



## COMMON AGENDA

### WHO WE ARE

The Alliance is a collaborative effort of multiple and diverse partners across Alaska who recognize the impacts of alcohol misuse on individuals and communities. We are personally and professionally committed to working together to address this complex problem in our state.

### HOW WE DEFINE ALCOHOL MISUSE

Alcohol misuse is defined by excessive use of alcohol. Excessive use includes binge and heavy drinking by adults over the age of 21, and any alcohol use by those who are underage or pregnant. Alcohol misuse is a spectrum. Mild, moderate, and severe alcohol misuse require differing interventions and treatments. Alcohol consumption on the spectrum of misuse is coupled with consequences, also ranging from lower-impact to significant and span the eight dimensions of wellness. While alcohol misuse is typically defined as use by individuals, we recognize the systemic inequities that perpetuate excessive alcohol use within certain populations, and that part of that inequity may be in the very definition of alcohol misuse itself.

### OUR VISION FOR COMMUNITY WELLNESS

The Alliance takes a broad definition of community. We see community as a source of social norms and cultural values and as interconnected social structures and institutions.

Community Wellness means to us that our people are healthy and experience overall well being, and no one among us is suffering from the effects of trauma. We all feel like we belong, are connected, are valued, and contribute. We recognize our diverse cultural and personal strengths. We are using healthy coping mechanisms and good self-care. Our local, geographic communities are thriving and safe. Our lands and waters are as resilient and healthy as our people. We are all adequately resourced to respond to everyone in the community and to help individuals and families who need it. Our regions are connected and sharing ideas, resources, successes, and failures.

## OUR PRIMARY GOAL

To connect and engage communities as partners — increasing protective factors, reducing risk factors, and changing social norms — to prevent underage alcohol use and eliminate adult misuse in Alaska. We define risk and protective factors as follows:

### RISK FACTORS

Conditions within systems, communities, families and individuals that create an environment of unhealthy behaviors, such as substance misuse, violence, adverse childhood experiences, and suicide. When risk factors are reduced, we see the health of the community restored. We look for health in the reduction of mental illness and social issues, alcohol and other substance use disorders, and the elimination of racism and other forms of oppression. We can also increase wellness within our systems by holding them accountable and ensuring they are responsive to the most vulnerable and under-resourced in our communities.

For example:

- Family conflict
- Lack of commitment to education
- Racism and other forms of oppression
- Community laws and norms favorable to easy access and use

### PROTECTIVE FACTORS

Conditions within systems, communities, families or individuals that increase the opportunity for healthy behaviors, such as the ability to cope with problems and life challenges. People thrive when they are connected, empowered and autonomous, and able to make impactful decisions in their lives and communities. Protective factors are instrumental in healthy development; they build skills, resilience, and validate one's humanity.

For example:

- Social and emotional competencies and skill-building
- Self-determination
- Opportunities for positive social involvement
- Reduction of days and hours of alcohol sales; reducing outlet density

## WHAT WE DO

The Alliance is here to do the work that no one organization can do alone. We seek to influence structural and systemic change<sup>1</sup> and work to support those who are delivering a shared message of health and healing across communities and whole systems. We acknowledge the factors of risk for alcohol misuse that serve to harm our communities and plan for a vision of a well and just Alaska. The heart of our work is the relationships we form and an unrelenting commitment to equity.

<sup>1</sup> See [The Waters of System Change](#)

## OUR STRATEGIC DIRECTION

We align our efforts around our primary goal and:

### THREE STRATEGIES

+

### SIX INTERSECTING MODES OF ACTION

#### BUILD RELATIONSHIPS

Apply community-based and participatory practices -- across organizations, efforts, regions, and communities -- to improve the system of coordination in upstream prevention work.

#### BUILD POWER

Act as a bridge between organizations (especially in rural and marginalized areas) and government & institutions, so that resources are equitably allocated and policies and initiatives are responsive to community needs.

#### BUILD SHARED MEANING

Collect new information, support shared learning (trauma-informed, evidence-based, and de-colonized) across communities, especially communities of practice\*\*, and communicate new narratives for a healthy and healing Alaska.

CONNECTING AND CONVENING

WORKFORCE DEVELOPMENT

SHARING EVIDENCE\* AND LEARNING

ADDRESSING RESOURCE FLOWS

FRAMING THE CONVERSATION

ADVOCACY AND POLICY CHANGE

\* Evidence is defined along a [spectrum of different types](#) that can be considered in decision-making.

\*\* A community of practice (CoP) is a group of people who share a craft, a profession, a concern, or a passion for something they do, and learn how to do it better as they interact regularly. Members are brought together by a learning need they share, and their collective learning becomes a bond among them over time.

## HOW WE WORK

Our Strategic Direction is informed by:

### GUIDING FRAMEWORKS

- The Strategic Prevention Framework
- The Collective Impact Framework (3.0)
- Six Conditions for Systems Change

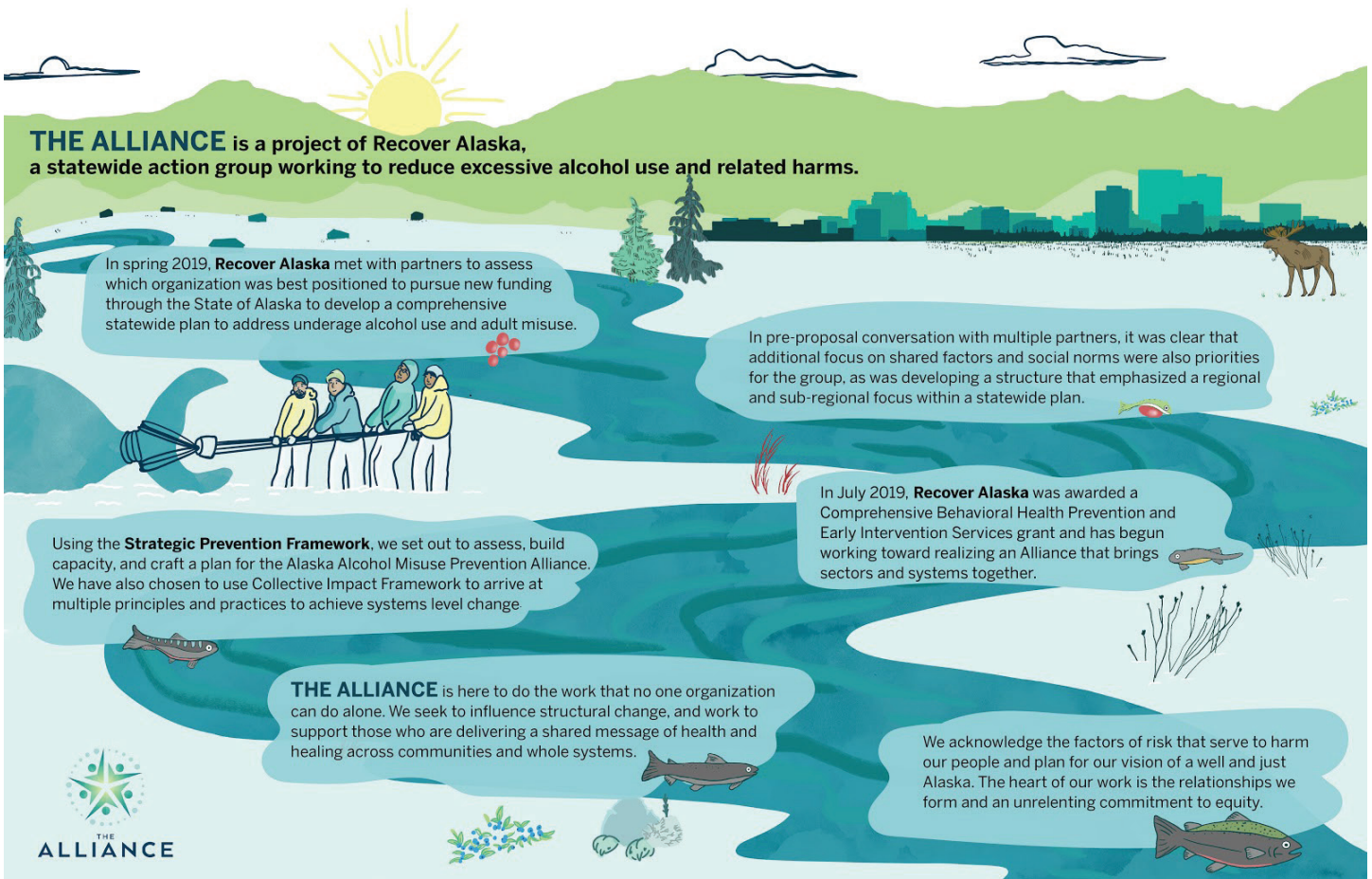
## GUIDING PRINCIPLES

- [The Dawn of Systems Leadership](#) (2015) by John Kania, Mark Kramer, and Peter Senge
- [The Waters of Systems Change](#) (2018) by John Kania, Mark Kramer, and Peter Senge, which describes systems change, as “shifting the conditions that are holding the problem in place.”
- Emergent Strategy, by adrienne maree brown

## GUIDING PRACTICES

- [Alliance Touchstones for Collaboration](#)

## OUR JOURNEY HERE



## USING DATA TO UNDERSTAND STRATEGY AND IMPACT

The Alliance recognizes that no one data source provides a complete picture of the risks and assets within the communities across the state. Therefore, the Alliance is using a multi-focal process that combines qualitative data, collected by others and the Alliance itself, along with smaller more localized datasets, and the statewide population health measures listed below to develop strategies and understand impact.

### SHARED MEASURES

To track population health changes, The Alliance will use the following indicators, tracked on [this data dashboard](#):

#### ALCOHOL CONSUMPTION

- Binge Drinking, Adults
- First Drink of Alcohol Before Age 13, High School Students
- Current Alcohol Use, High School Students

#### MENTAL HEALTH

- Poor Mental Health Days, Adults
- Felt Sad or Hopeless, High School students

#### YOUTH CONNECTEDNESS

- Youth Matter, High School Students
- Caring Adult Relationships, High School Students

#### ADVERSE CHILDHOOD EXPERIENCES AND MALTREATMENT

- Adverse Childhood Experiences

#### SOCIAL DETERMINANTS OF HEALTH

- Poverty
- Education

### MEASURES OF INTEREST

The following measures have been identified as priorities but require further inquiry before the data can be incorporated into the dashboard.

- Child Maltreatment
- Housing
- PRAMS
- Built Environment

## OUR ACTIONS TOGETHER IN FY2021 WILL INCLUDE:

### ASSESSMENT

- Continue to gather network data, Stakeholder mapping
- Begin to gather systems effects data
- Outreach and engagement activities to support community-level data sourcing
- Community readiness assessment, statewide
- Coalition capacity survey, Alliance-specific

### CAPACITY-BUILDING

- Equity operationalized across Alliance structures and offerings
- Training: “Setting the Course: a cohort journey of learning for equity and justice”
- Alignment with Alaska Wellness Coalition
- Website and member portal developed

### PLANNING

- Alignment around Alliance modes of action
- Fund development planning
- Strategic communications planning

### IMPLEMENTATION

- Communities of learning and practice
- Prevention and Wellness Symposium or other statewide training opportunity

### EVALUATION

- Evaluation plan developed