



CENTER FOR  
**safe**  **ALASKANS**  
**ANNUAL**  
**REPORT**  
**2020**

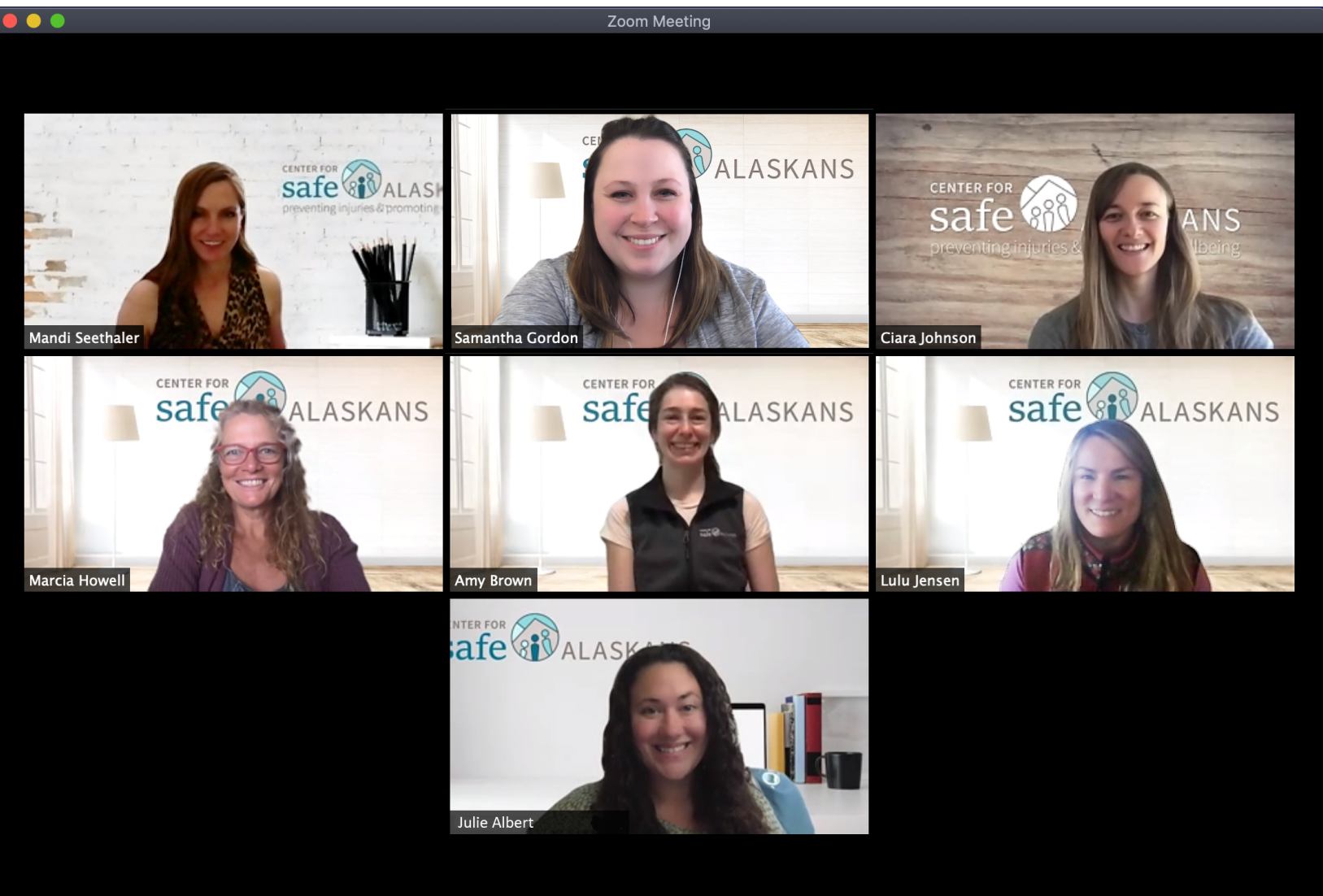


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[www.SafeAlaskans.org](http://www.SafeAlaskans.org)

# Center for Safe Alaskans

2020 Annual Report



"I would like to extend my heartfelt congratulations to you for working in the center for 20 years, and I appreciate your efforts and contributions to injury prevention and safety promotion. We are all born in the year of the rabbit, I hope you will always be a happy little white rabbit." - **Shumei Wang**

"I write to congratulate Marcia Howell, a dear & loyal friend of the CDC, for her 20+ years with the Alaskan Injury Prevention Center and her unwavering dedication to the science and practice of injury prevention in Alaska. " - **David Sleet**

"Thank you for making Alaska a safer place for all of us." - **Gordon Glaser**

"So thankful for Marcia’s service and diligence over the years, making our youth and communities healthier and safer!" - **Will Hurr**

"Marcia, your ability to dream big and your passion for our mission shows up both in how Safe Alaskans operates within the greater community, as well as how our office takes care of one another. Empathy, creativity, and determination start at the top, and we're lucky to have you leading the way. Happy 20 years of AIPC/Safe Alaskans! " - **Julie Albert**

"Marcia has always been a joy to work with." - **Helen Sharratt**

"Marcia is the best thing that happened to improve Alaska peoples safety through injury prevention. Marcia has the ability to look at big system pictures and push Alaska to review injury prevention strategies in more effective manner. And, is a joy to work with." - **Dawn Groth**

"Everything you do is thoughtful and intentional. I am so grateful for your leadership, your vision and your friendship. The future is full of potential and I look forward to the journey with you! - **Mandi Seethaler**

“Thanks for being such a steady, persistent and dedicated leader in preventing violence and injury in Alaska; it is always a pleasure partnering with you on these important projects.” - **Katie Reilly**

"Thank you, Marcia, for bringing exciting vision and innovations to the field of social marketing!" - **Regina McConkey**

“Thank you so much for your leadership in positive youth development and injury prevention these past 20 years!” - **Krystal Kompoff**

"Marcia's 20 year anniversary with this organization is just one measure of her deep commitment to leading Safe Alaskans forward. Her knowledge of the organization and expertise in our work are an immense value. In partnership with the board, she has led the organization with a standard of excellence, courage to push forward in innovative ways, and sustained relationships with our community partners and funders." - **Ciara Johnson**

"Marcia is the consummate professional, a wonderful coalition builder, and a pleasure to work with" - **Ronni Sullivan**

"I have witnessed Marcia develop into a leader in safety and injury prevention in state, national and international arenas during the twelve years I’ve been privileged to work with her during her twenty years with Safe Alaskans." - **Hillary Strayer**

"Great woman! Marcia has always been very excited and dedicated to getting information out and helping others!" - **Kim Carpenter**

“In my mind, Marcia is a positive, patient, and inquisitive soul who is interested in learning and helping others. I’m glad I have had the opportunity to meet her. Wishing Marcia congratulations and kudos for 20 years of hard work well done.” - **Desiree Downey**



"Marcia has had such a tremendous impact accelerating the value of prevention in Alaska. We've been so lucky to have her brilliance at the table on so many critical efforts. She has truly influenced positive change." - **Denali Daniels**

“Marcia, congratulations on 20 years with AIPC/Center for Safe Alaskans! Your commitment and dedication are awe-inspiring, and the organization is lucky to have you as its leader. Thank you for all that you do!!” - **Trina Resari-Salo**

"Marcia’s dedication to the health, safety and wellbeing of all Alaskans really shines through in her role as a Healthy Alaskans Advisory Team member. She always has insightful comments and is actively engaged in health improvement efforts for the state of Alaska." - **Lisa McGuire**

## "Alaskans are safer and healthier today because of Marcia’s dedication to injury prevention. We are so lucky to have her leadership." - Jared Parish

"Happy 20 years Marcia! Thank you for your leadership. It is evident your kind and intelligent spirit has led Safe Alaskans through many transitions yet continues to flourish with you at the helm. On behalf of all Alaskans particularly in the injury prevention world. thank you for your dedication to safety in the 49th state." - **Kellie Toth**

"Here’s to 20 years of working together; you have made great things happen, and it continues! " - **Michael Kerosky**

"There is so much needless suffering in the world from Injury, violence and trauma. Thank you for your dedicated contribution to researching and addressing this scourge in Alaska and throughout the World. I am reminded of the quote from Margaret Mead, 'Never doubt that a small group of thoughtful committed citizens can change the world; Indeed, it is the only thing that ever has.'" - **Dr. Dale Hanson**

"Marcia is a rare jewel; the brilliance of her mind is equal to what shines from her heart. What an honor to have her as a work partner and most importantly, a friend for life." - **Beth Schuerman**

"Visionary, compassionate and committed - Marcia is a true leader." - **Diana Stark**

"People often asked me why an attorney would get into public health. For Marcia, it was simple. She loves helping people and enriching their lives, so degree titles are not important." - **Ron Perkins**

# Mindfulness Agile Respectful Collaborative Intuitive All in! - Eliza Muse

"Marcia is a great public health partner who understands the power of data in highlighting and addressing important health problems." - **Andrea Fenaughty**

"Marcia, you are such an inspiration to work with! You are kind and thoughtful in everything you do. Safe Alaskans is truly a wonderful organization because of your leadership!" - **Sam Gordon**

"Marcia has set the tone for the development of a stellar organization with a strong local, statewide, national and international reputation." - **Brian Saylor**

"Thank you for your forward thinking creative ideas for managing this organization and congratulations on your ten years of service." - **Corlis Taylor**

"Thank you for your dedication to improving the wellbeing and safety of our community and for leading the way to create a more resilient future." - **Amy Brown**

"Marcia isn't just a dynamic, curious, generous-minded innovative thinker and creative advocator for the Safety Promotion Injury Prevention field.... Marcia is someone who understands how to build great collaborative partnerships and I have had the privilege and opportunity to have been both continually inspired, coached, mentored and instructed by Marcia's multifaceted creativity. Marcia is among the most generous, visionary, dedicated, and highly motivated colleagues I've ever interacted with. Marcia is always driven to achieve the best possible outcomes for the nation and the community...

Always coming up with novice solutions to Safety Promotion Injury Prevention challenges Her insightful ideas stem from a profound understanding of the Safety Promotion Injury prevention sector and generous thought process that forms the backbone of her work. I would like to congratulate Marcia for having founded and created the International Safety Media Awards where it is not just a platform for celebrating and sharing great safety campaigns around the globe but also about connecting us as Safety Promotion Injury Prevention organizations and individuals enabling further sharing, creating a focus on advancing together as a collective and accelerating personal and professional growth. Well done Marcia for being such a GIANT Safety Promotion Injury Prevention leader making such a positive impact around the world!" - **Barbara Minuzzo**

"Marcia's commitment to improving the health and safety of Alaskans for over 20 years is inspirational." - **Lulu Jensen**

"Safe Alaskans is a strong vibrant not for profit. A big part of that is Marcia and her 20 years of leadership. Way to go Marcia!!" - **Soren Orley**

"Marcia’s interest and dedication to all the elements of injury prevention is contagious. She is a pleasure to work with!" - **Ambrosia Romig**

# Our Executive Director

## Reflecting and Celebrating

Last year I started my ED's reflections with: "The past year has been tumultuous, starting with an earthquake and ending with the summer State budget quagmire." Wow. And then came 2020 and the COVID-19 pandemic. I am honored and awed by Safe Alaskans staff's nimbleness and agility as we work through epic challenges. Within a month, our traditional ways of doing things – meeting with youth in schools, facilitating in-person coalition meetings, providing car seat and CarFit checks, and more – all had to be reconfigured. We worked hard together, maneuvering to a virtual way of doing business from our homes. This continues to be a work in progress, as we find ways to stay connected to each other and our partners, and keep our projects, initiatives, and programs moving forward.

I am appreciative of The Board of Directors' commitment to the organization during COVID-19. Board members participated in extra meetings and dedicated time to learn about options and make quick decisions to ensure the organization maintained fiscal health and meet staff needs.

This year, we accomplished one of our long-time goals, setting aside six months of operating reserve funds. In March, the Board voted to organize unrestricted funds into three categories: Operational Reserves, General Office Fund, and an Innovative Fund. The Operational Reserve contains a balance equal to six months of operating funds. The other two categories are available to seed innovative projects and cover office expenses not covered by other sources. We are beginning the process of designing criteria for using funds in different categories.

Our work promoting the shared risk and protective factor approach to public health has seen great progress this year. Through steadfast staff and partner efforts, we helped add a new protective factor objective to Health Alaskans 2030 and also successfully advocated for the inclusion of shared factors in multiple HA 2030 strategic actions. We were also one of 4 States chosen to receive seed grant money to develop a transportation safety project designed to promote mindfulness as a way to reduce aggressive and distracted driving. COVID willing, evaluation of the project will include the use of our Health Message Neuro-Lab.

Reflecting on mindfulness and shared risk and protective factors, I am continually encouraged by the resilience and tenacity Safe Alaskans has exemplified across multiple challenges. We will continue to survive and thrive even in the face of earthquakes, floods, and pandemics.

*Marcia Howell*

CENTER FOR  
**safe**  **ALASKANS**  
preventing injuries & promoting wellbeing



# Center for Safe Alaskans

## Who We Are



### Our Purpose

Prevent injuries,  
promote wellbeing,  
and improve safety  
for all Alaskans.



### Our Values

Innovative  
Collaborative  
Inclusive & Respectful  
Data-Driven  
Strength-Based



Since 1998 the Center for Safe Alaskans has been taking innovative, data-driven approaches to prevent injuries, promote wellbeing, and improve safety for all Alaskans.

## Our Staff

**Marcia Howell**, Executive Director

**Mandi Seethaler**, Deputy Director

**Ciara Johnson**, Program Director

**Lulu Jensen**, Projects Director

**Julie Albert**, Program Manager

**Amy Brown**, Program Coordinator

**Samantha Gordon**, Strategic Communications Specialist

## Board of Directors

**Hillary Strayer** (President), *Alaska Native Tribal Health Consortium*

**Nathan Johnson** (Vice President), *Providence Health and Services*

**Soren Orley** (Treasurer), *University of Alaska Anchorage*

**Ronni Sullivan** (Secretary), *Emergency Medical Services, retired*

**Gordon Glaser** (Director), *State of Alaska Division of Public Health, retired*

**Krystal Kompkoff** (Director), *Cook Inlet Tribal Council*

**Corlis Taylor** (Director), *Fairbanks Memorial Hospital*

**Angeline Washington** (Director), *Alaska Native Medical Center*

**Brian Saylor** (Director), *Institute of Circumpolar Health, retired*

**Michael Kerosky** (Ex-Officio), *Cook Inlet Tribal Council*

## AYDC Leadership Team

**Krystal Kompkoff** (Chair), *Cook Inlet Tribal Council*

**Lee Post** (Vice Chair), *Alaska Division of Juvenile Justice*

**EuGene Algiene** (Member), *Nine Star Education & Employment Services*

**Gena Graves** (Member), *Covenant House Alaska*

**Trina Resari-Salao** (Member), *Big Brothers Big Sisters of Alaska*

**Diane Lemon** (Member), *Anchorage School District*

**Jessica Limbird** (Member), *Recover Alaska*

**Anna McGovern** (Member), *Alaska Afterschool Network, Alaska Children's Trust*

**Michael Kerosky** (Ex-Officio), *Cook Inlet Tribal Council*

**Becky Judd** (Emeritus), *Strengths Based Strategies*



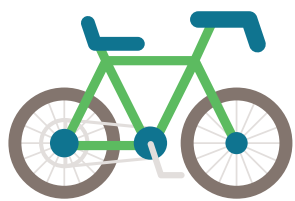
# OUR PROGRAMS AND SERVICES

## Transportation Safety

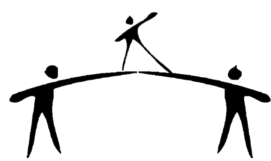


We offer a variety of initiatives that help all Alaskans lead safer lives, from our babies to our elders!

- Child Passenger Safety
- Teen Driving
- CarFit Senior Driving
- Bike and Walk Safe

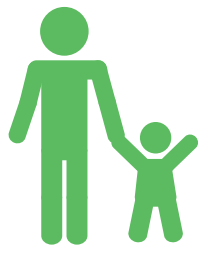


## Anchorage Youth Development Coalition



AYDC supports youth-serving organizations so all Anchorage youth thrive.

- Second Order Change
- Youth Program Quality
- Youth Matter Grants
- Coalition Building
- Policy Education and Advocacy



## Evaluation and Assessment



We offer an array of evaluation and assessment services, specializing in community collaborative processes.

- Health Communications Message Lab
- Evaluation & Assessment Consulting for Partners



# CHILD PASSENGER SAFETY (CPS)

Abundant research shows that correctly using an appropriate child restraint (car seat or booster seat) or seat belt is the single most effective way to save lives and reduce injuries in crashes. NHTSA estimates that correctly used child restraints are even more effective than seat belts in reducing fatalities. Education and proper use of car seats, booster seats, seat belt systems, and vehicle safety systems save lives and prevent injury and death.

The Center for Safe Alaskans is a resource for Child Passenger Safety. Led by Amy Brown, nationally certified technicians on staff provide education through one-on-one appointments, public car seat events, presentations at schools and health and safety fairs, and group presentations to those that transport children under the age of sixteen.

Statewide CPS programs are supported by Mandi Seethaler, of Safe Alaskans with resources through service as the Statewide CPS Coordinator for the Alaska Highway Safety Office. This includes serving as an instructor for the National CPS Technician Certification Training. Nationally, Seethaler, Vice Chairperson, represents Injury Prevention and Public Health on the National Child Passenger Safety Board. The Board (NCPSB) maintains the quality and integrity of the National CPST Certification Training curriculum.

In an effort to continue to provide essential CPS community education and resources, Safe Alaskans has implemented COVID-19 safety solutions:

- Launched weekly CPS education group sessions via ZOOM
- By appointment only, contact free in-person education, with health screening and PPE use required
- To reduce duration of interactions, Staff call each caregiver to collect relevant information prior to car seat check
- When requested, providing individual virtual car seat checks followed by curbside seat distribution and opportunity for virtual follow-up for staff



## Child Passenger Safety



### COMMUNITY EDUCATION

13

#### Car Seat Check Up Events

Caregivers are invited to attend free car seat check up events. They receive help installing their car seats and properly harnessing their children. Car seats and booster seats are distributed to families in need.

### COMMUNITY RESOURCE

#### Car Seat and Booster Seat Distribution

With support from funders such as AHSO, BUFL, ANTHC and AAA, Safe Alaskans' CPS technicians distributed 307 car seats to those in financial need.

307

### STATEWIDE RESOURCE

514

#### CPS Education

Safe Alaskans' technicians provided CPS education to 514 caregivers. More children are traveling safely in motor vehicles.

### STATEWIDE CPS CAR SEAT CHECKS

Four Safe Alaskans' CPS technicians conduct an average of 32% of state car seat checks, or about 450 each year. FFY2019 was a record year for car seat checks.



## OUR FUNDERS



# CARFIT

In partnership with AAA, AARP, and the American Occupational Therapy Association (AOTA), we help older drivers by assessing the 'fit' of their cars for maximum safety & comfort through CarFit. Due to the COVID-19 pandemic, CarFit events for Summer 2020 were cancelled.

In September 2020, Safe Alaskans created a video library for CarFit, featuring information that older drivers can use when a face-to-face appointment is not available. The CarFit Virtual Education Library is available for anyone needing CarFit education, hosted through the Safe Alaskans Website. The video library features 12 CarFit videos, totaling about 22 minutes of educational material for finding a safer vehicle fit.

Click here to access the CarFit Virtual Education Library



Find your safest fit!

[www.safealaskans.org/carfit](http://www.safealaskans.org/carfit)

## CarFit Virtual Education Library

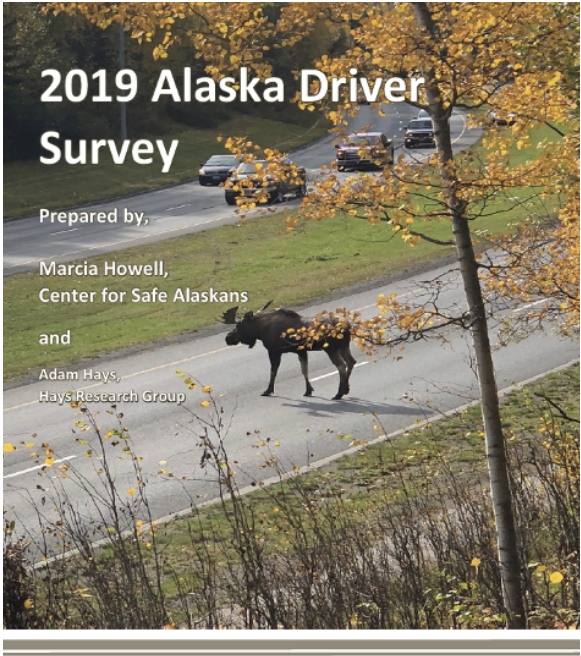
CENTER FOR **safe** ALASKANS  
preventing injuries & promoting wellbeing

**CARFiT**  
Helping Mature Drivers Find Their Safest Fit

AOTA The American Occupational Therapy Association, Inc. AARP Driver Safety

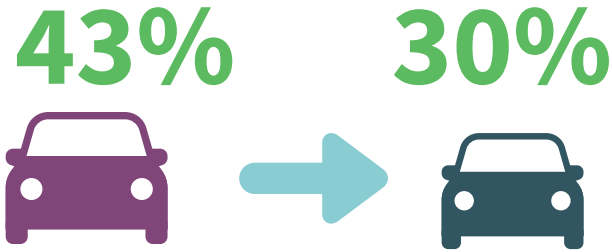
# ALASKA DRIVER TELEPHONE SURVEY

Center for Safe Alaskans has managed the annual Alaska Driver Telephone Survey, for the Alaska Highway Safety Office, since 2010. The survey measures message recall for traffic safety media campaigns along with perceptions of harm for unsafe behavior and self-reports of driving behavior. We analyze the data each year and provide a report to AHSO and their media contractor. A few interesting trends we’ve tracked are the types of vehicles people drive, relative to gas costs. [Click here for reports from past years.](#)

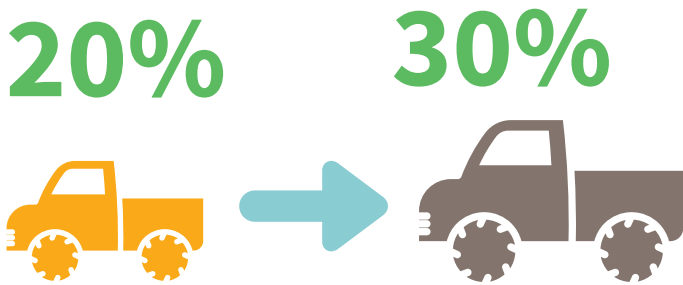


## When gas prices were highest in 2011 - 2013:

As gas prices decreased



We saw a decrease in amount of people driving cars



We saw an increase in amount of people driving trucks

## YOUNG DRIVER

Safe Alaskans’ Young Driver program aligns well with our Mission to prevent injuries, promote safety, and improve wellbeing. Safe Alaskans seeks to increase knowledge of individual driving behavior as well as increase positive safe driving behaviors, which will lead to decrease in motor vehicle crashes and reduce death and injury for young drivers.

### Safe Alaskans’ Young Driver Initiatives:

- Provision of safe driving resource toolkits to Anchorage School District High Schools to support National Teen Safe Driving Week each October
- Youth Matter Transportation Safety grant opportunities (see page 9)
- Safe Alaskans contracted this year with Diagnostic Driving to adapt a Simulated Driving Assessment as part of our Teen Safe Driving program.



## READY-ASSESS

Based on the most common and serious crash scenarios, the research team of Children’s Hospital of Philadelphia Center for Injury Research and Prevention developed a Simulated Driving Assessment (SDA) called Ready-Assess. This intake questionnaire and assessment takes about 20 minutes and tests driver performance, safe driving behaviors and habits, motivation to be a safer driver, and self-awareness of safe driving performance. There are multiple theories of behavior change that help describe the complexities of why people decide to engage in a new safer behavior. Within most of those theories, there are a few key factors that overlap. They include whether a person knows that a behavior is safer, and if they do, that they think the risk is personal to them (key in teens), and whether they think they are even able to make the change.



**Ready-Assess safely exposes drivers to complex driving scenarios and provides assessment to drivers through a virtual driving test with randomized delivery and automated, personalized feedback.**

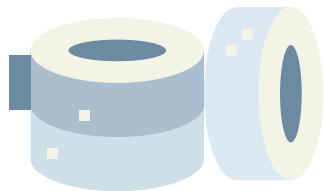
Prior to COVID-19 pandemic closures, we conducted over 20 (pre) assessments, which facilitated driving behavior discussions centered around their results such as following too closely, speeding, etc. Due to the COVID-19 pandemic we were not able to safely continue this initiative as originally planned; however, with support from the Alaska Highway Safety Office, we are working to cultivate new partnerships and continue our work as we seek to increase number of organizations that collaborate with Safe Alaskans to prevent injuries, promote safety, and improve wellbeing.

# BICYCLE + PEDESTRIAN SAFETY

The Center for Safe Alaskans' pedestrian and bicycle safety program continues to fulfill our Mission to promote safety and prevent injuries through our Be Seen initiative. Funded by the Alaska Highway Safety Office, the core of this initiative is increasing visibility of pedestrians and bicyclists to reduce serious injury and death.

**Safe Alaskans works with partners to educate bicyclist and pedestrians and promote the use of high visibility gear. Incorporating a multi prong approach, outreach included:**

- Partnering with neighborhood schools (where children often walk during dark Winter months)
- Senior serving agencies
- Conducting interviews with media outlets
- Collaborating with community agencies who serve transient and homeless Alaskans
- Continuing our partnership with Anchorage Health Department (AHD) and People Mover to promote our Be Seen campaign on buses and social media outlets



**We provided 10,000 reflective strips with bike and pedestrian safety information to 39 groups and organizations!**

These groups include pediatric clinics and school districts across Alaska, several RurAL CAP locations throughout the State, health clinics and wellness centers, as well as community and government agencies. Before COVID-19 caused major shut downs, we were also able to send 25 bike helmets to Talkeetna.

Due to the COVID-19 pandemic, additional bicycle and pedestrian safety education events for Summer 2020 were cancelled. We look forward to serving the Alaskan community in 2021.

“  
**Thank you and your organization for making our safe kids' effort a great success.**  
**- Sutton Fire Department**  
”





Anchorage Youth Development Coalition (AYDC) is a broad and inclusive coalition of over 60 youth-serving organizations, businesses, and individuals working to create shared community practices around professional youth work. AYDC promotes and integrates strength-based strategies through advocacy, resources, networking, and training to ensure that all Anchorage youth thrive.

We support youth-serving organizations to incorporate this approach so that young people develop skills, make decisions, and take actions that lead to wellbeing. Here are some highlighted coalition activities this past year:

Assessment

- Community Needs Assessment [\[Click Here\]](#)
- Community Readiness Assessment
- Coalition Capacity Survey

Planning

- Updated Coalition Strategic Plan [\[Click Here\]](#)

Capacity Building

- Monthly Coalition Gatherings featuring:
  - Anchorage School District
  - Anchorage Youth Court
  - Cook Inlet Tribal Council
  - Denali Family Services
  - NAMI Anchorage/ MHATS
  - Stone Soup Group
  - Story Works
- AYDC Youth Program Quality trainings and technical assistance
- AYDC Second Order Change (See page 9)
- Youth Matter Grants (See Page 10)
- Weekly Newsletter Resources



When we asked coalition members “What is the most valuable strength of your coalition in your efforts to impact the behavioral health of your community?”, themes that came up included:

Strong relationships with and collaboration of many agencies, sectors

Shared protective factors and primary prevention focus, impacting multiple risks

Strengths-based

Initiatives: Youth Matter Grants and Second Order Change

Participating in AYDC has improved my understanding of who is behind the work conducted in the community to improve the lives of our youth. ...Meeting people within these organizations and hearing about the impact of their efforts generated greater passion for my own work. - AYDC Member

## SOC Professional Learning Series

This professional learning series welcomed another cohort of participants this year, and continued in a virtual format amid the pandemic. As one of the first of its kind, Second Order Change is a research-based, social and emotional intelligence series for youth development professionals. Participants attend learning sessions over the course of several session and integrate learning through guided reflection.

## SOC ToT (Training of the Trainers)

SOC ToT AYDC developed and launched a Facilitator Preparation Course in July 2020 to prepare facilitators to lead the AYDC Second Order Change series. The course will be provided via distance learning over the course of 4 weeks. This course has been thoughtfully designed to support participants in their learning and prepare them to facilitate the series successfully. Participants who meet the Certification Requirements by the end of the course will become Certified Facilitators.

## SOC Professional Learning Series

- 22 Participants from 10 Organizations:
  - Alaska Division of Juvenile Justice
  - ASD 21st Century
  - Community Learning Centers
  - Anchorage Youth Court
  - Camp Fire Alaska
  - Cook Inlet Tribal Council
  - Identity Inc.
  - Denali Family Services
  - Planned Parenthood GNWHI
  - Recover Alaska
  - Southcentral Foundation.

The average score for 9 of the 10 indicators of Youth Program Quality increased from retrospective pre to post for Second Order Change participants.

[Click here to read all nine indicators.](#)



## Training of the Trainers Learning Series

- 8 Participants from 7 Organizations:
  - Alaska Humanities Forum
  - ASD 21st Century
  - Community Learning Centers
  - Camp Fire Alaska
  - Center for Safe Alaskans
  - Cook Inlet Tribal Council Inc
  - Covenant House Alaska
  - Denali Family Services



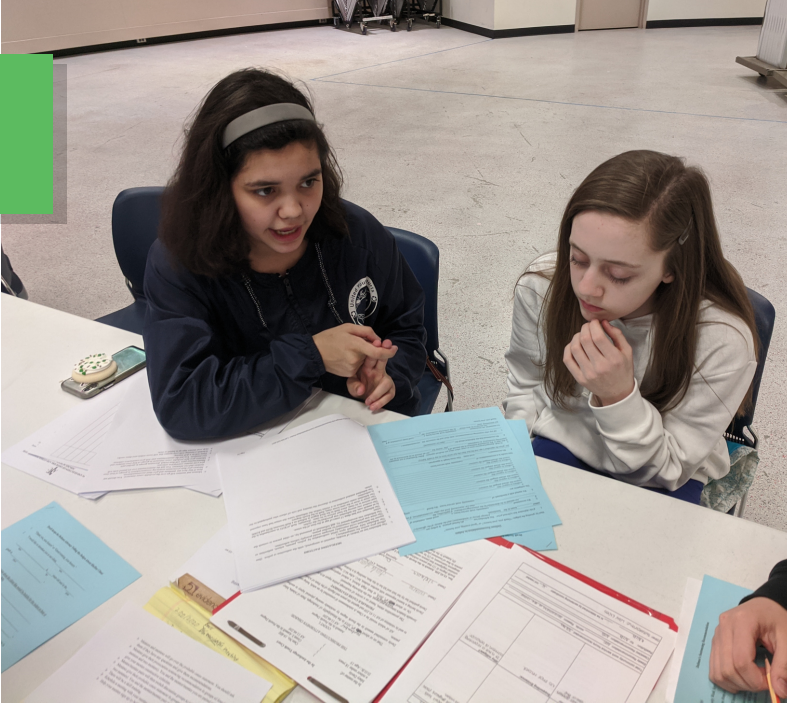
The opportunity to not just "learn about" but learn experientially and experience myself has helped immensely. I am not just more grounded and curious but I feel I have powerful tools and ideas about how to create a safe space for youth to also experience SEL. This has been so fun and such a time I have valued. The pace of the program was gentle yet sure and the conversations I had with my peers sparked curiosity and facilitated new insights. This was a precious opportunity to move away from the busyness of life and spend time laughing, reflecting and learning with my peers.

- SOC Participant



# YOUTH MATTER GRANTS

Youth Matter Grants are mini-grants given to youth-led projects to promote safety, foster supportive youth-adult relationships, and make a difference in the community. Research shows that youth who feel valued and useful to the community (substantially similar to mattering) are associated with several positive outcomes, including better mental health, higher self-concept, self-actualization, and an increased sense of optimism. These mini-grants align perfectly with Safe Alaskans’ mission to promote wellbeing and improve safety.



This year, we also merged components of our Teen Driving program with our Youth Matter Grants initiative. While adapting best practices from Safe Alaskans’ Raise Your Voice campaign (a youth-led safe driving media initiative) we implemented youth development strength-based strategies in area high schools and youth-serving organizations. This merger allowed us to fund and support 13 Youth Matter projects this fiscal year: 4 directly focused on promoting safe driving amongst youth, while 9 promoted general wellness. When the Covid-19 pandemic hit, staff worked closely alongside both youth and adult project leads to redesign projects and ensure youth still felt supported to make a difference in these physically distant times. Positive youth development happens when youth feel they can make a difference!

**Grantees adapted quickly to COVID-19, and 93.5% of youth felt as though their project made a difference in the community! When youth feel they can make a difference, they are more likely to know that they matter, which further promotes wellbeing and our Safe Alaskans mission.**

[Click here to see the full report.](#)

17.1%

Percentage of youth respondents that felt like they mattered at the beginning of the project



41.4%

Percentage of youth respondents that felt like they mattered at the end of the project

**This grant provided a valuable opportunity to build community, empower youth leaders, and explore new possibilities together. We believe that our organization, and the wider community that we are part of, have grown stronger because of this project, this grant, and AYDC's support.**  
**- Choosing Our Roots**

## This Year's Participants Included:

- Alaska Geographic
- Alaska Teen Media Institute
- Alaska Theatre of Youth
- Anchorage Youth Court
- Anchorage Youth Vote
- Catholic Social Services RAIS
- Choosing Our Roots
- Covenant House's Youth Task Force
- East Anchorage High School
- Mental Health Advocacy Through Storytelling
- Nine Star
- Story Works Alaska
- West Anchorage High School

The Center for Safe Alaskans founded the International Safety Media Awards (ISMA) in 2006 in South Africa. ISMA honors excellence in the use of media to prevent injuries and promote safety. The awards occur every two years during the World Health Organization’s Injury Prevention and Safety Promotion conference. A panel of judges from around the world assess entries with a special emphasis on evaluation. ISMA 2020 was scheduled to be held Adelaide Australia in November, 2020. Due to COVID 19, there will be a virtual conference in March 2021, where we will host at least one scientific session related to ISMA and present the awards. ISMA 2022 will then be held in Adelaide with new entries.

ISMA Promotion

A blog piece included on the BMJ about the Media Awards and thanking the entrants was posted and can be viewed by [clicking here](#).

- ISMA2020 is again part of the Landing page on Safety 2022 website with overview of awards, key links and contact information.
- ISMA promotion is live here:
  - LinkedIn: <https://www.linkedin.com/company/isma-awards/>
  - Facebook: <https://www.facebook.com/InternationalSafetyMediaAwards/>
  - Twitter: [@ISMA\\_awards](#)
  - ISMA website: <http://isma-awards.org/> for updates
  - Instagram: [https://www.instagram.com/isma\\_awards/](https://www.instagram.com/isma_awards/)

ISMA Sponsors



BIG CANVAS will assist with showcasing and presenting the bigger ISMA picture.



Safe Comm PAC will assist with sharing the ISMA learnings gathered over the past 14 years.



Click here to read more  
about what's coming  
for ISMA in 2021



# COMMUNICATIONS PLANNING AND ACTION

In order to celebrate the important work at Safe Alaskans, it's imperative that we extend our reach as an organization and build our audiences. In times like the COVID-19 pandemic, it's more important now more than ever to have a strong communications plan, precise branding, and the ability to be able to communicate with our audiences outside of the office.

**As of August 2020, Center for Safe Alaskans has a combined subscriber and follower count of 1,652 through its social media efforts.**



981  
Combined  
Facebook  
Followers



76  
Instagram  
Followers



53  
YouTube  
Channel  
Subscribers



543  
Mailchimp  
Newsletter  
Subscribers

Currently, Safe Alaskans is working with Agnew::Beck to develop a strategic communications plan to build our arsenal of media and further our reach within the Alaskan community. With their expertise, and a Strategic Communications Specialist on staff, we will be working to build a communications plan that highlights all the programs and efforts of Safe Alaskans, re-brand the AYDC so that it is more associated with Safe Alaskans, and ensure that our reach continues to grow.



We are thrilled to welcome Samantha Gordon (Sam) to our staff this year. Sam brings a combination of public health and strategic communications experience to Safe Alaskans. For years, we have recognized the value of promoting the great work of the Center for Safe Alaskans. With Sam's help and guidance from Agnew::Beck, we are in the process of developing a strategic communications plan. We look forward to enhancing our ability to tell the stories of our great work and, at the same time, enhancing the impact of our initiatives.



OUR FUNDERS

GENEROUS COMMUNITY SUPPORT IS KEY TO SUCCESS

Program Funders

AAA Mountain West  
Alaska Native Tribal Health Consortium  
Buckle Up for Life: Toyota & Cincinnati Children's  
Cook Inlet Tribal Council  
Fraternal Order of the Eagles  
Municipality of Anchorage  
Pick.Click.Give.  
Rasmuson Foundation  
Recover Alaska  
State of Alaska Department of Health and Social Services  
    Division of Behavioral Health  
State of Alaska Department of Transportation, Alaska  
    Highway Safety Office  
Safe Comm Pac  
State Farm  
Transport Accident Commission (TAC)  
United Way of Anchorage  
U.S. Substance Abuse Mental Health Services Administration  
Volunteers of America Alaska, Healthy Voices Healthy  
    Choices Coalition

AYDC Contributing Members

We'd like to thank our current contributing AYDC members, whose generous donations show their commitment to helping all of Anchorage's youth thrive by strengthening our youth-serving community.

Organization Contributing Members

Alaska Humanities Forum  
Alaska Native Justice Center  
Alaska Youth and Family Network  
Anchorage Youth Court  
Big Brothers Big Sisters of Alaska  
Boys and Girls Clubs of Alaska  
Campbell Creek Science Center  
Camp Fire Alaska  
Choosing our Roots  
Covenant House Alaska  
Girls on the Run  
Identity, Inc.  
Junior Achievement of Alaska  
Lee Post Illustration  
Nick Begich Scholarship Intern Fund  
North Star Behavioral Health  
Planned Parenthood of the Great  
    Northwest  
Southcentral Foundation  
Spirit of Youth

Individual Contributing Members

Becky Judd  
Gena Graves  
Heather Harris  
Anna McGovern  
Trina Resari-Salao



# Our Partners

Thank you to all our Funders and Partners that make our communities safer!

- 21st Century Community Learning Centers

AAA Alaska

AAA Mountain West

AARP Alaska

Abused Women's Aid in Crisis (AWAIC)

Access Alaska

Agnew Beck Consulting

AKEELA, Inc.

Alaska Afterschool Network

Alaska AIDS Assistance Association

Alaska C.A.R.E.S (Providence)

Alaska CASA (Court Appointed Special Advocates)

Alaska Child Passenger Safety Coalition

Alaska Children's Services

Alaska Commission on Postsecondary Education (ACPE)

Alaska Division of Juvenile Justice

Alaska Geographic

Alaska Humanities Forum

Alaska Job Corps

Alaska Military Youth Academy

Alaska Native Heritage Center

Alaska Native Justice Center

Alaska Native Medical Center

Alaska Native Tribal Health Consortium

Alaska Regional Hospital

Alaska Trails

Alaska Youth Advocates

Alaska Youth and Family Network

Alaska Youth for Environmental Action

Alaskan AIDS Assistance Association

Anchorage Community Mental Health Services

Anchorage Fire Department
- Anchorage Literacy Project

Anchorage Police Department

Anchorage Public Library

Anchorage School Business Partnership

Anchorage School District

Anchorage Senior Activity Center

Anchorage Youth Advisory Commission

Anchorage Youth Court

Anchorage Youth for Christ

Anchorage's Promise

ASD 21st Century

Association of Alaska School Boards

Best Beginnings

Big Brothers Big Sisters of Alaska

Birchwood Behavioral Health

Boys & Girls Club Alaska

Buckle Up For Life: Toyota & Cincinnati Children's

Camp Fire Alaska

Campbell Creek Science Center

Catholic Social Services Refugee Assistance & Immigration Services

Central Peninsula Hospital

Choosing Our Roots

Christian Health Associates

Chugach Children's Forest

Chugachmiut

Chugiak Eagle River Senior Center

Chugiak High School

Communities in Schools Atlanta

Community Learning Centers

Congregation Beth Shalom

Cook Inlet Housing Authority

Cook Inlet Tribal Council

Covenant House Alaska

Denali Daniels & Associates, Inc.

Denali Family Services

Dimond High School
- Disability Law Center of Alaska

Division of Juvenile Justice (State of AK)

East Anchorage High School

First Alaskans Institute

First CME Church

Foraker Group

Foundation Health Partners

Fraternal Order of the Eagles

Girls On the Run Southcentral Alaska

Girls Scouts - Susitna Council

Healthy Voices Healthy Choices (VOA)

Hope Community Resources

Hutchison High School

Identity, Inc.

JBER Playgroup Kids Corp, Inc.

Jeroen De Flander

Junior Achievement of Alaska

Lee Post Illustration

Mat-Su Central School

Mat-Su Services for Children & Adults

Municipality of Anchorage - Office of the Mayor, and Parks and Recreation

National Safety Council

National Highway Traffic Safety Administration

Native Movement Alaska

Napaaqtugmuit School

NeighborWorks Alaska

Nick Begich Scholarship Intern Funds

Nine Star Education & Employment Services

North Star Behavioral Health

Occupational Therapists

Dee Berline & Winnie Hill

Office of Children's Services
- Parachute Ministries

Planned Parenthood of the Great Northwest & Hawaiian Islands

Providence Health & Services Alaska

Rasmuson Foundation

Recover Alaska

Red Ribbon Coalition

RuralCAP

Safe Kids Worldwide

Salvation Army

SEARHC

Shiloh Community Housing, Inc.

South Anchorage High School

Southcentral Foundation

Spirit of Youth

Standing Together Against Rape (STAR)

State of Alaska Department of Health and Social Services

State of Alaska Division of Public Health, Injury Prevention

Stone Soup Group

Story Works Alaska

Substance Abuse and Mental Health Services Administration thread

Title VII Indian Education (ASD)

TRIO Program of UAA

UAA Center for Human Development

United Way / 90% by 2020

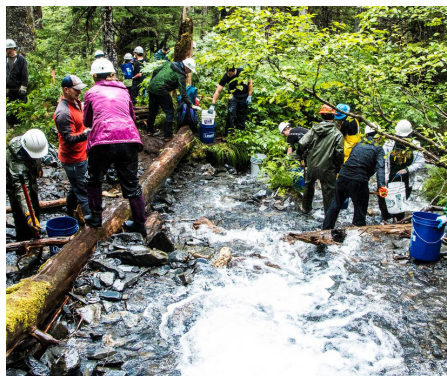
University of Alaska Anchorage Center for Community Engagement and Learning

Vision Zero Anchorage

Wasilla High School

YEA, Inc.

YWCA Alaska



ALASKA INJURY PREVENTION CENTER  
Statements of Financial Position  
December 31, 2019 and 2018

ASSETS		2019	2018
CURRENT ASSETS			
Cash and cash equivalents	\$	433,742	\$ 417,482
Grants and contracts receivable		218,015	213,940
Supplies inventory		4,349	4,349
Security deposits		5,705	5,705
Prepaid expenses		8,128	-
TOTAL CURRENT ASSETS		669,939	641,476
Equipment		22,018	22,018
Less accumulated depreciation		(14,312)	(9,908)
EQUIPMENT, NET		7,706	12,110
TOTAL ASSETS	\$	677,645	\$ 653,586
LIABILITIES AND NET ASSETS			
CURRENT LIABILITIES			
Accrued payroll and related liabilities	\$	56,002	\$ 46,038
TOTAL CURRENT LIABILITIES		56,002	46,038
NET ASSETS			
Without donor restriction		457,430	426,989
With donor restriction		164,213	180,559
TOTAL NET ASSETS		621,643	607,548
TOTAL LIABILITIES AND NET ASSETS	\$	677,645	\$ 653,586

ALASKA INJURY PREVENTION CENTER  
Statements of Activities  
Years Ended December 31, 2019 and 2018

	2019	2018
NET ASSETS WITHOUT DONOR RESTRICTION		
Revenue, gains and other support:		
Grants and contracts	\$ 989,806	\$ 1,025,379
Contributions	266,441	221,249
Interest income	173	148
Sale of goods and other income	13,309	11,363
Net assets released from restrictions:		
Restrictions satisfied by payments	55,682	31,878
TOTAL REVENUE, GAINS, AND OTHER SUPPORT	1,325,411	1,290,017
Expenses:		
Program services	1,136,666	1,067,648
Management and general	143,612	145,526
Fundraising	12,192	12,752
TOTAL EXPENSES	1,292,470	1,225,926
INCREASE (DECREASE) IN NET ASSETS WITHOUT DONOR RESTRICTION	32,941	64,091
NET ASSETS WITH DONOR RESTRICTION		
Grants, contributions and contracts	36,836	76,935
Restrictions satisfied by payments	(55,682)	(31,878)
INCREASE (DECREASE) IN NET ASSETS WITH DONOR RESTRICTION	(18,846)	45,057
INCREASE (DECREASE) IN NET ASSETS	14,095	109,148
NET ASSETS - beginning of year	607,548	498,400
NET ASSETS - end of year	\$ 621,643	\$ 607,548



Foster & Company,  
LLC

"In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Center for Safe Alaskans as of December 31, 2019 and 2018, and the changes in its net assets and its cash flows for the years then ended in conformity with accounting principles generally accepted in the United States of America."





**THANK YOU!**