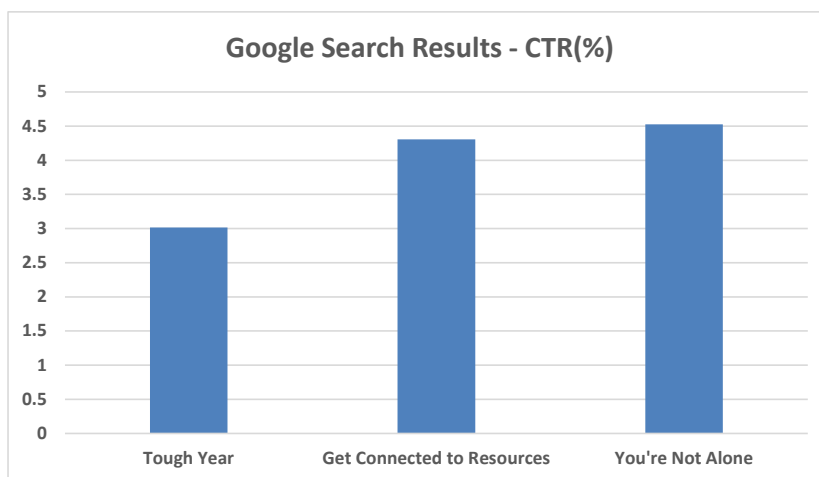
	Imoressor Reach	Clicks	CTR(%)	Enoaeome	Enoaeome Rate
Campaign	83963	61786	101	0.12026	215
Doq	41533	31382	37	0.08909	83
Fishing	173461	104335	35	0.02018	434

	CTR(%)	Enoaeome Rate
I Choose	0.1269	0.38178
I Use	0.10973	0.35298



Google Search	Impression	Clicks	CTR(%)
You're Not Alone	1016	46	4.527559
Tough Year	3747	113	3.015746
Get Connected to Resources	2694	116	4.305865

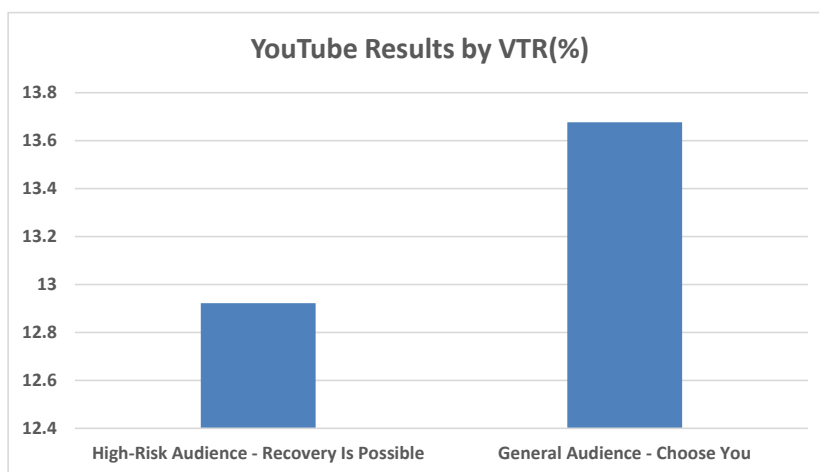
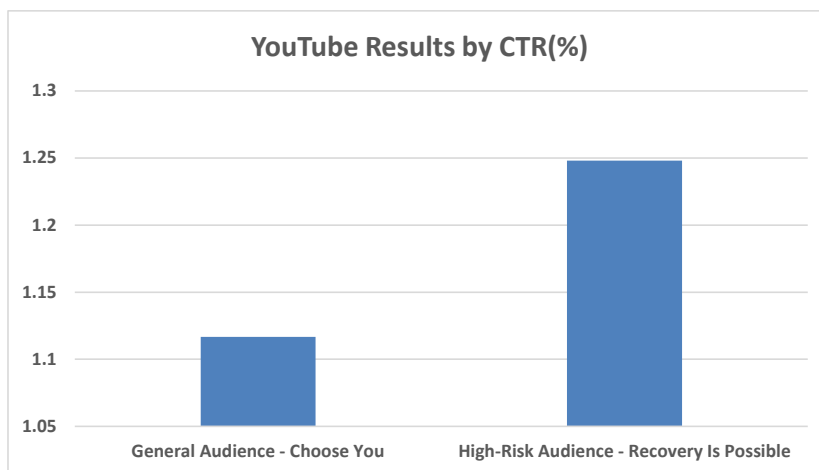
Google Search CTR(%)  
 Tough Year 3.015746  
 Get Connected to Resources 4.305865  
 You're Not Alone 4.527559



YouTube	Impression	Views	Clicks	VTR(%)	CTR(%)
General Audience - Choose You	80539	11015	123	13.6766	1.116659
High-Risk Audience - Recovery Is Possible	35344	4567	57	12.92157	1.248084

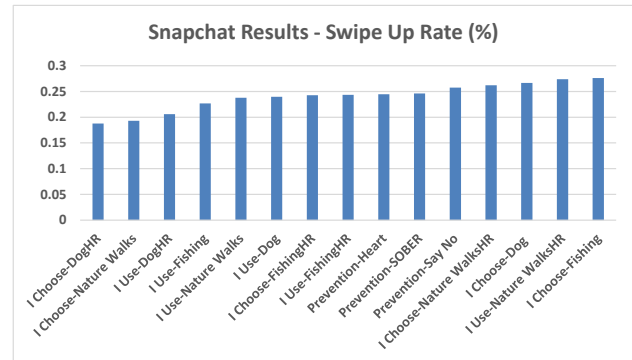
YouTube CTR(%)  
 General Audience - Choose You 1.116659  
 High-Risk Audience - Recovery Is Possible 1.248084

YouTube VTR(%)  
 High-Risk Audience - Recovery Is Possible 12.92157  
 General Audience - Choose You 13.6766



	Impressor Swipe Ups	Swipe Up Rate (%)
I Choose-DogHR	26620	50 0.187829
I Choose-Nature Walks	22268	43 0.193102
I Use-DogHR	23303	48 0.205982
I Use-Fishing	22502	51 0.226647
I Use-Nature Walks	23555	56 0.237741
I Use-Dog	23352	56 0.239808
I Choose-FishingHR	19377	47 0.242556
I Use-FishingHR	25072	61 0.243299
Prevention-Heart	59721	146 0.24447
Prevention-SOBER	57326	141 0.245962
Prevention-Say No	50858	131 0.25758
I Choose-Nature WalksHR	25935	68 0.262194
I Choose-Dog	24001	64 0.266656
I Use-Nature WalksHR	24123	66 0.273598
I Choose-Fishing	23559	65 0.275903

	Swipe Up Rate (%)
I Choose-DogHR	0.187829
I Choose-Nature Walks	0.193102
I Use-DogHR	0.205982
I Use-Fishing	0.226647
I Use-Nature Walks	0.237741
I Use-Dog	0.239808
I Choose-FishingHR	0.242556
I Use-FishingHR	0.243299
Prevention-Heart	0.24447
Prevention-SOBER	0.245962
Prevention-Say No	0.25758
I Choose-Nature WalksHR	0.262194
I Choose-Dog	0.266656
I Use-Nature WalksHR	0.273598
I Choose-Fishing	0.275903



	Users	Sessions	Pageviews
November	822	1008	1856
December	2032	2446	4228
Choose-Yo	762		674

