

2014 ANNUAL REPORT AT A GLANCE

In FFY 2014, Alaska Injury Prevention Center continued to work towards making Alaska a safer place. Here is a quick look at some of AIPC's accomplishments in the past year:

AIPC, the Municipality of Anchorage, and Safe Routes to School coordinated to certify nine bike advocates as League of American Bicyclists' Cycling Instructors.



450

Car Seat Checks


Thanks to funding from the Alaska Highway Safety Office and the Alaska Native Medical Center, AIPC's child passenger safety technicians and volunteers conducted 450 car seat checks in Anchorage, Nome, and Dillingham in FFY 14.

Statewide Seat Belt Use Trends, 2012-2014

AIPC conducts the annual seat belt observation study .

| 2012 | 2013 | 2014 |
|--------------|--------------|--------------|
| (n = 33,111) | (n = 38,652) | (n = 33,766) |
| 88.1% | 86.1% | 88.4% |

For AIPC's 2014 Raise Your Voice program, teens from five schools created videos promoting positive community norms about alcohol use as part of a peer to peer media campaign. To watch their videos, visit: AlaskaInjuryPreventionCenter.org/teen-media

AIPC works with student groups at high schools in the Anchorage School District to promote seat belt use. At the conclusion of the 2014 Buckle Up campaign, **90.6%** of teens were observed to be wearing their seat belt. 

27,498

Pieces of Reflective Tape Distributed to Alaskans

Reflective tape can allow motorists to see pedestrians and bicyclists from up to 500 feet away. In FFY 14, AIPC distributed over 27,498 pieces of reflective tape to individuals across the state of Alaska.

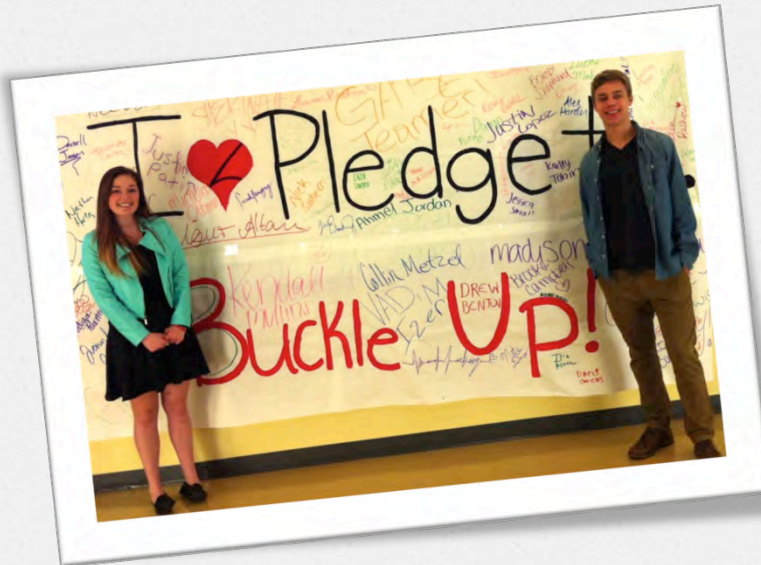
AIPC

A Year of Preventing Injuries in Alaska

Data Driven
Educate
Prevention

Collaborative
Innovative
Respectful

High School Seat Belt Use Increased from 88.8% to 90.6%



Reflectors were distributed to 16,375 ASD
students at 38 schools.

Reflector use increased from 12% to 86%

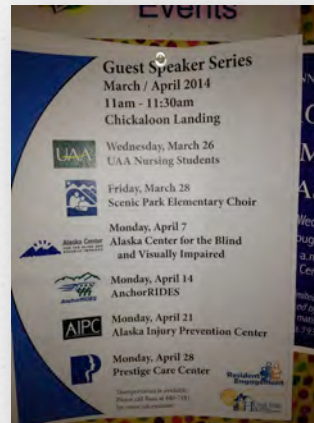


Sylvia at the Nome Safety Fair: one girl stopped by to ask if we had the seat belt egg carts and told me that they were favorite part of the year when Mandi brought them on a previous trip. As soon as I set up the demonstration to show the difference between the unbelted egg and belted egg, the kids swarmed the booth to be the one to let the car roll.



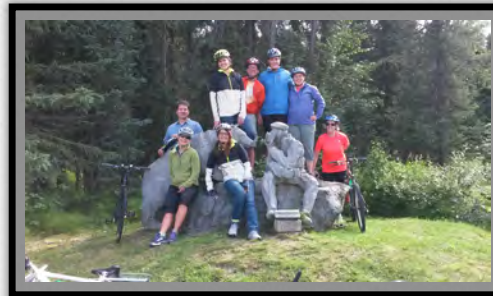
Presentations

- o Cook Inlet Housing Authority
- o Lifesavers
- o National Safety Council Evaluation Training Webinar
- o Tribal Transportation Conference
- o Japan Safe Communities Conference
- o European Safe Community Conference, Norway
- o World Epidemiological Congress
- o National Safety Council
- o Alaska Trails Conference
- o ANTHC Injury Prevention Training
- o Divers Alert Network
- o Centers for Disease Control
- o Traffic Records Forum



Bike Safety For All Ages

Dimond Estates



Traffic Safety 101

National Night Out



APD Treat Beat: The best opportunities are when approaching a group of kids (some with helmets, some without) and give tickets to the kids wearing helmets. The next time passing these groups of kids, more of them are wearing their helmets and they are excited to show them off.

Bike to Work Day



Leadership Roles

- oANTHC Epi Scientific Advisory Committee
- oAKVDRS Advisory Committee
- oChild Passenger Safety Statewide Coalition
- oAlaska Traffic Records Coordinating Committee
- oHealthy Alaskans 2020
- oAlaska Community Capacity Review Team
- oAnchorage Bike Safety Workgroup
- oLifesavers Bike Safety Coordinating Team

Kids Day Booster Seat Safety



Click it or Ticket

Alaskan Seatbelt Use increased from 86.1% to 88.9%



New Funding

o Division of Behavioral
Health
o \$342,000

o United Way
o \$26,000

o ANTHC Injury Prevention
o \$14,850

o Safe Routes to School
o \$12,000

o State Farm
o \$20,000

o Statewide CPS
Coordinator
o \$40,000