

The Alaska Injury Prevention Center

Annual Report

Mission

Core Purpose

Prevent Injuries in
Alaska

To research, design and implement injury prevention programs, which promote better health and quality of life for Alaskans.

Core Values

Data Driven
Education
Prevention
Respect
Innovation



AIPC Staff

Beth Schuerman

Project Director
specializing in making
all kinds of things
happen.

Peggy Hayashi

Recently Retired Child
Passenger Safety
Coordinator.

Mandi Seethaler

Office Manager
Bookkeeper, keeping
track of pretty much
everything.

Marcia Howell

Executive Director,
making sure data
drives our focus.

Niki Periera

Fire Safety
Specialist, keeping
kids and families
healthy and safe.

Innovation

noun:

1. the introduction of something new
2. a new idea method or device

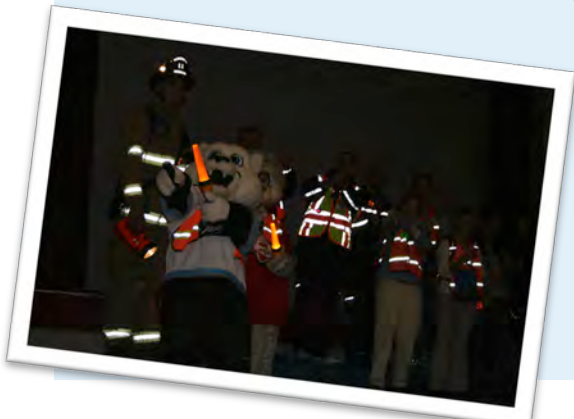


Shining Star Awards

Over the years, AIPC has worked to reduce pedestrian and bike deaths and hospitalizations. In the early years, we distributed zipper pulls on Walk to School Day, and ironed reflective tape onto coats at AFN.

Since then the program has evolved to a multi-pronged distribution plan including marketing on city buses, a [TV ad \(click here to view\)](#), switching to sticky reflective tape, and getting schools to distribute tape to students along with conducting onsite pre and post reflector observation.

The result, reflective products and educational material were distributed to 35,000+ people last year, with an observed increase in use in Anchorage from 12% to 66% of students being reflective. These schools received a Shining Star Award!



Ride Like a Car

With the new transportation ordinance in Anchorage, there has been confusion about whether cyclists could ride in the street. The answer is yes, but how to let people know?

Partnering with the Municipality of Anchorage, State of Alaska, Bicycle Commuters of Anchorage, KTVA and the Anchorage Police Department, we created a funny PSA (with inspiration from South Carolina) explaining road versus sidewalk riding to cyclists and drivers. Sometimes taking a light approach is the best avenue. It couldn't have been done without the collaboration of dedicated partners. [Click here to view.](#)



Innovative Media Research

Working with Dr. Paul Bolls, from the University of Missouri, AIPC has embarked on cutting edge impact of media studies using biometric measures.

Our research is measuring the effectiveness of visually unpleasant graphics when targeting young adult males in highway safety messages, and the impact of different types of humor with young teens.

"Thank you once again for creating the opportunity to share our work with our various safety colleagues and continue to make a difference for children and their families ." Barbara Minuzzo, Royal Children's Hospital, Australia , regarding 2012 ISMA

Data Driven

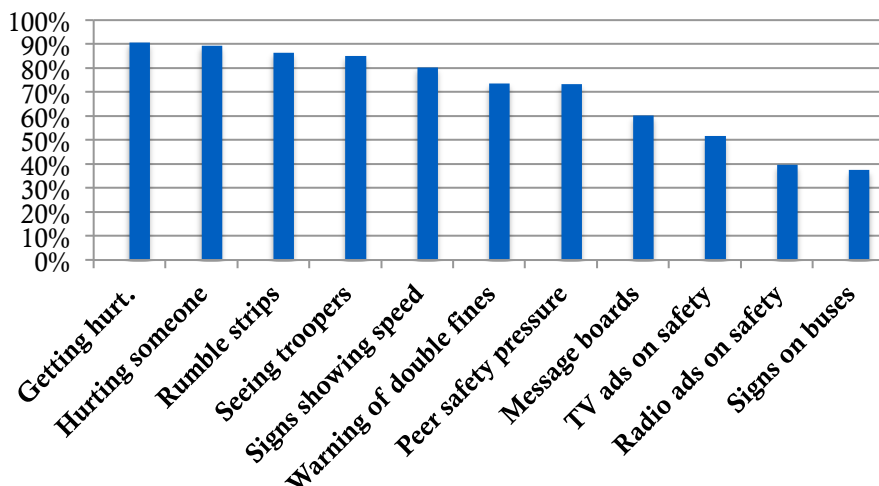
a. collecting and analyzing data to inform decision-making

Chairing the Alaska Traffic Records Coordinating Committee has given AIPC first hand information about the collection of traffic data in Alaska, and an opportunity to be a part of improving timeliness, accuracy, completeness and availability of that data.

In the coming year, we will use that knowledge as we engage in internal strategic program planning, to insure that we are truly letting data drive our priorities.

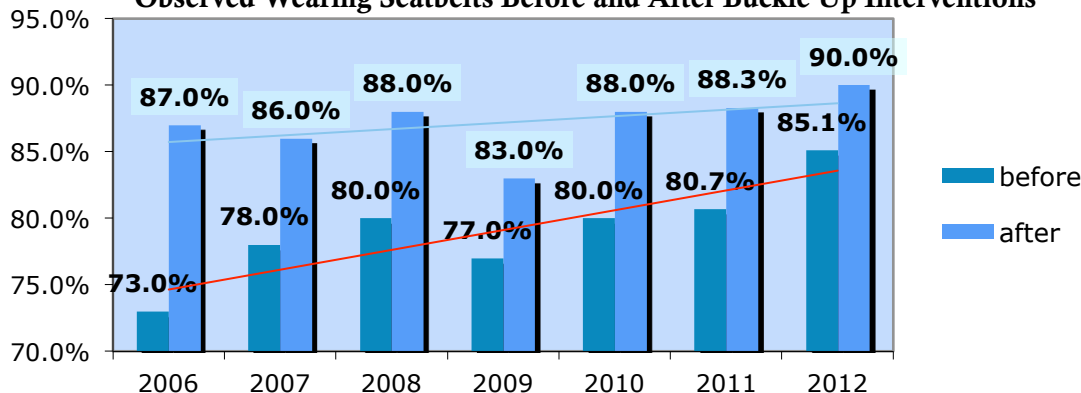
Percent of Alaskan drivers who gave each response about what motivates them to drive more safely.

2012 phone survey CI: 95%



Percent of Anchorage High School

Observed Wearing Seatbelts Before and After Buckle Up Interventions



Respect

noun

a. an act of giving particular attention

b. high or special regard



In 2012, the Alaska Child Passenger Safety Coalition prioritized rural outreach as part of its mission. AIPC staff took this on in a big way. The first step was to meet with our injury prevention partners at the Alaska Native Tribal Health Consortium. They were able to help us think about CPS and other injury prevention issues respectfully, from a rural, and native perspective.

The resulting efforts have been rewarding for all. Beth and Mandi traveled to Barrow, Bethel, Nome, Dillingham, Wrangell, Sitka, Haines and King Salmon, sharing CPS and other injury prevention information.

Most importantly, we have developed relationships with many rural residents, making it possible for all of us to better protect the lives of Alaskans, throughout the state.

Prevention

noun:
a. to keep something from happening.

Education

noun:
a. knowledge and development resulting from instruction

Professional Development

Mandi became certified as a Child Passenger Safety Instructor, **Beth** organized a Walking School Bus training for partners in Anchorage, **Peggy** coordinated multiple events with the Mexican Consulate for Spanish speaking families, **Niki** provided Fire Stopper training at the fire Chiefs' conference and **Marcia** completed the League of American Bicyclists Traffic Skills 101 class.



News Alert:
Mandi Seethaler was voted
National CPS Technician of the Year

Community Outreach

In 2012, AIPC was involved in over 100 community events, promoting safe behaviors and awareness on issues ranging from child passenger safety at our annual CPS conference, safe sledding at Russian Jack Park, bicycling with Cook Inlet Housing Authority, underage drinking prevention in the Anchorage School District and on and on. None of which would be possible without our multiple community partners.

Presentations and Trainings

AIPC Staff had a busy year sharing our experiences and knowledge with people all over the world, including presentations at:

- American Academy of Advertisers
- International Safe Communities Conference
- National Safe Communities Conference
- Alaska Native Tribal Health Consortium
- Alaska School Health and Wellness Institute



Meeting Community Needs

At the request of Alaska's Safe Routes to Schools, Beth Schuerman organized and coordinated a city wide training on how to organize a ["Walking School Bus."](#) Beth continues to work with participants who are interested in implementing walking school busses in their neighborhoods.

"Thank you all for working together and making our first Walking school bus training a success!! I have heard from many attendees and very enthusiastic comments were shared." Steve Soenksen, AK Safe Routes to School

Collaborative Synergy

"Synergy is the creation of a whole that is greater than the sum of its parts."
 —Ray French, Charlotte Rayner, Gary Rees, Sally Rumbles, et al.,
Organizational Behaviour (2008)

Center of Excellence

AIPC staff are members of, and hold positions of leadership on a variety of boards and coalitions.

- Alaska Native Tribal Health Consortium's Epidemiology Advisory Committee
- Violent Death Reporting System Advisory Committee
- Chair - Alaska Traffic Records Coordinating Committee
- Pan-Pacific Safe Community Advisory
- Anchorage Youth Development Coalition - Leadership Team
- Child Passenger Safety Statewide coalition
- Strategic Traffic Safety Plan Leadership Team
- Co-Chair - Strategic Communications Alliance
- AHOS's lead agency for designing bike and pedestrian safety evaluation protocols and teen safe driving prevention programming
- Team member for newly organized Safe and Active Communities Coalition.
- Elder Falls coalition
- Chair International Safety Media Awards

Working with multiple partners provides all of us with expertise beyond ourselves, opportunities to reach a broader variety of at risk populations and share in the development of strategies, programs and evaluation efforts based on multi-discipline thinking and systems.

AIPC Board Members

- Anita Shell: Anchorage Police Department
- Hilary Strayer: Alaska Native Tribal Health Consortium
- Brian Saylor: Board Chair
- Corlis Taylor: Fairbanks Memorial Hospital
- Herb Everett
- Gordon Glaser
- Philip Somervell NIOSH
- Mary Thompson: Providence Alaska Medical Center
- Soren Orly: Treasurer University of AK Anchorage
- Ronni Sullivan: Vice Chair
- Mary Leemhuis: Alaska Native Medical Center
- Susan Soule: Secretary

AIPC Funders

- State of Alaska: Alaska Highway Safety Office and DHSS
- State Farm Insurance
- Anchorage School District
- Municipality of Anchorage
- Division of Forestry
- KTVA
- Clear Channel
- Seldovia
- Division of Forestry
- Safe Routes to School
- Alaska Native Medical Center
- University of Alaska, Fairbanks

"Thanks for all the hard work you guys put into the [CPS] conference!!! It was a really great experience to participate in a carseat event other than our own. It was fun to see how it all comes together with that many techs!"
 Jennifer Adams - Juneau Police Department

ALASKA INJURY PREVENTION CENTER, INC.
Statement of Activities
December 31, 2011 and 2010

CURRENT ASSETS

ASSETS

	2011	2010
Cash and cash equivalents	\$ 157,893	\$ 69,725
Grants and contracts receivable	88,070	104,381
Supplies inventory	4,349	4,349
Security deposits	1,758	1,758
Prepaid expenses	<u>7,474</u>	<u>965</u>
TOTAL CURRENT ASSETS	<u>259,544</u>	<u>181,178</u>

Equipment

Less accumulated depreciation

	53,491	53,491
	<u>(51,545)</u>	<u>(47,722)</u>
EQUIPMENT, NET	<u>1,946</u>	<u>5,769</u>
TOTAL ASSETS	<u>261,490</u>	<u>\$ 186,947</u>

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accounts payable	\$	\$ 701
Accrued payroll and related liabilities	26,220	26,286
Deferred revenue	22,467	15,785
TOTAL CURRENT LIABILITIES	48,687	42,772

NET ASSETS

Unrestricted	162,035	121,912
Temporarily restricted	<u>50,768</u>	<u>22,263</u>

TOTAL NET ASSETS	212,803	144,175
TOTAL LIABILITIES AND NET ASSETS \$	261,490	186,947

ALASKA INJURY PREVENTION CENTER, INC.
Statement of Activities
Years Ended December 31, 2011 and 2010

UNRESTRICTED NET ASSETS Revenue, gains and other support:

	<u>2011</u>	<u>2010</u>
Grants and contracts	\$ 58,586	\$ 96,694
In-kind contributions	200,799	228,273
Contributions	53,688	
Interest income	16	28
Sale of goods and other income	865	705
Net assets released from restrictions:		
Government	615,952	590,754
Corporation and individual	<u>4,656</u>	<u>10,120</u>
 TOTAL REVENUE, GAINS, AND OTHER SUPPORT	 934,562	 <u>926,574</u>
Expenses:		
Program services	840,064	857,809
Management and general	<u>76,525</u>	<u>86,972</u>
 TOTAL EXPENSES	 <u>916,589</u>	 <u>944,781</u>
INCREASE (DECREASE) IN		
UNRESTRICTED NET ASSETS	<u>17,973</u>	(18,207)
TEMPORARJLY RESTRICTED NET ASSETS		
Grants, contributions and contracts	671,263	607,096
Restrictions satisfied by payments	<u>(620,608)</u>	<u>(600,874)</u>
 INCREASE (DECREASE) IN TEMPORARJLY RESTRICTED NET ASSETS	 <u>50,655</u>	 <u>6,222</u>
 INCREASE (DECREASE) IN NET ASSETS	 68,628	 (11,985)
NET ASSETS- beginning of the year	<u>144,175</u>	<u>156,160</u>
NET ASSETS -end of year	\$ 212,803	\$ 144,175

ALASKA INJURY PREVENTION CENTER, INC.
Statement of Functional Expense
Year Ended December 31, 2011

	<u>Program Services</u>	<u>Management and General</u>	<u>Total</u>
Salaries and benefits	\$ 236,569	45,062	\$ 281,631
Payroll taxes	18,253	3,477	21,730
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Total salaries, taxes and benefits	254,822	48,539	303,361
Contract services	177,983	13,397	191,380
In-kind contractual services	198,794		198,794
Rent	23,188	4,417	27,605
Program supplies	56,409		56,409
Conferences, conventions and meetings	78,265		78,265
Travel	33,398		33,398
Insurance	7,983	3,104	11,087
Telephone and internet	3,660	973	4,633
Depreciation		3,823	3,823
Office supplies	2,560	1,504	4,064
Professional fees	556	139	695
Printing and publications	146	18	164
Miscellaneous expenses	347	92	439
Office equipment	1,953	519	2,472
Total	<u>\$ 840,064</u>	<u>76,525</u>	<u>\$ 916,589</u>