



RECOVER ALASKA

Exploring the Parameters of an Alaskanized Environmental Scan
on Alcohol Misuse Prevention

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Framing the Work Session and Design

While alcohol misuse remains a leading public health issue in Alaska, there is no concerted effort to prevent its misuse through evidence-based programs, adoption of statewide or community-based policies, or comprehensive funding of efforts to prevent the excessive use of alcohol in our communities. Alcohol, as a priority issue for populations across our state, doesn't exist in a vacuum. It is important to recognize the effects of other public health crises when addressing alcohol misuse- historical trauma, completion of suicide, interpersonal violence, homelessness and incarceration are all interconnected with efforts to curb our high rates of excessive use of alcohol, which includes any use by pregnant women and youth under the age of 21, binge and heavy drinking in adult populations.

In an effort to develop a shared prevention agenda around alcohol misuse, Recover Alaska engaged in initial conversations with the State of Alaska's Office of Substance Misuse and Addiction Prevention and the Division of Behavioral Health. In these conversations, the concept of a shared database of evidence-based prevention programming and unique Alaskan promising practices was discussed. In Spring 2018, Recover Alaska's Prevention Workgroup decided that an initial exploration into the feasibility of conducting a comprehensive scan of programs, policies and practices that focus on prevention of excessive alcohol misuse was warranted. The findings included in this report build off the essential questions in the following document and lay out a path forward in building an Alaskan model of alcohol misuse prevention.

In January of 2019, participants were invited to a session where they could listen, learn and provide their expert feedback about what is needed in the field of alcohol misuse prevention and begin to outline the needs for an environmental scan. This included a discussion of possible future directions and/or actions and a development of a workplan or timeline with major milestones. The work session time was spent on collaborative conversations around questions that matter in the realm of alcohol misuse prevention work. Recover Alaska collaborates with a wide network of wellness and prevention coalitions, community non-profits, statewide and regional systems. Participants were invited based on experience, values and vision around alcohol misuse prevention. For this initial step, Recover Alaska was most interested in engaging a cohort of individuals that spanned the breadth of our network. We were intentional, inviting individuals across the various levels of authority- from executive directors to local coalition coordinators- that could provide input from the various regions they live in or represent. While the intention was to invite a healthy cross-section of stakeholders that represent our network, we

also were interested in keeping the number of attendees under 20. While 35 individuals were invited, 15 individuals were in attendance and a participant list is available in [Appendix B](#) in this report. The following questions were provided as the context for the session and to organize the collaborative conversations:

1. How could a statewide environmental scan for alcohol misuse prevention help us in our work?
2. What *does* an Alaskanized environmental scan for alcohol misuse prevention look like?

Goals for the work session were established through review of Recover Alaska's Prevention Work Group spring notes and planning conversations between Recover Alaska and Raven's Group LLC (the hired meeting facilitators). Below is a list of the work session goals:

Goal 1: Assist in establishing an initial concept design for an environmental scan of alcohol misuse prevention in the state of Alaska.

Goal 2: Inform the parameters of an environmental scan for alcohol misuse prevention that provides a true snapshot of work being undertaken across Alaska around alcohol misuse prevention.

Goal 3: Discuss what strengths and/or capacities could be amplified in the landscape of services and supports for alcohol misuse prevention.

Goal 4: Broadly discuss: "What critical issues are Alaskans facing around alcohol misuse prevention?" and "what trends and patterns are you seeing?" and how to incorporate these important topics into the environmental scan.

After a morning of collaborative conversation (agenda in [Appendix A](#)), groups presented and explored issues that were not addressed in the earlier conversations that were on top of participants' minds as prevention field experts. After these participant-led conversations, the attendees engaged in an activity where small groups discussed and designed their own "Table of Contents" ([Appendix C](#)) for a possible environmental scan on alcohol misuse prevention. The following questions were posed in order to guide the groups in their discussion and design their own table of contents:

1. What will be useful to you and/or others?
2. What information, data, and ideas should be included in the scan?
3. What do you want to learn from an environmental scan?

4. How would you use the environmental scan with your and your organizations' work?
5. What do you wish you knew more of? What are your "blind spots?"
6. What are some of the large issues and/or roadblocks that need to be taken into consideration?
7. What other voices do we need to check in with in our revision? (expand on the notion of diversity in representation)
8. What alcohol misuse prevention work do you see happening across Alaska? How will that inform an environmental scan?

****Note: The work session agenda and "Table of Contents Activity" are attached in this document in [Appendix A](#) & [Appendix C](#) respectively.***

Data Analysis Method

Extensive notes were taken throughout the work session activities, conversations and presentations. The notes were then transcribed by Raven's Group LLC and are attached in [Appendix D](#) in this document. Once the notes were transcribed, Raven's Group LLC analyzed the data with ATLAS.ti to identify codes and themes that arose throughout the work session. ATLAS.ti is a computer program that assists in the analysis of large amounts of qualitative data. For this report, text from the meeting notes were entered into ATLAS.ti and the program was used to sort and organize codes which were then organized into distinct themes. Initial analysis identified 23 thematic codes throughout the document. Those 23 codes were further grouped together to form 5 major themes that arose in the work session. Raven's Group referred to the work session goals and guiding questions for the work session to guide the identification of the codes and to then select the five resulting themes. These five themes are discussed in the following "Findings" section.

Findings

Identified Work Session Themes

1. The need and desire for further research and information
2. Programs and programmatic knowledge from across the state
3. Messaging about alcohol & public knowledge, awareness and education
4. Alcohol related records, information and data
5. Partners and partnering landscape, partnering process and related information

Theme 1: Research and Information

Throughout the conversations, report outs, and work session activities, the need and desire for more research and information in general around alcohol misuse prevention came to the forefront of the group's concerns and considerations. These concerns spanned from the desire to know what different communities were doing in prevention work to how can the field develop methods to identify and measure successful programs, activities, and methods that are currently being utilized. Ideally, this information could be used in the development of "research driven and informed" programs and programming across the state. Case studies of "bright spots" in Alaska were suggested as a possible focus for research which would inform those in the prevention field about what prevention programs and programming currently exist in the state.

In addition to the identification of appropriate measures of program success, the need to define prevention language surrounding alcohol misuse prevention work was mentioned numerous times. Participants stated that shared definitions within prevention work is necessary for the development of shared understanding and approach for future prevention work in Alaska. The group also thought that the definitions and subsequent shared language could be used to research and understand the public's awareness around alcohol misuse and prevention work. The participants felt that shared prevention language in Alaska coupled with learning what the public's awareness is could be used to find and shift social norms around alcohol misuse. Related to the topic of researching and defining alcohol misuse was the desire for more in-depth research around attitudes towards alcohol. Specifically, participants were interested in knowing what attitudes the public hold around alcohol misuse and how can those attitudes be shifted.

Resiliency was another highly discussed topic during the work session. The group discussed the existence of numerous studies around resilience and resiliency factors in youth and adolescents and also noted the significant lack of research on adults and which resiliency factors assist in the prevention of alcohol misuse in the adult population. While youth resiliency factors were admittedly researched and studied, participants expressed the desire for further research around this topic, with a particular emphasis on “what factors might assist in the delay of use and misuse of alcohol by youth.”

Theme 2: Programs and Programmatic Knowledge

The second theme identified was awareness and documentation of activities and programming occurring across the state in the field of alcohol misuse prevention. Like the first theme, there was an emphasis on the desire to know what is working across the state in prevention and to learn how those programs and activities are defining and measuring success. Participants stated that the focus for this theme was the ability to easily share best practices, different prevention methods and methodologies, and the ability to identify possible partnerships and connections with others in the field.

Participants were concerned about who and what organizations are engaging in alcohol misuse prevention that might extend beyond access. Participants wanted the scan to extend beyond the immediate prevention field and sector and to map out the connections to other, related fields and sectors that are indirectly involved in prevention work. For example, the participants asked if other work and organizations that might not be obviously labeled as “prevention work or organizations” could in fact be contributing to the prevention of alcohol misuse and could be future partners in the work. In addition to identifying more “periphery” organizations and programs that contribute to prevention work, there was a desire to further explore and expand knowledge around alcohol misuse prevention in more specific and targeted prevention fields and populations such as the military and previously incarcerated persons.

Additionally, there was a desire to know who is doing similar work as their own organization to further connect, partner, and collaborate for positive outcomes for alcohol misuse prevention as well as share best practices and lessons learned. Prevention organizations also desired to learn more about grassroots movements, activities, and programs that are occurring across the state such as wellness courts, traditional healing activities and other, non-organization led activities that work towards alcohol misuse prevention. Participants also identified the need to examine where there are gaps in programming in the prevention field to ensure that all avenues of prevention are being addressed.

Lastly, participants identified the need to find out what interventions are being utilized across the state and if they are culturally informed or culturally responsive to ensure that all cultural populations, perspectives, and worldviews, including those that expand beyond racial and ethnic groups, are included in the environmental scan.

Theme 3: Public Messaging, Awareness and Education

This issue was mentioned so explicitly and consistently throughout the work session that it necessitated being listed as a separate theme.

The need to discover what the public knows, is aware of and how they are being educated about alcohol misuse rose to the surface as a major need that participants would hope to learn and understand through the development of an environmental scan. The participants, with their background knowledge and experience, pointed out that there is a general lack of knowledge or awareness of what alcohol misuse means to the public. An environmental scan could establish the definitions of the public conceptions of “prevention,” “misuse,” “abuse,” and even “alcohol.” This approach would go a long way in developing a shared language and understanding that then could be used to speak with the public at large when engaging in awareness campaigns and, ultimately, be used to connect and educate the lay person. Further, the development of such language might then be used to influence changes in social norms around alcohol misuse prevention. The actual usage and application of language in the prevention sector was identified as a need to explore in the environmental scan. More clearly, there was concern that the prevention language currently in use can be perceived to vilify those that chose to use and misuse alcohol, which was seen as antithetical to supporting those who might need assistance for alcohol misuse.

In closing, the participants of the work session identified a need to learn more about public perception, knowledge and awareness generally around alcohol misuse. To obtain more balance in perspectives, there was also a desire for understanding the attitudes and perspectives of those in the prevention field themselves.

Theme 4: Alcohol Related Records, Information and Data

Participants stated that they would like the environmental scan to include data, information and records that correlate with alcohol use and misuse. For example, participants listed wanting to know what state data there was for alcohol use and misuse; data in trauma registries that listed the involvement of alcohol in recorded traumatic events; and hospital and ER records related to alcohol

incidents. Participants also wanted to know how many institutions use alcohol questionnaires as part of their intake process and how alcohol involvement is being recorded and tracked in related situations such as domestic violence, sexual assault and other events. In addition to knowledge and tracking of alcohol use involved in crimes and accidents, participants stated that information regarding alcohol status of rural Alaskan communities would be useful. Specifically, there was an expressed desire to know which communities held the designation of “dry,” “damp,” or “wet.”

The last important issue raised was the need to identify what gaps exist in current data collection systems and to find a way to prioritize that missing information. Participants acknowledged that there were known gaps in information and data; however, they also pointed out that there was information they needed to know but were maybe not aware of what those data points were; “what they didn’t know, they didn’t know”.

Theme 5: Partners and Partnering Landscape

The fifth theme focused on partners and partner landscape. Participants raised issues and concerns around partnering and expressed the need to learn who potential partners are; how to share resources, methods, information, etc. across partnerships; and how to facilitate the partnering process across the state. The ability for the scan to identify other passionate stakeholders in communities across Alaska was an appealing possibility to further partnerships and to expand the prevention work by networking with those who might not clearly identify with or who might not be explicitly involved in the alcohol misuse prevention field. Similarly, work session participants were interested in learning about different, local grassroots efforts and about prevention workers such as traditional healers and their efforts.

The scan was seen as useful if it identified which other sectors overlap with prevention work. In other words, what other organizations that are not explicitly labeled as “prevention” are actually doing the work, how are they overlapping with explicit prevention work, and how best might the organizations collaborate to provide more expanded and comprehensive support in the prevention of alcohol misuse. In addition to learning about the breadth of the prevention field, participants discussed networking needs in order to learn how different prevention providers are communicating with each other, if at all. If the providers do communicate with each other and share information, how are they doing so and how might these efforts be expanded across the state, as well as how can connections be further built between providers across the state? The desire to develop shared language, models, and approaches

for prevention work was also raised as a high priority that would assist in the strengthening and building of network connections between prevention providers and organizations across the state. The collective information and the shared language, models and approaches could then be used by those in the prevention field to connect and communicate with those partners who were seen to be on the fence, reluctant to engage, and/or unaware of how the prevention of alcohol misuse was related to their field and the work in which they are currently engaged.

The Environmental Scan Conversation Findings

This section summarizes the purpose, uses, scope, considerations, and tone of the environmental scan as discussed by workshop participants.

Purpose of the Scan:

In the work session, participants stated that they supported the implementation of an environmental scan primarily to learn and discover more about the field of alcohol misuse prevention in Alaska. These are the following subject areas that participants noted would be beneficial to discover and learn about in the environmental scan:

- Attitudes, themes, commonalities and differences in behavioral perceptions that could then be used to build and create unique models of prevention to “ensure the shoe fits”
- Funding opportunities
- Existing resources
- Training/workforce development or capacity building opportunities
- Resources to use to build a framework for alcohol prevention
- How to describe of the issue of alcohol misuse in Alaska
- Economic impact of alcohol misuse
- How to improve prevention strategies through enhanced collaboration
- Find gaps in policies and proceed to address those gaps
- Find where the “blind spots” are in alcohol misuse prevention
- Possible ways to connect differently with different audiences

Largely, participants were interested in a broad perspective and description on the state of alcohol misuse in Alaska, i.e. the “state of the state of Alaska” focused on alcohol.

Desired Uses for the Scan:

Participants stated that the scan could ultimately be used in their prevention work to enhance collaboration, find ways to connect differently with different audiences, and to build a shared framework for alcohol prevention in the state of Alaska. Specifically, participants stated that they would like to use the scan in their prevention work in the following ways:

- State-wide policy advocacy
- Engage reluctant partners or those who don’t want to engage in the work

- Raise awareness of the issue and also use to educate the public about language, issues, and resiliency factors
- Inform interventions, strategies, programs, projects and initiatives

Desired Scope of the Environmental Scan:

The work session participants developed a scope of work for the environmental scan through multiple conversations and through a “table of contents” activity ([Appendix C](#)). Their priorities for the environment scan were to identify:

- Areas of prevention across the state
- Existing prevention groups
- Programs that are working well (this includes a description of the program and what indicators are used in order to measure “success”): a potential Alaskanized set of measures that indicate success at various levels of prevention activity
- Different strategies for prevention that are being utilized
- Passionate stakeholders across the state
- Tools, research, and indicators being used in the field
- What is happening across the state? What is working? How do we know it is working?
- What are the gaps in the data and what is the information that needs to be collected around alcohol misuse?
- Information about existing gaps in policies
- Current and known best practices and/or the most current and research supported indicators and methods in alcohol misuse prevention field, i.e. resiliency factors for youth and adults
- What interventions are being used? Who and what organizations are using them and how are they being used?
- Rural Alaska information: rates, dry/damp/wet definitions and locations
- Risks that are specific and particular to Alaska
- Literature review of existing alcohol misuse prevention scans, studies, research, policies, etc. that might exist in Alaska and that might assist in developing a statewide scan for Alaska
- The effect of socioeconomic disparity on alcohol misuse

Issues, concerns, and Considerations:

While concerns and considerations were not specifically asked about, they arose naturally in conversation and throughout the work session. The topic of equity was raised in different ways and ranged from the desire to know more about culturally responsive methods utilized in prevention across the state to ensuring that information was being collected and presented around programs that were

working with more underrepresented populations (military, those previously incarcerated, etc.). Participants were interested to know how the scan itself could be used to address inequities in prevention work.

The focus of the scan itself was also an issue that concerned participants. There was an agreed upon idea that the language, focus, direction and purpose of the process and the scan itself would be developed through a strengths-based, lived experience, and resiliency lens approach. Related to this concern was the stated preference for the “right” voices to be in the room so that the scan would reach all populations and acknowledge and honor the differences. One statement that summarized this concern was the desire for the scan to “represent the right populations in the right way for the right purpose.”

A possible roadblock for completing the environmental scan is the lack of shared models in Alaskan prevention work and this led participants to wonder how to find models and how to utilize those models across sectors and with those doing the work? Participants also pointed out that there was not a globally shared understanding for what “prevention” or “scope of prevention” means and this might interfere with the ability to carry out the scan in a comprehensive manner. Other roadblocks for the scan were imposed expectations or objectives from outside agencies and/or funders that may or may not be in alignment with local or community foci or goals and objectives. Other practical issues for carrying out a thorough and useful scan included: funding, capacity of organizations, and scan buy in. Survey and/or research fatigue in communities was another important issue raised by the group and the participants emphasized that the scan should first use existing knowledge and information pathways and partnerships before engaging on a more individual community level when gathering information for the scan.

Tone Considerations for the Scan:

Through conversations and activities, a concern with the tone of the scan arose amongst the group and this concern focused on how the scan would be conducted and what it would convey through the information gathered and presented. A balanced view and set of information was requested to be included in the environmental scan. Participants wanted the scan to focus on the “good” information (resiliency, protective factors, strengths and assets-based perspectives, etc.) along with the deep issues and concerns caused by the misuse of alcohol. There was also a stated desire that the scan would ensure that the strengths of a community (if specifically focused upon) were brought forward in addition

to any issues that might arise in the scan. The participants pointed out the need for a balanced perspective because there is a need for harmony in the prevention field and that the report needed to add to those efforts.

The group also stated that the scan could focus on and assist in telling the story of alcohol in Alaska. Alaska's story around alcohol is "fresh and new" and how that story could be told through the appropriate lenses to share the historical perspective of alcohol in Alaska in addition to the current story of Alaska's relationship with alcohol including misuse. Again, the participants raised the concern and desire that the scan avoid the demonization of alcohol use and that it focus more on the experience of alcohol itself.

In summary, participants hoped to convey a multi-lens historical story about the history of alcohol in Alaska along with a multi-faceted, multi-domain up-to-date picture of Alaska's relationship with alcohol. To ensure that there is a focus on action and possibility, the scan would also benefit by including a story and/or snapshot of hope and a vision for what alcohol misuse prevention could be like in Alaska.

Next Steps:

In this section, the proposed phases and next steps are outlined. The figure below summarizes the phases, steps, and options created based on the analysis of the information gathered through conversations with Recover Alaska, notes from prevention coalition meetings, and the conversations and activities that occurred at the work session hosted by Recover Alaska on January 31, 2019.

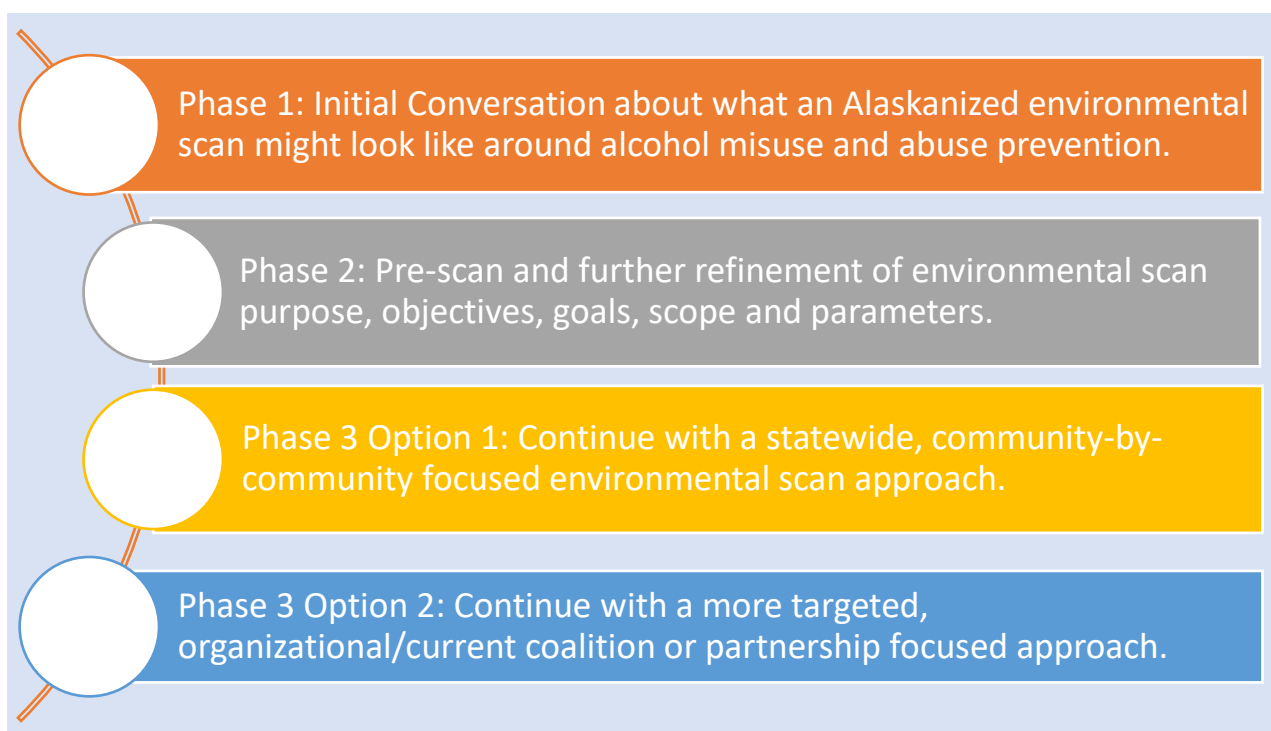


Figure 2: Proposed Environmental Scan Paths

Phase 1: Initial Work Session - Completed

The Initial Work Session built on the notes from previous prevention coalition meetings and conversations with Recover Alaska. The work session was designed to address and explore what an Alaskanized environmental scan on alcohol misuse prevention might look like. Issues, themes, and concerns regarding an environmental scan for alcohol misuse prevention in the state of Alaska were explored in a day-long work session. Questions explored during the work session were:

- What are possible issues and areas of focus to be aware of?
- What does the field want to know and what would be useful?
- What are some blind spots that we need to be aware of going into this process?

This report reflects the outcomes from Phase 1.

Phase 2: Pre-scan and Development of RFP for Environmental Scan

The second proposed phase is a pre-scan that would build on the conversations and points outlined in this report and help to identify the specific parameters of an environmental scan, which would be developed into an RFP for Phase 3. This phase is two-fold: further research conducted during the pre-scan would examine the existing literature and connections, while collaborative conversations between prevention organizations and leaders across the state would serve to add input for the direction and content of the scan. The conversations would also serve to further coalition and partnership build across Alaska in the field of alcohol misuse prevention. Understanding what stakeholders identify as a high priority among and within the themes already identified in Phase 1 will aid in the development of an RFP for a statewide scan (as outlined in Phase 3 Option 1) or multiple targeted scans (as outlined in Phase 3 Option 2).

Phase 3: Two Scan Approaches

Option 1: Statewide, Community Needs Focused Approach

Phase three option one is built on the goal and assumption that the parties involved would like a broad and thorough state-wide environmental scan on alcohol misuse prevention in Alaska. This approach would be:

- Completed locally and then regionally and would ideally be community informed
- Needs assessment questions focused through the research and follow-up conversations and also include taking note of existing programs, gaps and success stories
- A sizeable project and would require a larger budget and a longer timeline for completion
- An extensive and complex option which would add multiple steps before engaging in the actual development of a statewide environmental scan

To complete such a multi-faceted and multi-sector, statewide focused scan, further surveys, research and focus groups of statewide prevention organizations and leaders from across the state would need to be done to ensure that the scan is representative and addresses statewide alcohol misuse prevention concerns and foci of interested prevention stakeholders across the state.

Option 2: Targeted, Existing Partnered Organization/Coalition Directed and Informed Environmental Scan

Phase three option two is a scan that is specifically tailored for Recover Alaska's current partner organizations. This option would align with Recover Alaska's current strategic focus and serve to enhance/inform Recover Alaska's prevention efforts already in progress. The benefits of this option would be that the scan could be completed in a shorter timeframe and gaps identified in the pre-scan and refinement phase (Phase 2) could be acted upon more quickly. This option could be undertaken and serve as a stand-alone scan that would focus on the needs of Recover Alaska (and existing, well-established partners) surrounding alcohol misuse prevention. Alternately, this option could serve as a foundation and be used to explore the feasibility of a true and thorough statewide scan. Information gathered and lessons learned through the development of this scan could be used to inform the development of a statewide scan.

January's Response to Tiffany's Comment about

So, option 1 would be to begin with a statewide focus immediately which would necessitate expanding Recover's (and Recover's existing partner orgs) partnerships so that the thorough scan that the participants stated would be necessary to actually serve as a true statewide scan. This option is a true "statewide focused scan" and would scan all areas/sectors/fields/leaders (whatever statewide stakeholders wanted to know in the scan) in the different levels they were interested in (environmental, organization, interpersonal community, policy etc)

Option 2 is a scan that Recover (and their current partners? I am not 100% sure of the structure of Recover and the actual part that those that are on the advisory committee and their organizations play in Recover, so can't say for sure) would commission Step 2 (a "literature review" of sorts) that would further inform an RFP. That literature review and the contents would be guided by Recover (and advisory committee/board) and be more targeted based on and aligned with Recover's strategic plan as this scan and the desired information in this scan would be more useful to Recover (and Recover's advisory Board). This targeted scan could have a statewide focus, but it would originate and be focused and designed with Recover's goals and ideas in mind.

A true and full statewide scan would necessitate further interviewing of other ED's in the state to ensure the many different levels and layers of alcohol misuse prevention in its many forms and locations across

the state of Alaska would be accounted for in the scan. To be statewide, other entities such as Native orgs and other regional prevention orgs would need to be included in the discussion and development . Recover could serve as the organizing entity if desired, but to get a full statewide scan, that would take a lot more interviewing, focus groups, a more true “lit review” and research into existing/previous scans, a development of a strategic timeline and approach to get a true statewide scan completed that would be representative of and useful to all those in the Alaskan prevention field(s). This seemed like a daunting task and I think it is at the crux of the discussion that Recover should be having around this Report. Again, I am not sure of the structure of Recover, but I would think that a discussion that Recover is facing as a result of this report is whether or not Recover can (should? Want to?) organize and lead an effort to have a true, thorough statewide alcohol misuse prevention scan OR would Recover be best served by coordinating a scan that is more closely aligned with their own strategic focus and activities that would then and that would enhance what Recover is doing and where they might want to go. I realize there is a lot of in between there, but I see those two issues at being on either end of the consideration scale. I hope that I don’t sound like I am being too wishy washy or delving into what Recover should do or discuss. Rather, this was the choice that I saw evolved through the conversation and through analyzing the comments afterwards.

Appendix A: Work Session Agenda

*****Note: All notes from the work session are included in [Appendix D](#)***

1. 8:30- 9am: Breakfast and Networking (30 min)
2. 9-9:30 am Flow-First Phase: (30 min) [Virtual Participation]
 - a. Set the tone- January
 - i. Set of Agreements (Review from world café ones and add no computers/technology)
 - ii. Set your intention for the day-use world cafe one or your own. To keep one present and participating in the conversation
 - b. Introductions-Nate
 - i. Name
 - ii. If you hosted a late night talk show, who would be your first guest and why?
 - iii. Why do you do this work?
3. Frame the Purpose for the Work Session (15 minutes)
 - a. Have Tiffany and Jess? Talk
 - i. Tiffany- 2-3 min Welcome
 - ii. Jess- 5 min How we got here
 - b. Review the Flow for the day -Nate
 - c. Review the BIG Question: What does an Alaskanized version of an environmental scan on alcohol misuse prevention look like? -January
4. Environmental Scan Review (20 min) [Virtual Participation?? Send the powerpoint if they are interested] -Nate
5. BREAK (10 min)
6. Present and Set up the Activity for small group work (75 min) [Small group, world café (one person at each table as note takers/listeners Jess, Nate, Tiffany, January) and the participants will take turns being hosts) facilitated convos with questions--NO virtual participation] -Nate
 - a. Split into small groups to answer the following about designing an environmental scan (Post the environmental scan work session goals) (this is a time for conversation and exploration of ideas in small groups, so take time to have the conversations)
 - i. What will be useful to you and or others?
 - ii. What information, data, ideas should be included in the Scan?
 - iii. What do you want to learn from an environmental scan?
 - iv. How would you use the environmental scan with your and your organizations' work?
 - v. What do you wish you knew more of? What are your "blind spots"?
 - vi. What are some of the large issues and/or roadblocks that need to be taken into consideration?
 - vii. What other voices do we need to check in with in our revision? (expand on notion of diversity-not just ethnic, but age, situation eg homeless)
 - viii. What alcohol misuse prevention work do you see happening across Alaska? How will that inform an environmental scan?

7. Present out 20 min max—note takers present out the themes!
 - a. Ask the group:
 - i. What's one way your thinking has changed and/or coalesced
 - ii. Reflections on process?
 - b. Let the group know:
 - i. The posters will be set up in the room so that at lunch time people can revisit the posters and add comments using post it notes set near the posters
8. 12-1 pm Lunch and Networking and adding comments to the posters with thoughts and clarifications [blank questions post it note]
9. Deeper Exploration of persistent issues of concern or excitement around the work session topic/theme/goal (45-60 min) [marketplace of ideas—add a set of helper questions, 30 min in can do law of two feet]- Nate
 - a. Have people list their issues that they want to explore further, group them, have people decide which group to go to
10. 2-2:30 pm: share out (20-30 min)
11. Break and Snacks (15 min)
12. 2:45-4 pm Synthesis of information (60 min) [What would we like to walk away with in this meeting—might be solely informed through the process] [Virtual video listening session] - January
 - a. Actual parameters for an Environmental scan in the form of a Table of Contents
 - b. Guiding Question which people can then use their own creativity to design? (eg “So, after today’s discussion, what does and Alaskanized environmental scan for alcohol misuse and prevention look like?” or “Is an environmental scan useful? If not, what would be and what does that look like?”
 - c. OR A BACK POCKET idea to keep this structured:
 1. Fishbowl conversation (4 inside, rest outside listening--requires a bit of a room shift)
 - a. What does work?
 - b. What are pressing issues in the field?
 - c. What is more necessary?
13. Groups share their table of contents (15-20 min) -Nate
14. Close out (closing circle with prompts)-January
 - a. Share Recover next steps regarding putting together this report of conversation
 - i. Will also be gathering information from those that weren’t able to attend
 - b. Closing circle
 - i. One “aha moment”
 - ii. One thing you still wonder
 - iii. One hope you have

Appendix B: Work Session Participant List

1. Monique Andrews, Alaska Army National Guard Resilience and Risk Reduction Program Coordinator
2. Dana Diehl, Alaska Native Tribal Health Consortium
3. Kailey Jo Erickson, Tanana Chiefs Conference
4. Hope Finkelstein, State of Alaska Division of Public Health OSMAP
5. Jeanne Gerhardt-Cyrus, OPT-In Kiana
6. Marcia Howell, Center for Safe Alaskans
7. Sam Hyde-Rolland, State of Alaska Division of Public Health Department of Epi
8. Jess Limbird, Recover Alaska
9. January O'Connor, Raven's Group
10. Nate O'Connor, Raven's Group
11. Marilyn Pierce-Bulger, FASDx Services/Alaska Center for FASD
12. Jonathan Pistotnik, Anchorage Re-entry Coalition
13. Cyndi Reeves, POW Wellness Coalition
14. Tara Stiller, RurAL CAP Community Development
15. Aleesha Towns-Bain, Bristol Bay Education Foundation

Virtual Participants

16. Michelle DeWitt, Bethel Community Foundation
17. Natasha Pineda, Anchorage Health Department
18. Claudia Plesa, Association of Alaska School Boards Institute for Community Engagement

Appendix C: Table of Contents Activity

Here is an opportunity to design your own “Table of Contents” for an environmental scan. Please answer the prompts in your group and be ready to present what your scan’s table of contents will look like at the end of the activity.

- I. Background (Purpose for Environmental Scan)
 - A. Purpose or Aims for the Environmental scan
- II. Approach/Method: (What steps were undertaken to gather the information to fill in the environmental scan)
 - A. Demographics-
 1. Who or what groups were chosen to study and why?
 - a) This can include population demographics such as age groups, gender, region, ethnic groups, non-profits, services, etc.
 - B. How will the information be collected?
 1. More logistics: via phone, survey, interviews, etc.
 - C. Who collected the information
 1. Hired consultants?
- III. Findings, or Hopes for findings
 - A. “We were able to find out, discover....”
- IV. How the information will be applied including where and how it will be applied
- V. Additional?

Appendix D: Notes from Work Session

1. What will be useful to you and or others?

- Narrow the Purpose of the scan
- There are many areas in prevention
- What do people even think about Alcohol Misuse prevention?
- Develop a shared understanding, language
- Awareness of misuse-->equated with liquor. The liquor vs. beer dilemma
- Baseline of existing knowledge
- Breakout information and data (by age, region etc)
- Provide or find a definition of “misuse” and “alcohol” and “prevention”
- Would be helpful to know who is doing what-not just access--e.g. What are different sectors doing? Keeping it broad and capturing related things that prevent alcohol misuse
- Language usage and application is important
 - Prevention- the word, and implication of term and we learn through failures (so, misusing alcohol isn’t an end all be all, but a chance to learn and grow--how will we harness and/or change the messaging around alcohol misuse to encapsulate this concept?)
- Involved in youth work around state, would like to identify other orgs/groups that do preventative work with youth
- Learning how those working directly on the ground can help inform state specific surveys
- Helpful to understand other prevention areas, and how that can inform those who were previously incarcerated in reintegration and around alcohol misuse prevention?
- Who else is talking about this across the state who isn’t in the room
- Identify--how find and identify those programs doing the work and doing it well. And what strategies they are using
- SPUD Farm
- Want word prevention to include GOOD with the bad. (protective factors--Move away from this divide b/c it adds moralist perspective which is harmful and destructive)
 - Need harmony in the field
 - Concrete language --we “learn through failures”
- Set of tasks for the team conducting the scan
- Not having work fall off after today
- Alcohol is the biggest problem, collect data to show alcohol’s tie to other risk factors,
 - “always been a problem” but it still needs to be addressed
- Strategic plan and evidence
- Recognizing the good in community, while also recognizing issues
 - Finding a balance between the two and the right priorities with scan
- How would communities traditionally resolve the problem?

- Own unique ways, values, guidelines, rules
 - Tribal court 'systems' (not Western systems)
- Building support system/network of support for coalition leaders
- Funneling traditional and Western providers into support for individuals - (access to care)
 - Meetup-style recovery support
 - Sobriety coaches that can address trauma
- Every community has passionate stakeholders <connection to scan>
- Tap into local resources
- Environmental factors, areas/cultural - moderate drinking

2. What information, data, ideas should be included in the Scan?

- Deficit/Protective factors need to be emphasized and included
- There are a lot of protective factors identified for youth, what are they for adults??
- We need information at the incidence level and at the policy levels
- What's happening? What's working? And HOW do we know it is working?
- Community differences (AKA Bright spots across Alaska)-- possibly a comparative study?
- Wellness courts: where are they? How are they working?
- State Data
- Trauma registries
- Hospital and ER records
- Those engaged in the work and at what level and are
 - Registries, networks, databases
- How and how many institutions use alcohol questionnaires as part of intake?
- What info is there for how intake tools are used in intake process?
- What info is there on professionals' training on intake tools, and is it effective?
- Any data sources that can help what is happening
 - E.g. communities that are wet/dry; trauma registry; alcohol related crashes, violence? (discussion around this as it isn't currently tracked)
- Anything to ID what is happening in the state
- Right now there is YRBS, is there anything else besides that?
- What other sectors are overlapping with this work?
- Where is alcohol related incidents being recorded and tracked?
- Liquor licensing--where and how many issued? Historical (e.g. fighting over licensing, politics)
- Dry community and information about alcohol trafficking
- Info @ incidence level and at policies level
- A "YRBS" but for Adults?
- What interventions currently out there and what's working
 - And what is the criteria that tells us that it is working
- Taking photo of present moment
 - How include the story of the present moment picture?

- Historical trauma
- Smaller scale--b/c so much different about each community
- Alcohol misuse is very fresh and new in AK [history of alcohol misuse and effects in AK-- how it dissociates family and community etc]
- Bright spots, what's working, where is it working, and what is transferable?
- Youth that see their parents drinking and say no then they do. What's behind that?
- Threshold for delaying alcohol like for tobacco
- Find a way to do it (scan) so not demonizing alcohol use
 - Looking at as more of an experience
- Protective factors
- Telling the story of how beautiful life is - if a community wants to share/remembers (was)
- Coping skills, healthy/unhealthy
- Network of descendents, current traditional healers
- What we value as data
 - Things that aren't transferable (barrier)
 - Identified multiple barriers
- Quantitative focusing on strengths
- What's worked, what hasn't
 - Is it the people?
- Grassroots prevention
 - Is it the people?
 - Can be private/subtle: homes in communities that are safe
 - "This is just what we do"

3. What do you want to learn from an environmental scan?

- We want to figure out what's working and how do we know it is working?
- What is the public perspective on impact of alcohol use?
- What are attitudes in Adults (find out through a survey?)
- Training for organizations and organization leaders (e.g. military)
- People are anxious about the word "prevention" They think it means complete absence of drinking
- Need to identify ranges of risky drinking--there is a broad range from low to high. Educate people around "norms" of drinking
- Issues with shaming users
- Show people they have internal resiliency factors
- Look at what to do not what not to do
- What interventions are being used in Alaska?
 - Which ones are culturally focused and not supported by evidence, i.e. traditional healing and preventative practices?
 - What data can be captured to support this work?

- Creating language that enables rural communities to validate traditional practices
 - Gaps in data
 - Need more local level data about incidences and alcohol access
 - What do communities outside ANC want to do for prevention work? What are their needs? What do they think would work?
 - Identify traditional ways of healing, balance, and way of life
 - Identify descendents and intuitives and bring them together to discuss: how to reenact our traditional ways/medicine?
 - What's working In small communities who have grass roots activities
 - What communities have those protective factors, but does not match
 - literature, studies to back up [everything]
 - Public's perspective of alcohol misuse impact on community b/c more likely to engage if it's personal
 - What's happening across the staet (rural) b/c don't have resources in rural AK
 - People have to request information and submit information
 - Find a way to make it more relevant to general public so that they will see the benefit to them specifically
 - Attitude questions and info around attitudes in adults
 - Youth knowledge about dangers of drinking
 - With focus on prevention, we are not just stopping this, but what are we putting in its place?
 - FASD teen/parent support group
 - Connections
 - Programs/services
 - Age group
 - Point in time - is happening
 - What has happened in work that has stagnated?
 - Evaluations of those
 - How many organizations doing prevention work are doing the same work and how are they funded and working together?
 - Power imbalance in prevention coalitions
 - Funding driving a more narrow approach/view of alcohol misuse
 - Doesn't allow for a more comprehensive view
 - What funding streams are more fluid
 - Social forces/norms that drive certain behaviors
 - Gaps in data systems, prioritizing what we need to know
 - Alcohol is central and is a priority (not to be ignored because opiates) and is one of the root causes
4. How would you use the environmental scan with your and your organizations' work?
- Tell the story of what alcohol prevention looks like in AK
 - Use data for advocacy of fundraising and state-wide policy

- Engage reluctant partners or those who don't want to engage in work
 - More comprehensive information about individual "surveys" about what are you doing well→ more knowledge of other resiliency factors we don't know of yet
 - Where are the culturally specific programs?? Where, what doing?
 - Social norms change and strategies that promote that
 - Shared language and shared understanding→ shared model of misuse prevention
 - Communication and connection between "providers"
 - Leadership needs to buy into more training and their subordinates (in military there is no focus on alcohol)
 - What about functioning alcoholism?
 - How make alcohol an important issue in places like military?
 - Large scale effects of drinking culture and how it cooks in different communities with different sizes
 - More resiliency information--what keeps people from misuse?
 - How get away from condoning
 - Mild to moderate adversity leads to an increase in resiliency
 - Zero to low risk ranges of alcohol use. How inform folks around that
 - Misconstrued social gossiping if a person who is a helper drinks
 - It is not all about abstinence→ how spread that?
 - Low risk drinking (is what and what does it look like?)
 - Help ID and display what internal resources people already have
 - How measure resiliency and also let people know
 - Alcohol wellness resiliency
 - Capturing what's happening
 - Idea generation
 - Grow org's programs and reach in impact
 - Network of resources
 - Partner with other organizations (working better together)
 - Learning and utilizing more/different data sources (holistic and relevant)
 - All communities using same information
 - Ex: POW LAT: Prince of Wales land assessment team gathering across layers of balance
 - Accessible to general population to increase knowledge/collaboration
 - Gathering information that's just "sitting somewhere"
 - What's already included
 - What about land is protective against excessive alcohol use
 - Socioeconomic status
5. What do you wish you knew more of? What are your "blind spots"?
- How truthful survey answers actually are?
 - Who are strong families and families that fall into alcohol misuse?
 - What are the factors that influence both families?
 - Different village designations (wet, damp, dry) are not part of research

- Also no info on non-commercial sources of alcohol and their effects on health
 - How to collect info on bootleggers? And Info on Non-professionals that work in misuse prevention?
- Effective strategies around positive messaging and responsible use of alcohol
 - Finding champions, but don't want to put them on a pedestal
 - What has been effective, and what were the public's reaction?
- Family differences in perceptions and growing up (the culture of the family on the topic of alcohol (mis)use)
 - Raise awareness of protective factors for those who live it but don't realize it
 - Having a beer or two vs. excessive drinking
 - What causal factors are there for this? Why?
 - What protective factors are there in the village?
 - Move narrative to these and have a strengths-based focus
- What do people think they are doing well? (individual basis) re: resiliency
- Better, broader surveys re: individual use and resiliency
- What cultural practices are effective?
- Social norms change and strategies that promote that. CDC sending messaging, but is it effective??
 - One size fits all doesn't work for everyone wo what's going to work? [Australia: alcohol→ cancer]
 - Where are blindspots? How connect differently with different audiences?
- Alcohol messaging targeting mom's (mommy juice etc)
- What risks are particular to Alaska?
 - Unique situations where AK is more susceptible
 - What is truly impacting AK in regards to alcohol misuse?
- Is socioeconomics disparity really at core of use?
- Screening happens differently between different individuals--based on perception
- People don't even know what drinking is
- What are unique AK perceptions that might → increased alcohol misuse prevention?
- At what point is there a distinction between identifying alcohol as a problem and misusing alcohol
 - Norms, peer pressure
- At what point is it advantageous to begin interventions on someone using alcohol
- Harms of being raised with the binary that alcohol is evil
- Social aspect of drinking
- Social norms based on race/ethnicity/socioeconomic scale factors
 - Parenting skills (traditional, Western)
- Community resilience factors (bright spots)
- Adult protective factors
- Land-planning that makes a community healthier
- Better understanding feelings prior to drinking
 - Maladaptive coping skills, also lack self awareness

- BLIND SPOTS:

How people identify feelings are they empathetic? “What their happy is”	Like data Qualitative Pieces are helpful
Alcohol rates in dry/damp villages	All state/federal data are self-reported through surveys

6. What are some of the large issues and/or roadblocks that need to be taken into consideration?

- People telling the truth
 - Concern about community gossip prevents people from sharing alcohol use and issues
- Outsider expectations (typically tied to funding)
 - Federal and state grant expectations
 - Currently, everything is deemed a failure by their measures and standards
- Transportation to conduct surveys
 - Travel to rural communities
- Survey burnout/fatigue
 - Numerous studies from numerous agencies throughout the year
 - Some villages simply refuse now or have a number of surveys they will allow each year
- Funding
- Buy in
- Man power
- Communication-lots of people doing the work. How are they communicating?
- Understanding what we mean by prevention
 - What do we mean by scope of prevention
- Lack of a shared model of this understanding
- Mocktails
- No ideas beyond money
- Siloes, “only” alcohol prevention
- Reaching all populations
 - Acknowledge the differences
- Not one system will work to gather info for all these places
- Funder not allowing the work to happen on the level where communities exist
 - Broad stroke approach misses certain people and populations
- Stigma

- Affects different groups differently
- Provider-based
- How to validate what's happening on a small scale

7. Deeper Exploration of persistent issues of concern or excitement around the work session topic/theme/goal (OPEN SPACE)

- Topic 1: Environmental scan that would take into consideration urban and rural and statewide
 - Methods:
 - Surveys
 - Phone
 - In person
 - Focus Groups
 - Facebook/social media
 - Motivators to participate
 - Why should I? How will i benefit from providing this information?
 - Barriers/challenges
 - Use of jargon (doesn't translate to create meaning or seen as purposeful to participants)
 - Survey fatigue in communities-too many CNA's done for each program to meet grant requirements
 - Needs:
 - Template for E.S. (like opiate)
 - Use existing data collected from previous prevention programs before collecting new
 - Other considerations:
 - "Upstream"
 - Defining "prevention" [this links together "needs" and "barriers/challenges"]
 - Prevention workforce development
 - There will need to be a set of standardized questions for all and then tailored to community/culture
- Topic 2: Measurement, data systems, methodology, what are value/believe matters (Issues and further/deeper considerations for the data collection aspect)
 - Federal-funded prevention programs/Ak-Based, evidence based strategies
 - Examine and further define purpose to help what we're going after
 - Examine underlying assumptions
 - Already a known issue
 - Differences between populations
 - Define a scope
 - Environmental scan?

- Framework; public health/prevention + necessary adaptations
 - Look outside prevention/BH
 - Indirect data indicators at the local level
 - Language around data collection
 - Coordinating layer among funders-->considerations- is this legitimate/relevant?
 - Who is the end user?
 - Acknowledge limitations
- Topic 3: How to honor multiple cultures and languages; historical trauma
 - Solutions:
 - Process:
 - Interviews-local representatives and cross section of people
 - Design methods consistent with culture
 - Define “communities”
 - Clump by systems and topics
 - Norms
 - Tool Kit with freedom to localize
 - Shared key words
 - Community description
 - programs/projects
 - Continuum of risk
- Other topics not discussed:
 - Considering need for language crosswalk (within english)
- General notes:
 - Many communities- how tie it all together and still be respectful
 - Surveys--survey fatigue. Gather from old before engaging in new
 - Rather than directly to communities go to people already doing the surveys
 - Big issue in AK-- Opt in/Opt out state
 - If serve communities, where does it come from?
 - Look at what’s out there first
 - Who is the audience
 - Collect what’s already been done so as to not bother people
 - Why should people participate?
 - How get away from jargon “alcohol misuse prevention”
 - Good question: what would it (community) look like to keep people from misusing alcohol. {january note: this would be a fun visioning exercise}
 - Find gaps in policies and the proceed
 - Literature review
 - Stakeholder surveys
 - Interviews
 - Community strengths
 - Elder approach?
 - School? City? Churches? Cultural SWOT analysis?

8. Synthesis of information Table of contents

Table of Contents Activity Template

- I. Background (Purpose for Environmental Scan)
 - A. Purpose or Aims for the Environmental scan
- II. Approach/Method: (What steps were undertaken to gather the information to fill in the environmental scan)
 - A. Demographics-
 1. Who or what groups were chosen to study and why?
 - a) This can include population demographics such as age groups, gender, region, ethnic groups, non-profits, services, etc.
 - B. How will the information be collected?
 1. More logistics: via phone, survey, interviews, etc.
 - C. Who collected the information
 1. Hired consultants?
- III. Findings, or Hopes for findings
 - A. "We were able to find out, discover...."
- IV. How the information will be applied including where and how it will be applied
- V. Additional?

Group 1 Responses to Table of Contents Activity (responses in blue):

- I. Background (Purpose for Environmental Scan)
 - A. Purpose or Aims for the Environmental scan
 - Teen and support group process first; looking to expand but unaware of youth efforts statewide//Data collection can be available but w/enough notice (Behavioral Risk Factor Surveillance System)
 - Youth/adult efforts
 - Planning for data collection
 - Existing efforts
- II. Approach/Method: (What steps were undertaken to gather the information to fill in the environmental scan)
 - Who is engaged across the state

- Primary care data/hospital data/trauma data
 - How many providers are using standardized screening tools
 - Appropriate screening?
 - Inquiries about training among providers
- III. Findings, or Hopes for findings
- What interventions are being implemented that are effective in AK but may not be an evidence-based practice
 - Data gaps (local level data)
 - Identifying opportunities for local level data collection (training)
 - Honoring traditional knowledge, identifying experts, utilizing experts
- IV. How the information will be applied including where and how it will be applied
- Informing interventions in rural communities
 - Telling story about AK alcohol prevention
 - Leverage for funding + policy + engage w/ aligned partners or disengaged partners
- V. Additional?

Group 2 Responses to Table of Contents Activity (responses in blue):

- I. Background (Purpose for Environmental Scan)
- A. Aims for the Environmental scan
1. Increase awareness, increase advocacy for funding for prevention; develop specific tailored programs and evaluation unique to X
- II. Approach/Method: (What steps were undertaken to gather the information to fill in the environmental scan)
- B. Demographics-
1. Who or what groups were chosen to study and why?
 - a) Age groups-ALL-capture as ethically and legally and tribally and approved
 - b) Education, ethnicity, home region
- C. How will the information be collected?
1. Local (rural): Local community members
 2. Urban: ll adults 18-24, 25-31, 32...> youth (children, foster, guardian) Report on youth. Use surveymonkey, paid mailed survey (distributed by this coalition? Recover AK?)
- D. Who collected the information
- III. Findings, or Hopes for findings

- a. “We were able to find out, discover....”
 - i. Attitudes, themes, commonalities and differences in behavior-perceptions to build create unique models of prevention to fit “ensure the shoe fits”
- IV. How the information will be applied including where and how it will be applied
 - a. Shared to specific communities and rural and urban
- V. Additional?
 - a. Question: How to consider different cultural “needs” including broad range of AK native cultures plus the 80+ different languages/cultures in Anchorage

Group 3 Responses to Table of Contents Activity (responses in blue):

- I. Background (Purpose for Environmental Scan)
 - a. Purpose or Aims for the Environmental scan
 - Interventions/strategies/programs/projects/initiatives
 - Funding opportunities, identify resources
 - Training/workforce development/capacity building
 - Framework to follow for alcohol prevention
 - Description of the issue; state of the State
 - State EPI report
 - ANTHC Injury Atlas
 - Healthy Alaskans 2020
 - Economic Impact of Alcohol Abuse
 - ASVI PP
- II. Approach/Method: (What steps were undertaken to gather the information to fill in the environmental scan)
 - a. Demographics/lens/norming
 - i. Who or what groups were chosen to study and why?
 1. Alcohol as the anchor → what does alcohol touch?
 2. Shared factors approach
 3. Public health audiences that have already collected this data
 4. Geographic differences - urban-identified, rural-identified? What environments are we talking about?
 5. Across lifespan + prevention ‘categories’
 6. Risk perception

- b. How will the information be collected?
 - c. Who collected the information
 - i. Contracting with specific, broad-reaching organizations; workgroup for collecting stories from every community in Alaska, similar to Healthy Alaskans 2030
- III. Findings, or Hopes for findings
 - a. "We were able to find out, discover...."
- IV. How the information will be applied including where and how it will be applied
 - Website instead of document ala citizen science projects. Participatory aligned with people's work
 - Audience/end user: Wellness/prevention coalitions, champions within the communities, community members, Healthy Alaskans 2030 advisory team, and policy makers
- V. Additional?

Group 4 Table of Contents Activity (responses in blue):

- I. Background (Purpose for Environmental Scan)
 - a. Purpose or Aims for the Environmental scan
 - i. Improve prevention strategy through enhanced collaboration
- II. Approach/Method: (What steps were undertaken to gather the information to fill in the environmental scan) Survey, interview --choice
 - a. Demographics-
 - i. Who or what groups were chosen to study and why?
 - 1. This can include population demographics such as age groups, gender, region, ethnic groups, non-profits, services, etc.
 - b. How will the information be collected?
 - i. More logistics: via phone, survey, interviews, etc.
 - c. Who collected the information
 - i. Hired consultants? Students, hired consultants
- III. Findings, or Hopes for findings
 - a. "We were able to find out, discover...." alcohol related response

IV. How the information will be applied including where and how it will be applied

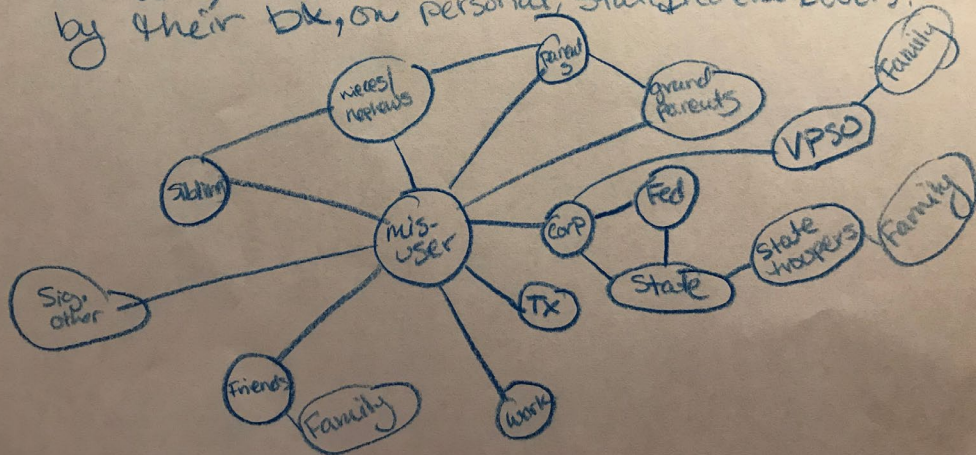
V. Additional?

- What's been tried? What are we doing currently? Evaluation?
- Key prevention informants
 - Prevention
 - Social services
 - DSS
 - Military
 - Schools
 - Corrections
- Youth-Risk Factors (12-22)
- Plan to make effective strategy change

Group 5 Responses to Table of Contents Activity (responses in blue):

- I. Background (Purpose for Environmental Scan)
 - a. Purpose or Aims for the Environmental scan Decrease duplication, combine data, share data
- II. Approach/Method: (What steps were undertaken to gather the information to fill in the environmental scan)
 - a. Demographics-
 - i. Who or what groups were chosen to study and why?
 1. This can include population demographics such as age groups, gender, region, ethnic groups, non-profits, services, etc.
 - b. How will the information be collected?
 - i. More logistics: via phone, survey, interviews, etc.
 - c. Who collected the information
 - i. Hired consultants?
- III. Findings, or Hopes for findings
 - a. "We were able to find out, discover...."
- IV. How the information will be applied including where and how it will be applied
 - a. Findings will be used for education for abusers, misusers, and the people affected by their behavior on a personal state and federal levels.

IV. Findings will be used for education for abusers, misusers + the people affected by their dx, on personal, state & federal levels.



V. Additional?

The slide features a blue gradient background with a circuit-like pattern of white lines and dots on the left side. The title "ENVIRONMENTAL SCAN OVERVIEW" is centered in white, bold, uppercase letters.

ENVIRONMENTAL SCAN OVERVIEW

DEFINITION

- “the acquisition and use of information about events, trends and relationships in an organization’s external environment, the knowledge of which would assist management in planning the organization’s future course of action”¹

BACKGROUND OF ENVIRONMENTAL SCAN

- Originally used in business and marketing for analyzing the internal and external influences on a company, industry or market
- Their use transitioned into other sectors and they have been used in the public health sector with assessments focused on the health care market to health information technology to cancer incidences within a certain subsector of the population.

PURPOSE OF ENVIRONMENTAL SCAN

- An environmental scan can be used to assess the external and internal environments of health programs or to identify barriers and facilitators to solving health problems in the context of a community or national priority area.
- An environmental scan may inform strategic planning and decision making for projects or interventions, guide the directions of a new public health activity, raise awareness of health disparities or other inequities, or initiate a project or funding opportunity

APPROACHES TO ENVIRONMENTAL SCANNING

- Systemic Approach
- Ad Hoc Approach
- Processed Form Approach

SOURCES OF INFORMATION FOR THE ENVIRONMENTAL SCAN

EXTERNAL SOURCES

- Personal contacts
- Journals/magazines
- Books
- Newspapers
- Professional conferences/ meetings
- Radio, television and internet
- Professional colleagues
- Customers
- Commercial databases.

INTERNAL SOURCES

- Personal contacts
- Internal reports
- Conference papers
- Internal memoranda
- Committees/ meetings
- Sales staff
- Other managers
- Other employees
- Internal databases.

TYPES OF ANALYSIS OF ENVIRONMENTAL SCAN

- SWOT Analysis
- PEST(EL) Analysis
- GAP Analysis

EXAMPLE: STEPS FOR CONDUCTING AN ENVIRONMENTAL SCAN

- Step 1: Draw on experience to determine leadership and capacity for the project
- Step 2: Establish the focal area and purpose of the environmental scan
- Step 3: Create and adhere to a timeline and set incremental goals
- Step 4: Determine information to be collected for the environmental scan
- Step 5: Identify and engage stakeholders
- Step 6: Analyze and synthesize results from the environmental scan into a concise summary report
- Step 7: Disseminate results and conclusions to key stakeholders

OVERVIEW OF PUBLIC HEALTH ENVIRONMENTAL SCANS

Table 2. Studies Utilizing Environmental Scans in Public Health

Study	Purpose of Study	Data Collection Methods
Environmental Scan of Metis Health Information, Initiatives and Programs ¹³	Improve Canadian health outcomes	<ul style="list-style-type: none"> • Review annual reports and other key documents • Internet searches • Small scale review of pertinent literature • Phone interview with stakeholders
An Environmental Scan of Research Transfer Strategies ¹⁴	Identify a range of strategies for transfer of health-related research knowledge in Canada	<ul style="list-style-type: none"> • Cross-sectional survey of 17 research organizations from academic, policy think tanks and governmental sectors
Environmental Scan on the Health and Housing Needs of Aging Lesbians ¹⁵	Assess health and housing needs of aging lesbians in Canada	<ul style="list-style-type: none"> • Phone survey • Focus groups • Personal Interviews

OVERVIEW OF PUBLIC HEALTH ENVIRONMENTAL SCANS

Table 2. Studies Utilizing Environmental Scans in Public Health, continued

Study	Purpose of Study	Data Collection Methods
Diabetes Environmental Scan for Alberta ¹⁸	Gain understanding of existing programs and services, barriers and opportunities relevant to diabetes in Canada	<ul style="list-style-type: none"> • Literature review • Analysis of data on the incidence and prevalence of diabetes • Telephone survey of regional health authorities and corporate pharmacy representatives
Lessons Learned from Community-Based Public Health Initiative Evaluation Efforts ¹⁹	Identify evaluation barriers, effective outcomes, successful evaluation plan models and other lessons learned (United States)	<ul style="list-style-type: none"> • Literature review • Focus groups with key experts (evaluation and research professionals and participatory research professionals)
Environmental Scan of Organizational, Technology, Clinical and Human Resource Issues ²⁰	Identify telehealth-specific gaps in policies, procedures and guidelines in Canada	<ul style="list-style-type: none"> • Literature review • Stakeholder survey • Stakeholder key informant interviews

CITATIONS

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