

# voices project: year one report

Creating collaboration among  
community institutions, organizations,  
businesses, and individuals to increase  
drug and alcohol education and  
awareness.



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# **partnership and collaboration**

## A New Partnership

The benefit of partnership lies in the combination and invigoration of ideas and resources that one organization could not achieve alone. The Haines Borough Public Library (HBPL) brought a successful track record of collaborating with different organizations in the community to plan and implement successful and innovative projects. Lynn Canal Broadcasting (KHNS-FM) has long been a media center for the region. Both organizations started the project excited about the opportunity to affect attitudes and behaviors towards substance abuse. Over the last year the project embraced the ideas in the original plan, adapting them to realize more successful outcomes than either organization could have envisioned as the project began.



### Finding a Project Coordinator

With any new program, finding the right person for the job is crucial, especially for a position that is temporary and requires a diverse skill set. The position called for someone with skills related to radio production, teaching, public relations, graphic design, computer technology, and the ability to work with people grappling with issues of substance abuse. None of the six applicants had all the skills desired. But we got lucky. A local woman applied who had a rich background in social work, strong writing and presentation skills, confidence, and the gumption to take on a nascent project.

### Establishing Roles and Responsibilities

Library staff working on this project include former Library Director Ann Myren, current Library Director Dan Coleman, the education coordinator for the Dragonfly Project Linda Moyer, and technology coordinator Warren Johnson (later replaced by Heidi Berry) in addition to the Voices Project coordinator Tania Danielski. Other library and KHNS staff provide support as needed.

Danielski joined the team in November and was briefed on the project's concept and goals. Myren and Coleman identified their roles as providing support and guidance as needed. Moyer would be responsible for creating the project identity, the collateral materials and templates, and the Adobe Audition curriculum. And Berry would provide technical assistance.

### Reaching out to the collaborators

Prior to Danielski's hire, Myren invited the agencies and organizations that voiced support for the project to attend a kickoff meeting in November. This initial collaborator meeting occurred only weeks after receiving the grant, in time for a visit by PNL Project Evaluator David Pankratz. Although the timing of the meeting felt pushed, given that the project still had to hire a major staff member, the outcome was energizing. Relationships were established. Project goals were clarified. Ideas were suggested. People were inspired and excited. The potential of the project's outreach began to emerge.

## COLLABORATORS

### NATIONAL

Road Recovery

### STATEWIDE

Southeast Alaska Regional Health Consortium (SEARHC)

### LOCAL

Big Brothers Big Sisters

Chilkoot Indian Association

Friends of the Haines Borough Public Library

Haines Borough School District

Lynn Canal Counseling Services

Next Warriors

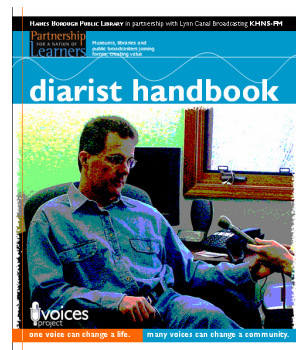
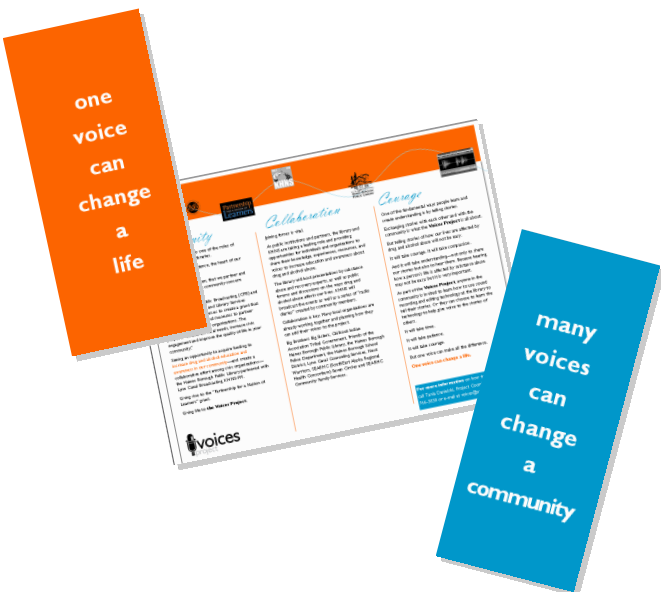
SEARHC Community Family Services

SEARHC Behavioral Health Prevention

Sheldon Museum and Cultural Center



# project identity



## Finding a name and tagline

Initially the project was called “Perspectives: Issues and Explorations” modeled from a previous Library program “Perspectives: Inside/Outside.” As everyone talked about the project, we knew that the name did not reflect the program’s vision. If this was going to truly act as a model, the name and identity design should be easy for other libraries and radio stations to localize.

When the program was initially conceived one of the guiding beliefs was that stories have the power to change lives. Nothing about the original name communicated this message. After extensive brainstorming we hit upon the **Voices Project**. Simple. Easy to remember. Reflective of storytelling and the power of the human voice. And when combined with the image of the microphone, it communicates radio and performance. We also developed a tagline that reflects the power of community to come together to effect change: **One voice can change a life. Many voices can change a community.**

## Developing a graphic identity according to PNL guidelines

After reviewing the Partnership for a Nation of Learners graphic standards,

Linda Moyer decided to develop an identity based on the PNL colors. A series of templates was developed for brochures, fact sheets, handbooks, curricula, posters, invitations, print ads, business cards, letterheads, news releases, and invitations as well as a color palette.

With templates in place, Danielski and Moyer can quickly develop publicity and collateral materials for the diverse events.

## Introducing the project

In Malcolm Gladwell’s book “The Tipping Point” he discusses ways in which products and ideas “tip” into our mass consciousness. He identifies word of mouth as one of the best ways to spread your message. Living in a small town, word of mouth can spread news fast. But what words and whose mouths?

The concepts of Gladwell’s book were discussed with the collaborators and it was decided that everyone would talk to at least four people about the project and invite them to the kickoff event. In addition, we purchased bracelets with the words “ONE VOICE” to wear and give to people as they

learned about the project. Collaborators gave the bracelets to people with the stipulation that if people asked about the bracelet to explain the bracelet’s meaning and the purpose of the Voices Project.

The bracelets are a great way to spread the word and show support, especially with young people. They are given away at every event. Among teens they have become a fashion statement worn throughout the community.



## Website

To communicate effectively and efficiently to users of different age groups and location, we contracted with a local multimedia specialist to create a dynamic, attractive and informative website [www.voicesproject.org](http://www.voicesproject.org)

Incorporating elements of the Montana Meth Project website, this design cross lists information so that different users can find what they are looking for. Since its inception in June the site has attracted 770 visitors.

Web traffic continues to steadily rise, showing a marked increase during intensive periods of project activity. The site will continue to develop content that will attract different users, including parents, students, persons directly or indirectly impacted by substance abuse, participants, radio professionals, funders, and those interested in doing something in their own community.

# project goals

## Serving the goals of the project

Six goals were identified.

### GOAL 1

Use the library, in partnership with KHNS, to bring educational programs to Haines that meet documented community needs for information on the impacts of drug and alcohol abuse. Encourage discussion of values, sense of self and community, and solutions for healing from substance abuse in an atmosphere of tolerance for diversity of opinion.

### GOAL 2

Expand the Library's technology awareness program, The Dragonfly Project to include digital audio production skills.

### GOAL 3

Expand the role of KHNS to meet community needs through programs that address a community issue of importance, and by reaching new and underserved audiences.

### GOAL 4

Build the capacity of organizations to fulfill their missions by participating in the Voices Project.

### GOAL 5

Publicize the Voices Project and disseminate program products and results.

### GOAL 6

Evaluate the Voices Project programs to learn what the community found most effective and what components or aspects of the program could be improved.

### GOAL 1

## Developing programs and activities reflecting the goals and spirit of the program

During the year the project staff and collaborators worked closely to develop a variety of programs directed at diverse audiences, and encouraged community members to share their stories by creating radio diaries. Individual collaborators helped identify potential diarists as well as topics and speakers and ways we could collaborate and reach the greatest number of people. This has been an excellent way for our collaborators to see how the library and the radio station can be used to support their missions and expand their reach into the community, as well as how they can support and expand ours.

## Telling stories of how drugs and alcohol affect people's lives

One of the greatest concerns of the staff and the collaborators was that of creating a "safe" place for people to share their stories. Hiring someone with counseling and social work skills has proven essential. Collaborating with Lynn Canal Counseling Services and SEARHC has also been vital. They have been excellent advisors and volunteered over 30 hours to ensure the safety and success of the program.

### GOAL 1

## Adding to the collection

As programs have been presented and topics explored and suggested, the Library has added 81 books and audio books and 12 films relating to substance abuse to the collection. In addition, collaborators have donated materials, including 88 music cds from Road Recovery.



## Building Capacity

Nancy Johnson, a clinician for Southeast Alaska Regional Health Consortium (SEARHC) Community Family Services, commented at a collaborator meeting that their collaboration with the Voices Project has led to greater collaboration and partnerships within their own organization as well as in the community. Cheri Hample, SEARHC Behavioral Health Prevention Program Coordinator in Sitka, Alaska, reported to the project coordinator that she has been inspired by the activities of the Voices Project and plans to do more innovative programming on substance abuse prevention in that community.

### GOAL 4



# project kickoff

### It was a dark and stormy night

With help from the collaborators the kickoff event was planned and scheduled. The project coordinator would introduce the Voices Project and talk about what the collaborators hoped to accomplish. A short film would follow, showing how drugs and alcohol affect the community. A community member would tell a story of addiction and recovery, followed by a discussion and giving away “one voice” bracelets.

**GOAL 5**

The date was set. Invitations were given and mailed. Radio PSAs were broadcast. Media outlets were informed. A short film using personal stories and headlines from the local paper was produced. Master Carver and recovering alcoholic Wayne Price was set to speak. Unfortunately, no one thought to tell Mother Nature to bless the event with good weather.

An ice storm blew in, canceling school and closing businesses. A safety advisory was broadcast, so the event was rescheduled for the following week. On February 20, 2006, the Voices Project made its debut. Attendance was not what we would have hoped for, however, all the collaborators attended and Wayne Price’s story became the talk of the town.

**GOALS 2&4**

From audio captured at the event, Danielski produced two lengthy news reports which aired four times. In addition, an article appeared in the local paper and Wayne’s story was burned onto a cd to become part of the Library’s listening station.

### Voices of courage



One of the collaborator goals of the kickoff event was to illustrate how the program would create a safe and compassionate environment for people to tell their stories. To accomplish this Wayne Price, a recovering alcoholic and founder of *Next Warriors*, a program that teaches youth to traditional Tlingit carving as a way to lead lives free from drugs and alcohol, was asked to tell his story. Going public was not easy for him, but he brought the audience to their feet, tears to their eyes, and made it safe for others to talk about the issue and share their stories, another goal we hoped to accomplish.

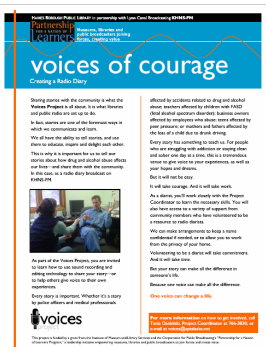
**GOALS 3&5**

### Finding radio diarists

Another goal of the kick-off event was to encourage people to sign up to become radio diarists or contact people who may have a story to tell.

Program brochures, materials on becoming a diarist and interest forms were handed out, as well as the bracelets. This proved to be a good start to finding diarists.

After the event, the materials were available at a table next to the listening station as well as at the circulation desk.



### Listening Station

A listening station with a cd player and headphones was installed in the Library’s display case to share an example of a radio diary created for Alaska Public Radio Network (APRN) by a young girl about youth substance abuse.

When the station first appeared it was constantly used by people of all ages. It was an excellent way to introduce lots of people to the concept of radio diaries and the power of storytelling. Several of the diarists used the listening station before volunteering to create their own radio diary.

As more stories are added, listeners will increase their knowledge of the impacts of substance abuse and find compassion for those struggling with this issue.

**GOAL 5**

# **radio diaries and audio production**

### Purchasing equipment, learning the technology

During the first two months, Library Director Dan Coleman researched equipment and purchased two copies of Adobe Audition sound editing software, six Marantz recorders, microphones, headsets and carrying cases, batteries and other supplies. User guides for Adobe Audition were also ordered as well as other materials on radio production and storytelling, and added to the collection.

#### GOAL 4

Once the equipment arrived, Danielski quickly familiarized herself with the recorders and software with help from KHNS staff. KHNS also felt it would be good for Danielski to produce a few news stories and host a radio show once a week. This proved to be excellent training for her as well as a way to become part of the KHNS family and strengthen the partnership.

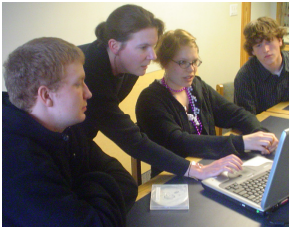
### Signing up diarists

Because the stories are for broadcast, a diarist agreement was developed clearly stating expectations and copyright issues. Six diarists have come forward thus far. Three are finalizing the editing process and the other three have collected all the needed sound. Some have chosen to learn how to edit their stories while others are interested only in the telling.

#### GOALS 2&4

### Teaching the technology

Expanding on the model of the Library's Dragonfly Project for teaching technology, Danielski partnered with the high school speech teacher to



introduce a class of students to the technology, as well as how to tell a story for radio. She conducted six classroom sessions in addition to working with individual students one-on-one. The collaboration was inspiring. Four students produced four different stories that were broadcast on KHNS. And the Voices Project gained a youth mentor whom the Library was able to hire during the summer through the Tlingit-Haida Council's Youth Summer Employment Project.



Working half-time, James Hart was able to assist Danielski with event planning, develop curriculum for Adobe Audition, as well as produce news stories and help with her radio show.

"I had a great time working this summer. My supervisor helped me out a lot and was a great person to work with. I met a lot of new people and was able to gain a lot of new skills that I will be able to carry with me everywhere I go."

#### GOAL 2

In addition to classroom visits and individualized instruction, Danielski offered "Story Booth" sessions, inviting people to come to the library and share a special story. Although participation was not high, it did engage people both young and old to learn how to operate the recording equipment and understand the editing process.

### Radio Diaries in Production

- Adult male describes the effects of the death of a family member due to drunk driving.
- Male youth interviews his father who is a local fireman and EMT about what it's like to respond to accidents in which substance abuse is present.
- Adult female tells her story of recovery from her time as a "functional alcoholic."
- Adult female interviews her long-term alcoholic father as he shares his experiences with Alcoholics Anonymous.
- Adult male tells the story of his alcoholic mother's suicide and its effects on his life.
- Adult male tells of his exposure to alcohol as a child and his ensuing adolescent addiction and ultimate recovery as an adult.

# programs & events

From April through September 2006, the Voices Project collaborated with individuals and agencies to provide more than 67 program hours. Events included the following:

Story Booth sessions _____	1 session, 3 participants
Speech Class sessions _____	6 sessions, 11 participants
Adobe Audition training sessions _____	7 sessions, 3 participants
“Smashed” Film presentation _____	1 session, 80 participants
Inhalants presentation _____	1 session, 18 participants
KHNS Forum – Inhalants _____	1 airing, 4 panel members, unknown # of listeners
KNHS Forum – Art Show _____	1 airing, 5 panel members, unknown # of listeners
Voices in the Visual Arts Opening _____	1 session, 30 participants
Voices in the Visual Arts Show _____	Month-long exhibit, unknown # of viewers
Road Recovery Rehearsals _____	4 two hour sessions, 20 participants
Road Recovery Workshops _____	4 six hour sessions, 14 participants
Kindergarten class music event with Road Recovery artists _____	1 session, 20 participants
Road Recovery Concert & Dance _____	1 session, 13 participants, 100 audience members
Flying Other Brothers Opening _____	1 session, 13 participants, and 145 audience members
Music in the Stacks with Road Recovery artists _____	1 session, 57 participants
Kooteeyaa Film Premiere _____	1 session, 125 participants
Fetal Alcohol Syndrome Training _____	1 session, 9 participants

## Just in time for graduation

### PROGRAM

When a local family lost their son because of a drunk driving accident two years ago, the mother arranged to have the smashed car on display at the high school near graduation day as a reminder of the consequences of drinking and driving. This effort received a lot of attention and praise from the community.

### SMASHED: Toxic Tales of Teens and Alcohol

### GOAL 1

Following the family's example, Danielski approached the high school about showing the HBO documentary "Smashed." The principal agreed and arranged for a mandatory assembly in early May to view the film. The



documentary follows a series of teens moving through a Maryland hospital emergency room who have been injured in drinking related accidents. Eighty students attended the film. Survey results show an increase in their knowledge and change in attitude.

## Huffing just once can kill you

### PROGRAM

Because inhalants can be found in everyday household products in our homes, they are easily accessible to children of all ages. The abuse of these substances is a growing concern in Alaska and nationwide. Collaborating with the Southeast Alaska Regional Health Consortium (SEARHC), a program on huffing was developed.

### GOAL 4

Alison Dunlap and Patty Bauder, both SEARHC employees, led the presentation. A discussion period followed and participants addressed ways that a community as a whole can take action to limit access to these potentially hazardous substances. One local grocery store had recently limited access for juveniles to Reddi-Whip cans after staff discovered that aerosol was removed from some of the cans on the shelves. Discussion followed with other ideas to reduce the use of inhalants. A program survey showed that 53.66% of respondents gained knowledge about the inhalants. The presentation was also given in the nearby Tlingit village of Klukwan.

### GOAL 3

### Inhalants Radio Forum

In early June, KHNS hosted a forum on the use and abuse of inhalants, extending the reach of the information to listeners in Klukwan, Haines and Skagway. The project partners, in cooperation with Danielski and the youth coordinator for SEARHC's Youth Substance Abuse Prevention program, produced an hour-long forum on the topic. Using sound from a pre-recorded speaker interview, the panel members were able to share information on the use of inhalants and answer questions from callers. KHNS plans to make this forum available via FTP to other Community Radio Alaska member stations.



### Display case

Collaborators and the project coordinator use the library's display case to promote the Voices Project and share information on the topic of substance abuse.

SEARHC Youth Substance Abuse Coordinator Stephanie Scott developed a display on Fetal Alcohol Syndrome awareness to support the FASD presentation.

During the Voices in the Visual Arts show, art pieces were displayed in the case drawing attention for the program and project.

Wise Woman, a SEARHC health program, focused a display on heart health and included information on substance abuse and its effects on the heart.

Using displays that combine information, visually interesting items, and materials from the library's collection has helped promote the project to library patrons and others.

### GOAL 5

GOAL 4

# What is it like to live with effects from Fetal Alcohol Syndrome?

PROGRAM

Alaska has the highest known incidence of fetal alcohol spectrum disorder in the nation. Collaborating with SEARHC’s Behavior Health Department and with funding provided by the Alaska Department of Health and Social Services, the Voices Project addressed this topic through a free training on FASD presented by Stephanie Scott of SEARHC. The program featured primary and secondary behaviors associated with the condition, diagnostic procedures, and the many resources the State of Alaska has for people with FASD.



Aimed at people who work or live with someone experiencing FASD the session focused on interventions and strategies for working with cognitive and behavioral challenges. School district and police department employees and library staff attended along with members of the public. The nine participants spent six hours learning about FASD and discussing the issues faced by those who feel its

impacts in their daily lives.

The Library can testify to one outcome of this session. The training enabled the library staff to develop a section for the *Library Procedures Manual* on FASD behaviors and behavioral strategies for staff to implement when problems arise at the library.



Thanks to a donation by one of the collaborators the library’s collection of materials addressing FASD has grown with the addition of 19 new materials. Selected and recommended by project collaborators these materials provide the community with access to up-to-date information. Some of these materials, along with other resources were used by Scott to create a display in the library’s display case for the month surrounding the FASD training. Project staff plans to create a bookmark highlighting some of the new materials as well as including these resources on the project website.



## Creating Awareness

“As we deal with dozens of children daily at the library, being aware that some behavioral problems are a result of FASD is an asset in interacting with these children. Learning specific actions to take when a problem arises was especially helpful.”

Barb Blood, Library Staff

GOAL 1



## GOAL 1

**Art makes it safe to speak the unspoken**

The Voices Project premiered a juried art show that brought awareness to the topic of how people's lives are affected by the use of drugs and alcohol.

## PROGRAM

The opening reception and exhibit stimulated discussion about the relationship of alcohol abuse and drugs on the lives of individuals, communities, and society.

A prospectus and an entry form were developed and artists of any age from Haines, Klukwan, and Skagway were encouraged to submit work that addressed the impact of alcohol and drugs on our lives. Ten artists submitted artwork along with a statement about their creation. (The art can be seen at [www.voicesproject.org](http://www.voicesproject.org))

## GOAL 4

Initially planned as a collaboration with the Haines Arts Council, busy summer schedules and lack of follow-through left Danielski overseeing all the preparations. It was a collaboration that did not work out but one that had a silver lining. Three volunteers acted as jurors: the Director from the Sheldon Museum and Cultural Center, a Tlingit Native staff member from SEARHC, and a local artist. In addition the Sheldon Museum provided the flats for displaying the art and the Alaska Native Sisterhood unexpectedly donated funds for refreshments for the opening night reception. This scenario exemplifies how collaborations happen in a small town. Sometimes the participation you plan for falls through, but then some other agency or individual provides assistance without being asked.

During the opening, artists and those attending the event shared their thoughts and experiences about substance abuse, art and the community. This kind of venue created a safe environment for people to share their stories, connect with others in the community, and prompted great word of mouth and publicity about the Voices Project.

**A mother and daughter talk for the first time**

As fate would have it, the opening reception happened during a time when the mother of one of the artists was visiting. Debi Knight Kennedy had created a Healing Doll Series and during the discussion openly shared some of her experiences growing up in denial about an alcoholic stepfather. After the show, the artist and her mother went home where the power of the art led to a discussion of the pain they both experienced as a result of living with an alcoholic and abusive man. That evening, after 30 years of silence, mother and daughter created a collage representing the experiences, thoughts and emotions they had always left unsaid. The next day they brought their collage to the library to be included in the exhibit.

**One voice can change a life.**

"I would like to express my appreciation towards the Voices Project for giving me such a meaningful opportunity to use my artistic "voice" in addressing a topic very close to me. The dialog it opened between my mother and myself and my community was beyond what I could have hoped for. Thank you again. I hope the program continues, for all our sakes."

Debi Knight Kennedy,  
Contributing Artist

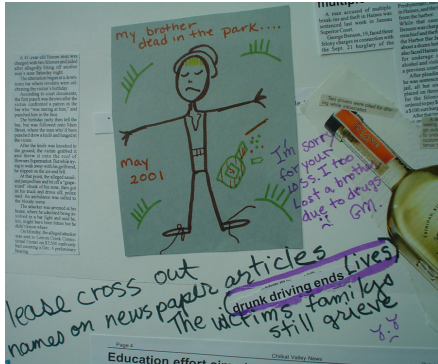




## GOAL 1

**The healing potential of art**

Viewers of the artwork were invited to create a collaborative community collage related to substance abuse. This process resulted in pain for some residents as past local headlines appeared on the collage.



Their response could have been very negative towards the project and its partners. But one parent, who is a recovering alcoholic that lost a child to a drunk driving accident and had entered two art pieces in the show, took positive action and encouraged other parents to join at the Library to create a healing collage in memory of their loved ones. A few

parents came to the library and worked with the artist to express their grief, agony and pain. Through this process they also saw the caring and sense of loss that other community members were experiencing in relation to the death of the young people. This could have been an enormous setback for the Voices Project, but instead healing prevailed.

The response from artists and those who participated in the opening reception and viewed the artwork during the month-long showing have been incredibly powerful. This program brought the value of communication, compassion and respect for the grief and pain of others sharply into focus. It also showed how art can change lives and stories can change perceptions and prejudices.

Project partners are currently developing a plan on how to share this exhibit and experience with other communities during the second year of the grant.



**Many voices can change a community.**

“I applaud all those who have had the courage to share their hurt & pain with our community. It is not easy to face facts for any of us - but to do so against the odds is inspiring and commendable. My hat and heart goes out to you all. Well Done!”

“Emotional and thought provoking. Good anti-drug/substance abuse pieces...”

“Very touching! It made me cry. I will show it to my kids.”

“Thank you for beautifully sharing these Voices, the stories of friends and neighbors, their art and words growing our compassion and strengthening our caring about prevention, recovery, healing in our community.”

—Exhibit visitors



**Angry Stepfather** by Debi Knight Kennedy

## GOAL 1

## There are many roads on the road to recovery

Using music to educate and create awareness was always a part of plan. But the idea of working with a program like Road Recovery was not even on our radar. However, thanks to Danielski's research and enthusiasm, the Voices Project created a very special collaboration that turned out to be, says Danielski, "the best thing I've ever done for the world." The community agrees.

## PROGRAM

**ROAD RECOVERY: Music without Drugs** is "a nonprofit organization dedicated to helping young people find their way towards a healthy future. Entertainment industry professionals whose lives have been touched by addiction and other adversities are giving their time to create positive experiences in people's lives. For more information, [roadrecovery.org](http://roadrecovery.org)."



Road Recovery works like this: You pull together a committed group of young musicians, mentor them with local musicians for a few weeks, then professional musicians from New York City come to your town and whip them into a band ready to give a performance five days later. Sounds simple, right? Like any worthwhile endeavor that produces amazing results, it takes a lot of work.

### Local musicians and mental health clinician volunteer their time

Starting in July, four local musicians volunteered to mentor the young people who were going to participate in the weeklong "Road Recovery Performance Workshop" at the end of August. Rehearsal sessions were scheduled and the mentors shared their expertise with the youth, practicing and playing together. When Road Recovery musicians Jay Rodriguez and Charles McTavish arrived, the teens were excited and prepared for the experience.



Road Recovery musician Jay Rodriguez rehearses with Haines teen Corey Comstock.

During the long daily sessions, which included the creation of original music, stories of addiction and recovery, and time to contemplate ways to follow a healthy lifestyle, thirteen teens gained musical skills, knowledge about substance abuse, and a change in attitude. The program provided the opportunity for these youth to connect with talented musicians, think about the impacts of drug and alcohol abuse, share their musical skills with the community and form bonding relationships.

## GOAL 4

Every day a one-hour "Recovery Meeting" was included in the schedule. Clinical supervision for these meetings was provided on a volunteer basis by Lisa Carter, a clinician for Lynn Canal Counseling Services, one of our project collaborators. She provided support during these powerful sessions that explored the benefits of sobriety and the impacts of substance abuse. She was so impressed and engaged by the program that she often stayed longer and work with the youth on writing song lyrics and participating in the sessions.

### Relationships that heal

"The Road Recovery program in Haines was one of the most successful meetings I have seen between recovery-oriented adults and at-risk teens. The teens seemed so engaged by Jay and Charles, and by the formation of music together. Through sharing what they were passionate about, a conduit was opened for the teens to share who they were with the adults present, and to really explore what substance abuse means to them. As they opened up, they were also being supported in producing a show that let them showcase their talent and build confidence in themselves.

From what I have seen, the Road Recovery program has incredible potential to create a culture of sobriety in Haines. I hope for the sake of our community and for the teens who have been touched by this experience, that they can return for more music, positive messages, and sharing. These are the kinds of relationships that heal."

—Lisa Carter, MA, Lynn Canal Counseling Services

## GOAL 3

**Music and magic at the Library and the Chilkat Center for the Arts**

The community of Haines welcomed the Road Recovery musicians with open arms. Residents provided housing and meals. Others shared the beauty of our community by taking them to local sites. KHNS provided airtime to talk about Road Recovery and the collaboration with the Voices Project. The culminating concert and dance was attended by more than 100 people. To add frosting to the cake, the newly formed youth band “Small Town Life” opened for the *Flying Other Brothers* concert the next night. Feedback on this event was extremely positive.



But workshops and concerts were not all the visiting performers orchestrated. They woke early on Friday morning and engaged a kindergarten class with their special weaving of music and stories and did the same for an adult audience during a Saturday afternoon “Music in the Stacks.”

**Serendipity**

Maybe the most memorable moment of the week, however, was when G.E. Smith, a well-known blues/rock guitarist who is known for leading the



*Saturday Night Live* band, participated in the Road Recovery program. While he was in Haines to play with *The Flying Other Brothers*, a waitress at

the local coffee shop recognized him and asked if he was in town for the Voices Project. He wasn’t, but asked what the project was all about. He ended up sitting in at a workshop and sharing his story of addiction and recovery from drug and alcohol abuse, emphasizing the importance of looking to your creative abilities.

**Substance abuse awareness and more**

When the community is still talking about a program months later, it’s a sure sign something special happened. Not only did Road Recovery provide education and awareness about the consequences of substance abuse, but for the teens who participated, it showed them the rewards that come from hard work and commitment—improved musical skills, self-confidence, respect from the community, and sheer joy.

Watching the program evolve, observing the results that a week-long event like this can have on individuals and the community, Danielski discussed the potential for more positive outcomes if this format could be continued. Plans are underway to continue the use of music, mentorship and healthy life choices during the upcoming year. Road Recovery is scheduled to return in the summer of 2007.



What was the best thing about the workshop?

“Everything.”

“It was awesome that I could play and participate in a cool band. It is very fun being on stage.”

“I really enjoyed performing and working with other teens.”

“The best part by far was the concert because you can realize all you accomplished in the past week.”

“The best part was playing together and having fun.”

“I liked [the workshop] because Jay and Charles took so much time with us.”

—Youth participants



## Dragonfly Project and Voices Project Collaborate

### PROGRAM

At the kickoff event for the Voices Project, Master Carver Wayne Price shared his story of addiction and recovery with the community. One of the results of his recovery is a program he started called “Next Warriors,” which works with young people teaching them traditional Tlingit carving as a way to help them lead lives free of drugs and alcohol.

While Wayne was working with the Next Warriors, Southeast Alaska Regional Health Consortium (SEARHC), one of our other collaborators, was also developing a program that used traditional carving as a way to heal. It was called the “Kootéeyaa Project,” and was taking place in Sitka.

Enter the Dragonfly Project. Thanks to an Alaska State Library Interlibrary Cooperation Grant, two Dragonfly Project youth filmmakers were busy working on a documentary to tell Wayne’s story of leading apprentice carvers through the difficult transition from addiction to a life of sobriety and wellness by learning to carve a 41-foot, 4000 pound totem pole. The premiere of the movie—“Kootéeyaa: Journey to Wellness”—was scheduled for late September.

### GOAL 4

The Library Director felt that promoting it as a Voices Project event as well as revealing that it is being submitted to the Sundance Film Festival would help reach



more people inside and outside the community. He was right. The showing appeared on the front page in the Chilkat Valley News, in Heather Lende’s column in the Anchorage Daily News, and the filmmakers were interviewed on KHNS’ Lynn Canal Weekend. No wonder, the documentary premiered to a standing ovation with many eyes filled with tears.

More than 120 members of the community attended the premiere, the highest program attendance ever. Wayne Price and the young filmmakers Alec Jurgeleit and Kee Heywood participated in a discussion afterwards with the audience about the theme and the making of the film. The survey responses were tremendous. In addition, library staff and the two filmmakers traveled to Sitka, Alaska for another public showing and discussion at the Kettleon Memorial Library that coincided with the pole-raising event.

This film, which originated from an earlier library project in partnership with the Chilkoot Indian Association, Next Warriors, and the Alaska State Library, exemplifies what can happen with cooperation, dedication and the sharing of cultural and personal stories. The film is an amazing resource for the Voices Project and for the community as we explore both cultural traditions and the struggle for sobriety.

### GOAL 5

The film is being shared with grant partners and prepared for reproduction and distribution throughout the state in the coming months. As the news spreads, the Library is receiving calls from outside the state for copies of the film. The Southeast Alaska Regional Health Consortium (SEARHC) is also discussing the possibility of taking this film on a Southeast Alaska Tour to the villages and small towns.

### Creating Compassion

“It gave me a better picture of the individuals in substance abuse.”

“Amazing stories... amazing strength of character.”

“It’s a personal look at people in recovery. I appreciate this glimpse.”

“Their pain and suffering can create and offer healing for others.”

“Recovery is an ongoing process – every day, every minute.”

“...good reminder that it [substance abuse] is a challenge for each generation.”

“I love the quote – ‘I can’t just put a cork in it, I have to recover!’ I look at the bigger process now.”

“It was very interesting to hear about substance abuse through the individual’s eyes.”

“...good reminder that life isn’t fair.”

—Audience Responses

### GOAL 1

# **outcome-based evaluations**

## Evaluating the Program



Questionnaires were developed and distributed at all events to gather information about project outcomes. All surveys and results are published at [www.voicesproject.org](http://www.voicesproject.org). Project staff drafted an Outcome-Based Evaluation and posted it on the PNL website. Project staff has met to discuss project progress, evaluate activities to date, and plan for changes to meet unexpected situations or newly identified needs/opportunities. Statistics are being maintained for all project related programs, workshops, and other activities.

### Outcomes of Project Activities

This section highlights the outcomes of the project activities based on the indicators, targets, and data sources as developed in the Outcome-Based Evaluation Logic Model.

**Outcome:** Participants will increase computer and digital radio production skills.

**Project target:** 75% of diarists who complete a standards checklist will show adequate knowledge of storytelling skills.

**Project target:** 50% of diarists who complete a standards checklist will show adequate knowledge of technical skills included on the checklist.

**Project target:** 75% of workshop participants will create at least one audio production that meets the instructor’s standards for showing adequate learning of key skills.

- The KHNS Program Director and Voices Project Coordinator compiled a standards checklist for both technical and storytelling skills. These will be used with the diarists as their projects are completed. These targets will be assessed as the diarists complete their work.
- Four participants in the workshops presented to the high school created audio productions that were aired on KHNS.

**Outcome:** Participants are gaining knowledge about various types of substance abuse and the impacts they have on rural Alaska.

**Project target:** 70% of survey respondents who report increased understanding of the impact of the “targeted topic”; 75% of diarists and 25% of web survey respondents

Survey results	Knowledge increase of targeted
Inhalants Presentation	53.66%
Voices in the Visual Arts Opening	Data not collected
Road Recovery	100%
Kooteeyaa Premiere	Data not collected
FASD Training	96.6%

"Road Recovery impacted our kids & community in a most extraordinary and unique manner, imparting deeper awareness of substance abuse. The program gave meaningful life tools for sobriety and a drug-free lifestyle to addicts and nonaddicts of all ages, with a focus on creative expression as a means of communicating thoughts and feelings, in the context of community." ~Cherri Rakers, Parent

"Charles and Jay were so professional! The kids really bought-into their message and to them personally. They helped show these kids the importance, to musical creativity, of a clear mind and a clean body."

~Burl Sheldon, Music Mentor and Program Manager - Big Brothers Big Sisters

**Outcome:** Participants can identify three sources of help for those who are affected by the impacts of drug and alcohol abuse.

**Project target:** 50% of survey respondents who can identify three ways people can get help dealing with substance abuse

Survey results	Identify 3 sources of help
Inhalants Presentation	85.00%
Voices in the Visual Arts Opening	77.00%
Road Recovery	70.00%
Kooteeyaa Premiere	Data not collected
FASD Training	78.00%
Diarists	Data not collected yet
Web survey respondents	Data not collected yet

**Outcome:** Participants recognize that substance abuse is a problem in rural Alaska.

**Project target:** 50% of survey respondents who can identify three important ways substance abuse affects rural Alaska.

Survey results	Identify 3 effects on rural Alaska
Inhalants Presentation	85.00%
Voices in the Visual Arts Opening	62.00%
Road Recovery	50.00%
Kooteeyaa Premiere	Data not collected
FASD Training	89.00%
Diarists	Data not collected yet
Web survey respondents	Data not collected yet

**Outcome:** The community increases public and private discussions about substance abuse.

**Project target:** 50% of individuals who attend presentations will participate in a discussion during the event.

Survey results	Discussed material being presented
Inhalants Presentation	53.9%
Voices in the Visual Arts Opening	76.9%
Road Recovery	90%
Kooteeyaa Premiere	76.3%
FASD Training	100%

**Project target:** Collaborators/partners sponsor ten new substance abuse related events and actions in the community during the grant period.

Observation results	Collaborators/partners who
Big Brothers Big Sisters	1 event
Haines Borough School District	5 events
Lynn Canal Counseling	1 event
Next Warriors/SEARHC	1 event
SEARHC Behavioral Health	7 events
SEARHC Community Family	3 events
Chilkoot Indian Association	1 action
Borough Assembly	1 action

**Project target:** 15 project participants become KHNS or Library volunteers or assist collaborators on programs during the grant period.

Observation results	# of project participants who volunteer at KHNS, library or with collaborators on programs
KHNS volunteers	4
Library volunteers	7



**Outcome:** Partners and collaborators increase their communication and resource-sharing.

**Project target:** Partners and/or collaborators work together at least ten times on a project separate from the Voices Project during the grant period.

Observation		New collaboration or sharing of resources
<b>Partner/ Collaborator</b>	<b>took action that benefited partner/ collaborator</b>	
SEARHC	Library	Donated funds for FASD materials
Library	School District	Project participants created Drama, Debate, Forensics news
Road Recovery	Library	Donated 88 music cds
Library/School	Chilkat Dancers	Project participants created news story about Chilkat Dancers
Lynn Canal Counseling Services	Library	Decided to work with library to increase access to their book collection
Chilkoot Indian Association (CIA)	KHNS	CIA approached KHNS to consider partnering on a grant project and discuss underwriting
LCCS	KHNS	LCCS approached KHNS to consider creating a new radio

**Project target:** Partners and/or collaborators share resources at least 15 times during the grant project.

Observation results		Resource sharing
<b>Partner/Collaborator</b>	<b>with partner/ collaborator</b>	
SEARCH	Library	Provided funding for purchase of videos on substance
Bald Eagle Foundation	Library	Loaned equipment for presentation
2 community members, one associated w/ school and one w/ library	Library	Donated prize money for Voices for the Visual Arts
Friends of the Library	Project staff	Provided refreshments for 5 events
2 community members	Project staff	Provided housing for Road Recovery artists
LCCS, Art Therapy Group	Project staff	Provided encouragement to their art group clients to participate in Voices for the Visual Arts
4 local musicians (one from Big Brothers, Big Sisters, one from Haines Arts Council)	Project staff	Provided mentorship to youth involved in Road Recovery program
Southeast Alaska State Fair	Project staff	Provided equipment for programs
Alaska Native Sisterhood	Library	Donated funds for refreshments for Voices for the Visual Arts
Community member	Project staff	Provided use of musical equipment for Road
4 local businesses	Library	Donated prizes

**Outcome:** The Library and KHNS gain respect from collaborators and are seen as community leaders who provide needed services and work well with other agencies.

**Project target:** 75% of collaborators whose opinion of the library improves in regard to their providing needed services for the community

**Project target:** 75% of collaborators whose opinion of KHNS improves in regard to their providing needed services for the community

**Project target:** 75% of collaborators whose opinion of the library improves in regard to their acting as a community leader

**Project target:** 75% of collaborators whose opinion of KHNS improves in regard to their acting as a community leader

This data will be collected in a post survey in September 2007 at the end of the grant project.

**Outcome:** Diarist audience will increase sympathy for those affected by substance abuse.

**Project target:** 60% of survey respondents will report a change in attitude towards people directly affected by substance abuse.

This data will be collected after diaries have been made available to the public.

**Outcome:** Diarists and artists will gain a sense of the value of telling their story and increase their self-respect.

**Project target:** 75% of diarists and artists will encourage others to share their stories

OR

**Project target:** 60% of diarists and artists will gain self-respect and have an improved attitude about the importance of sharing their story

OR

**Project target:** 90% of diarists and artists will say they shared their story more often after being a diarist or sharing their artwork

Data on outcomes for the artists will be collected in November, three months after the Voices for the Visual Arts Show.

# reflections and projections

### Accomplishment

Looking back the last year was filled with exciting opportunities, challenges and achievements. The list of events far exceeded the original expectations. The community collaboration and contribution was greater than expected and came from some unpredicted organizations. The ability of staff to remain vigilant and creative while quickly changing plans helped bring some amazing voices to the library, community and radio airwaves. All things combined, the project had an amazing premiere year, but there were some challenges.

### Adaptation

The many simultaneous collaborations between very different organizations shaped the Voices Project into something more than it could have ever been with any one working alone. However, that cooperation came with growing pains. Each had to learn to give and take with limited resources, staff or flexibility. While the partners and collaborators shared similar challenges and opportunities, there were also large differences in the structure and operations of each organization. Some had to be patient waiting for things to happen, while others had to complete tasks under deadlines not usual in their organization. Ultimately the unifying commitment to do something about substance abuse and the commitment by organizational leadership and most staff maintained the focus on the project goals, rather than the individual miscommunications, misunderstandings or frustrations.

### Lessons learned

The biggest lesson learned—communicate frequently and honestly, making sure each organization has a clear understanding of their responsibilities. Both the Library and KHNS now plan to meet more frequently to go over new developments, ideas and concerns in order to maintain an open line of communication between staff and project administrators of each partner.

### The next 12 months

The big push for the next several months is to complete the radio diaries. The number and quality of programs and events taking place over the last several months, some partnership challenges, and the project development time left the Voices Project staff stretched to complete the radio diaries within the first year. The radio station has committed to use indirect funds to contract with radio producers to assist the current and future diary production, as well as to host radio forums. There will be 12 radio diaries completed in the next year. Six are already underway or nearly complete and another four diarists are already interested or committed. Four events are already planned for the next year and more ideas are coming every week. Plans are underway to better develop and distribute the idea of a model, grassroots program that can easily be spread to other public library and radio stations across the region. In the past year the project has blossomed. Based on the ideas and plans already in place, this project will continue to be a resounding voice for our community and a model for other rural areas.

