

“O le tele o sulu e maua ai se fagota, e mama se avega pe a ta amo fa’atasi.” My strength does not come from me alone, but from many – alagaupu o Samoa

ACTIVITY ASSESSMENT: Feb. 1 – June 30, 2020

Background

Between 2017 and 2019 the Alliance Against Domestic Violence and Sexual Assault’s Board of Directors and Staff invested over 80 hours in training and discussion to successfully formulate the organization’s guiding vision, mission and strategic plan. They also committed to achieving the goals established to realize this vision. *From the Strategic Plan report (2019):*

The Alliance envisions an American Samoa where individuals treat each other equally, with dignity and respect, consequently living free of violence and fear. To achieve this vision, we will address the root causes of domestic violence and sexual assault using primary prevention strategies to influence sustainable social change.

The Alliance’s mission therefore is to empower American Samoans through collaboration to promote resiliency and strengthen the community’s capacity to eliminate domestic violence and sexual assault. We will incorporate prevention strategies in our assessments, evaluation, implementation, resource development, communication, deliberate networking, policy advocacy, Board and Staff development.

The *strategic plan* facilitates a roadmap of *activities* designed to achieve each objective, or step stone, towards the vision. This assessment documents the implementation of those activities by Alliance Board, Staff and partners between February 1 and June 30, 2020. Figure A quantifies the activities reported by Alliance Staff each month via the Activity Tracking Form tool.

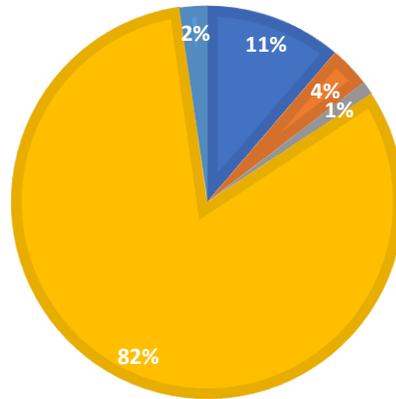
Figure A. Synopsis

Activity	I	II	III	IV	V	VI	VII
Month 2020	All Training & Outreach \# Reach	Meeting: Planning & Collaboration \# Reach	Event Production \# Reach	Media Awareness through Education & Storytelling \# Reach	Assessments \# Reach	Tot # Activity Hours ¹ (face to face engagement)	Funder Objectives Met 0 = OVW 1 = FVPSA 2 = BOTH
February	2 \ 10	2 \ 15	0	7 \ 43	1	17.25	0 =1, 1=8, 2=3
March	5 \ 43	1 \ 5	1 \ 1	8 \ na	1\1	23.5	0=7, 1=4, 2=6
April	1 \ 4	0	0	28 \ 29693	0	15	0=14, 1=10,2=5
May	2\10	0	0	30 \ 39880	1\5	12.5	0=0, 1=31,2=2
June							
TOTAL							

¹ Hours counted reflect in-person engagement, time spent facilitating training/meetings/webinars, podcasts but exclude preparation/coordination hours expended

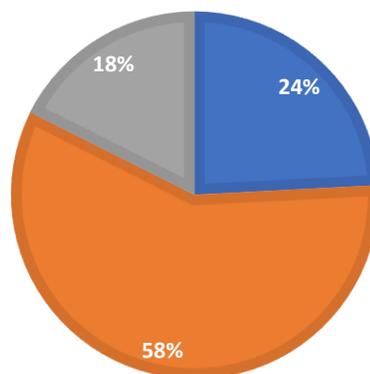
ACTIVITY SYNOPSIS BY TYPE

■ TRAINING/OUTREACH ■ MEETING ■ EVENT ■ MEDIA ■ ASSESSMENT



ACTIVITY SYNOPSIS BY STRATEGIC AREA

■ OVW ■ FVSPA ■ BOTH



I. All Training & Outreach (11%)

Strengthening the Alliance’s capacity and level of collaboration to prevent domestic violence and sexual assault (DVSA) in the territory is a primary strategy. The Alliance aims to sustain an environment that nurtures continuous learning – with, for, and about all stakeholders. Relevant initiatives include providing training for member organizations, partners and community members.

On February 7, 10, and 11 Salote Aoelua-Fanene conducted the last **youth outreach** for this fiscal year. A minimum of 43 Siliaga Elementary school children and 7 Maleimi Stake Center youth participated in hands-on learning activities focused on anti-bullying, social acceptance, healthy relationships, and preventing bullies from hurting others. Feedback from the children describe a prevalence of bullying and violence in their everyday lives.

Due to the COVID19 restrictions on public gatherings, the Alliance reduced its **community training** to two DVAM workshop on ‘healthy relationships’ conducted on March 4th with the ASCC Science Health Class of 18 students, and on March 5th at the ASCC MPC for 20 participants. Facilitated by Judy and Mona in a bilingual presentation the workshops covered the various aspects of healthy relationships, consent, Title IX, and statistics on Teen Dating Violence. Parents and young adults were given valuable links to resources and introduced to empowering concepts that the Alliance can build upon with them in future outreach.

The strategic plan emphasizes continuous capacity building of Board and Staff. A key component of this effort is weekly Staff led in-house **ASTA** meetings. These are half-day meetings for Staff, usually on a Monday, focused on Staff development and wellness. The ED has taken the ASTA initiative under her wings from the beginning, recognizing the need to create a safe environment for Staff, facilitating relevant training and skill-building, following up with individuals to ensure positive outcomes are generated. ASTA is a hands-on, coordinated effort. During the assessment period six ASTA meetings were reported: 2 in February, 2 in March, 1 in April and 1 in May. In **February**, ASTA focused on the ‘words for the year’ from Judy and Eleanor. They were tasked with developing a power-point based presentation to communicate the meaning of the words ‘lead’ and ‘unravel’ and how they use the words to support positive mental and behavioral health and work performance. Key concepts shared include ‘visionary leadership’ and ‘unpacking oppressive belief systems’. In **March**, the staff retook the ‘True Colors Personality’ test as a point of discussion, comparing their results to those of the first testing in 2016. The driving force behind this activity is developing a higher appreciation for each other as coworkers by understanding both oneself and others in a more cognizant way to facilitate open communication. Beginning in **April**, a majority of staff were asked to work from home in observance of COVID19 restrictions on gatherings and work hours. In addition to Zoom meetings, the staff convened one in-person ASTA in April called ‘Creating Safe Spaces Through Art’ at the office, following social distancing guidelines. Pua Tofaeono facilitated the painting exercise which produced two hours of open conversation, sharing their experiences working from home and in the new pandemic environment. The outcomes were individual paintings by each participant, and a sense of ‘wellness’ as they shared and worked in a safe space. In **May**, the group convened two ‘Creating Safe Spaces Through Art’ activities, guided by Pua Tofaeono, and the outcomes were staff paintings that reflected their word of the year. The art projects align with an overall effort by the Alliance to improve upon the organization’s office by adding personal touches or warmth and connection to the space. The activities are a occasions for relational communication during a time when coworkers have less interaction with each other.

II. Meetings: Planning & Coordination (4%)

During the assessment period, the **Alliance convened three meetings** that align with DV and SA strategic plan objectives. On February 5th the Alliance hosted a meeting of the ASG Human Trafficking Task Force with six participants for one hour. The goal was to share how each agency is planning to raise awareness and disseminate information about human trafficking and to review immigration regulations. On February 27th, Mona, Celestine (DHSS), and Farrah (AG) presented information on social change advocacy to the CCR/SART (9 attendees). Lastly, on March 10th the SOPHIAS’ President, Shanee Masoli, met with the ED to discuss opportunities for the SOPHIAS to participate in awareness and outreach events, and how the Alliance can support them in building capacity. This meeting continues the SOPHIAS initial request for assistance on January 10th to establish a physical office. At that time, the Alliance’s ED offered to help with a grant proposal that would train

the SOFIAS to develop ‘first responders’ in the villages, the funding from which would help with establishing an office. The idea was approved and the Alliance, charged with identifying and writing for an appropriate funding mechanism completed this task in July 2020.

III. Event Production (1%)

On March 5th, the Alliance met with the Governor’s office to sign the SAAM 2020 Proclamation. This was the only public event convened during the assessment period.

IV. Media Awareness through Education & Storytelling (82%)

Social media has been utilized by the Alliance since 2017 to disseminate information, however Activity Tracking Forms were not used until 2020 so the baseline for reach and impact is currently being established. The Media Specialist implemented the Alliance’s ‘media plan’ [May I have a copy please?] in January and reported outcomes such as reach, focus, and related strategies using a modified Tracking form beginning in April. While still in the early stages of coordinated assessment, the immediate outcomes include an exponential growth in public reach, interaction or engagement with viewers, and increase in the Alliance’s online presence.

Tracking and reporting of social media and website activities are currently limited to Forms submitted by the Media Specialist. The type of data reported is still in the formalization process, but for the months of April and May reporting includes a description of the activity and number of viewers ‘reached’. Other indicators such as engagements, reactions and post-clicks are not consistently reported. There is also a question of the time period for which each post is analyzed. It is therefore helpful to review the Alliance’s Strategic Plan to examine areas where social media is used and the goal of each strategy.

MEDIA				
GOAL	OUTPUT ACTIVITY	KPI	DATA COLLECTION	SHORT TERM OUTCOME
(DVSA) Continue to build upon social media presence, leveraging media analytics to increase reach	multi-social media advocacy and education products	# of people who view DVSA as being socially unacceptable; # of people reached; # of people self reporting willingness to advocate for victims	Convenience survey	Decrease in social tolerance of DVSA through awareness raising, highlighting inequities and incidents of discrimination and other drivers of DVSA
(SA 1) Create Media Advocacy position and hire advocate in 1st quarter (Oct. 2019)	Expert Media Advocate / Specialist hired on 1-yr. contract	increased focus on policy opportunities; # of community members supporting policy change; # of employers adopting anti-DVSA workplace policies	Activity Tracking Form	pre-post convenience survey reflects more people self-report attitudes that identify and condemn violence
(SA 2) Develop a multi-faceted media plan using evidence-based media advocacy approaches	Design and implement Board approved anti-violence media campaign	increase in # of people who condemn violence & heard of DVSA and root causes; increase in # of publicly displayed info about DVSA	media analytics; environmental assessment	media campaign achieves a high viewership and positive feedback
(DV 1) Incorporate trauma/safety focused messages in all media using Orgs as partners	Innovative social change media campaign	Increase in dose and reach of media products; increase in % of people who view DVSA as being socially unacceptable	media analytics, survey	expanded reach of messages

In April, the Media Specialist completed 12 posts to increase online awareness of DVSA issues and decrease social tolerance of violence. To increase viewer engagement, two 'Netflix Movie Nights' featured films about sexual assault (Audrie & Daisy), and perpetrators (Roll Red Roll) with question prompts for viewers to assess their understanding of the concepts. [insert # of movie viewers, assessment of question responses and feedback to movies]. Another successful online event was 'Denim Day' which included a short video that reached over 16000 viewers, garnered 648 'reactions' and started 9 online conversations. This post reached the most viewers of all those posted in April.

To bring attention to Mental Health Awareness Month, 'Mental Health Nuggets' were incorporated into 19 posts that also included a documentary on men's mental health, 'The Mask You Live In'. The purpose of the 'Nuggets' is to help viewers achieve emotional and behavioral balance in the uncertain environment created by the COVID-19 pandemic. Shared concepts included 'meditation', 'exercise' and 'reaching out to others' as ways of coping with mental stress and improving mental health. The movie 'To the Bone' was highlighted to raise awareness about anorexia as a form of mental illness, and its impact on a family. Over 16000 people were reached through this post indicating that this strategy is successful in capturing viewer attention.

The social media content and reach has achieved the Alliance's goal to increase awareness of DVSA issues and the context in which they occur (why, how, when and by whom). ATF reporting should continue to focus on reach and other key performance indicators using media analytics. The time period for reporting should be changed to 30 days for all posts. A more detailed description of the post and the objective of the content will be helpful for overall grant reporting. Additionally, the Strategic Plan focuses on the use of media to grow policy awareness and change. This objective should be reviewed for relevance and incorporated into the Media Plan.

The Strategic Plan also calls for a convenience survey to collect KPI data. The evaluator is tasked with developing the survey for use online and within the social media platform. The survey results will detail the benefit and impact of the social media campaign and determine whether positive behavioral and social change is achieved.

The Alliance's website has undergone a complete renovation in 2020. In addition to the monthly newsletter, usually written by the ED, to highlight events and promote awareness of DVSA issues the website houses all media products, reports and manuscripts. [need to expand on the website esp since a lot of hours has gone into developing it – does the Media Specialist manage this?]

In addition to social media, the Alliance provides education and promotes the sharing of experiences and information through storytelling or 'talk-story'. In the past, the Alliance convened 'Talking Tables' to gather stakeholders for focused discussions on DVSA. While the underlying premise continues to be a strategic objective, the Alliance realized in 2019 that Table attendance was not diverse, they were not accessible to the whole community, and they were not producing a measurable outcome towards achieving the strategic goals.

In response, the Alliance ED has piloted three new methods of raising awareness in the community about DVSA issues by injecting the issues into mainstream conversations:

- **Webinars**
- **Podcasts**
- **Coordinated radio show presence**

The Alliance produced 20 FVPSA funded **webinars** made accessible on its website:

Figure B WEBINARS		
Date	Output	Outcome
3/3	Healthy Relationships (Eng)	Curriculum developed by Judy and facilitated by Mona to define healthy relationships, consent, Title IX, Myths vs Facts About Relationships and statistics.
3/4	Healthy Relationships (Samoan)	Duplicated content adapted for Samoan audience
3/12	Social Change Advocacy (Eng)	Mona Uli shares info from Praxis ALC regarding gender equality and oppression, core principles of social change advocacy (DHSS and AG's office participated in discussion)
3/31	Gender Equality & Oppression (Eng)	Part 1 of 4-part series for SAAM awareness
4/7	Intro to Rape & SA (Eng)	
4/8	Intro to Rape & SA (Samoan)	PPT objectives include defining rape, consent, the rape law in AS, myths and facts on the topics, and how to help victims. The goal is to increase knowledge and awareness of rape and SA in this community.
4/14	Consent (Eng)	
4/15	Consent (Samoan)	Objectives include defining consent, providing relevant examples of consent, explaining the role of consent in relationships, providing statistics and dispelling myths.
4/21	Defining Oppression part 2 (Eng)	
4/22	Gender Equality (Samoan)	Objectives include defining gender equality and its importance, providing relevant examples for discussion, assessing the impact on fa'afafine, and how to promote equality and diversity.
4/29	Sexual Assault Advocacy (Samoan)	Objectives include defining a rape culture and its effects, discussing prevalence and impact on the community, defining the advocates' role
5/6	Mental Health Recovery (Eng)	Key recovery concepts
5/7	Wellness WRAP 1 (Samoan)	Objectives include defining wellness, understanding its connection to violence prevention; the facilitator aimed to develop prevention initiatives through wellness strategies
5/13	Mental Health Recovery (Eng)	Wellness Toolbox
5/14	Wellness WRAP 2 (Samoan)	Discussion on the wellness toolbox tools, how to use them in trauma-informed care – facilitator noted that the discussion satisfied the parameters for a community training session

5/20	Mental Health Recovery (Eng)	Wellness recovery actions
5/21	Wellness WRAP 3 (Samoan)	Discussion on how WRAP is useful, and continued discussion from WRAP 2
5/27	Mental Health Recovery (Eng)	Recovery topics
6/3	Wellness for Seniors (Eng)	Explanation of World Elder Abuse Awareness Day and discussion on wellness activities and needs among elderly people
6/10	Elderly Abuse, an Advocacy Approach (Eng)	

The first **podcast** was produced on October 24, 2019 by Judy Matautia and Mona Uli. The bilingual recording mimicked the Alliance’s past activity – the ‘Talking Table’. Due to COVID19 restrictions, podcasts have emerged as an effective means of providing live, interactive discussions with guest speakers:

Figure C PODCASTS		
Date	Output	Outcome
4/1	Gender equality with Li’a Seui	Ms. Seui provided her background and experience as a female Samoan director of a local NGO serving the needs of Samoan youth. This effort increases public awareness about gender differences in our leadership and workforce.
4/16	Impact of COVID19 on DV in Samoa	Sina Retzlaff of Samoa Global News explained how the incidence of DV has risen since lockdowns and isolation, as well as how helpful the police have been in responding to cases. She shared that the pandemic has increased awareness of DV.
4/21	Local Advocacy with Ipu Lefiti	Ipu shared her experiences working with victims of DVSA in this community.
5/14	Local Advocacy with Back On Track	Mona Uli shared her experience in establishing her local NGO to serve victims in prison, in recovery and to work with other NGOs.

The Alliance has established a good working relationship with the local media to achieve FVPSA funded objectives including raising awareness, decreasing social tolerance, increasing collaboration, and initiating conversations about DVSA. Depending on the number of events scheduled, Judy and/or Mona host a 30 to 45-minute morning talk show, ‘Mo Lou Silifia’, on KPPO **Radio** Station which airs in both English and Samoan.

In **February**, Judy and Mona conducted three radio discussions:

Date	Outcome
2/5	Staff explained the purpose behind ‘Teen Dating Violence Awareness Month’ including the definition of TDV, describing the victims, signs of abuse, and how to support victims.
2/12	Furthering the awareness of TDV, Staff defined ‘healthy relationships’, the components of a health relationship including ‘consent’ and described signs of an unhealthy relationship.

2/26	Guest host is Jesse from ASLA who described services provided by ASLA, how they support victims, and how to access their legal services.
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In **March**, Judy and Mona conducted four discussions with an emphasis on Gender Equality:

Date	Outcome
3/4	Guest host Li'a Seui shared her work with Intersections and her experiences as a female director of an NGO in this community to raise awareness of gender discrimination in the workplace and professional careers
3/11	Judy and Mona conduct a bilingual discussion on gender equality, global info about this topic, and the Alliance's events to raise awareness in March
3/18	Judy and Mona conduct a bilingual discussion to improve radio listeners' knowledge about gender equality, global statistics, why it's important, and separated myths from facts.
3/25	In response to the COVID19 restrictions, Judy and Mona spoke about how a 'lock down' can impact victims of violence, how isolation means more exposure to perpetrators, etc. and how the Alliance will be increasing its online presence during the lock down and can be accessed via webinars and podcasts.

April was the beginning of home-based work hours for Alliance staff. Consequently, there is an increase in online activities. The staff skillfully leveraged the live radio shows to promote their online webinars and podcasts, the number of which increased in lieu of live engagements such as traditional Talking Tables and community outreach events.

Date	Outcome
4/1	Staff read the territorial proclamation of Sexual Assault Awareness Month (SAAM) to kick off the Alliance's " I ASK " campaign to educate this community about all facets of SA.
4/8	In Samoan only, Judy facilitated a discussion on rape and SA including the definitions for this violence and ' consent ', the law in AS concerning rape, how to help victims and available legal remedies. The discussion was based on the Alliance's ' Intro to Rape & SA ' webinar.
4/15	In Samoan, Judy explained consent in detail including statistics, legalities.
4/22	Judy discussed the ongoing SAAM events and emphasized the content available on the Alliance's webinars: 'Intro to Rape & SA', 'Consent is Key'
4/29	Judy explained the symbolism of ' Denim Day ' as well as the impact of COVID19 restrictions on victims of violence.

May radio appearances were limited to three.

Date	Outcome
5/6	In a two-part series called WRAP or Wellness Recovery Action Plan, Judy and Mona explained the concepts of recovery: hope, personal responsibility, education, self-advocacy, and support. They also introduced 'Mental Health Awareness Month' and activities planned to help people prioritize their mental wellness.
5/13	By phone, Judy conducted the second of a three-part series of WRAP which focused on the Wellness Toolbox using the WRAP ppt and explaining how tools can be used to provide trauma-informed care , and ways to improve services for victims.
5/20	This show covered the final segment of WRAP.

Television is used once a month via the single local station (government owned), KVZK. The Alliance partners with the 'Fanau a oe ma au' show to publicize events. On February 26, Judy made an appearance to draw attention to the TDVAM events for the month, and gender equality discussions. On March 31, Judy and the ED joined host Leuga Turner and ASLA representatives to discuss CPOs and raise awareness of how they can help victims of violence. On April 1st, Judy and Mona taped a reading of the SAAM 2020 Proclamation from the Alliance office for airing on the local news. The Proclamation was also printed four times in Samoa News.

V. Assessment (2%)

The Alliance engaged in three assessment activities outside of the formal evaluation. On **February 6, 2020** Mona Uli met with the ASCC's Title IX Coordinator and Student Services to plan the Teen Dating Violence Awareness Month activity for the college. As a result, she was able to determine who the decision makers are, who administers the Title IX activities, and the level at which they can participate in the Alliance's TDVA activities.

The Man Box survey was introduced into the Alliance's work plan in 2019. In 2020, the evaluator was asked to summarize the focus group data resulting from the assessment of the survey for use in the American Samoan community. The effort was expanded to adapt and pre-test the Man Box survey for use with Samoan men age 18 and over to assess men's attitudes and beliefs about male roles and responsibilities in this community. To increase staff capacity to conduct assessments and adapt tools, the evaluator facilitated a 'back translation session' of the survey on **March 6th**, and enlisted Judy Matautia's assistance as a survey interviewer. On March 7th Judy conducted her first survey interview in Samoan. She reported that it was a long (1.5 hours) and tedious process. Her feedback was used to modify the interview protocol. She then completed an additional four interviews, and the evaluator completed four in English for a total of nine cognitive interviews and surveys. The data is in the process of coding and the Staff will participate in the 'consensual review' of those results to further their understanding of qualitative data analysis. The final product is the adapted version of the Man Box Survey and Survey Protocol for use in the Samoan community.

The Strategic Plan calls for the assessment of 'perpetrator accountability'. To do so, the ED and evaluator worked with the Staff to develop a focus group protocol and assessment questions for key target groups: female victims/survivors, male victims/survivors, faith-based leadership, and fa'afafine. On May 28th, Judy and Mona facilitated the 'female victims/survivors' group with five participants age 24 – 50. On June 4th Judy facilitated the 'faith-based leadership' group with 8 faife'au including 2 females. Participants were asked to respond to a structured set of questions to determine what violence and justice looked like to them, in the communities they live and serve, who determines how DVSA perpetrators are held accountable, and what forms of justice they have witnessed. Discussions were facilitated in English and Samoan, and limited to 90-minutes. Demographic data and Consent forms were collected from each participant, and each received a \$20 stipend for their time. Judy and Mona provided the evaluator with transcripts for each meeting which will be coded in Dedoose. The final analysis will involve the facilitators, ED, and evaluator at the conclusion of this activity in August.