

Center for Safe Alaskans

2019 Annual Report



Center for Safe Alaskans

2019 Annual Report



Our Executive Director

Reflecting and Celebrating

The past year has been tumultuous, starting with the earthquake and ending with the summer State budget quagmire. Fortunately we survived both events. Our funding is secure, we have a healthy fiscal reserve, and our building suffered very little earthquake damage.

The past twelve months have also been a time of change. Beth Schuerman retired after dedicating 15 years to the organization. Her enthusiasm, knowledge and wisdom, and cheerful presence helped make our work place and our work thrive. Lindsey Hajduk also moved on to exciting new work. While at Safe Alaskans, Lindsey helped the Anchorage Youth Development Coalition (AYDC) grow new programs as well as expanding community support and partnerships. Ciara Johnson, was named the new AYDC Director. Her 5 years with AYDC, compassion and strength as a humbly competent leader has resulted in a seamless transition, with great work ahead.

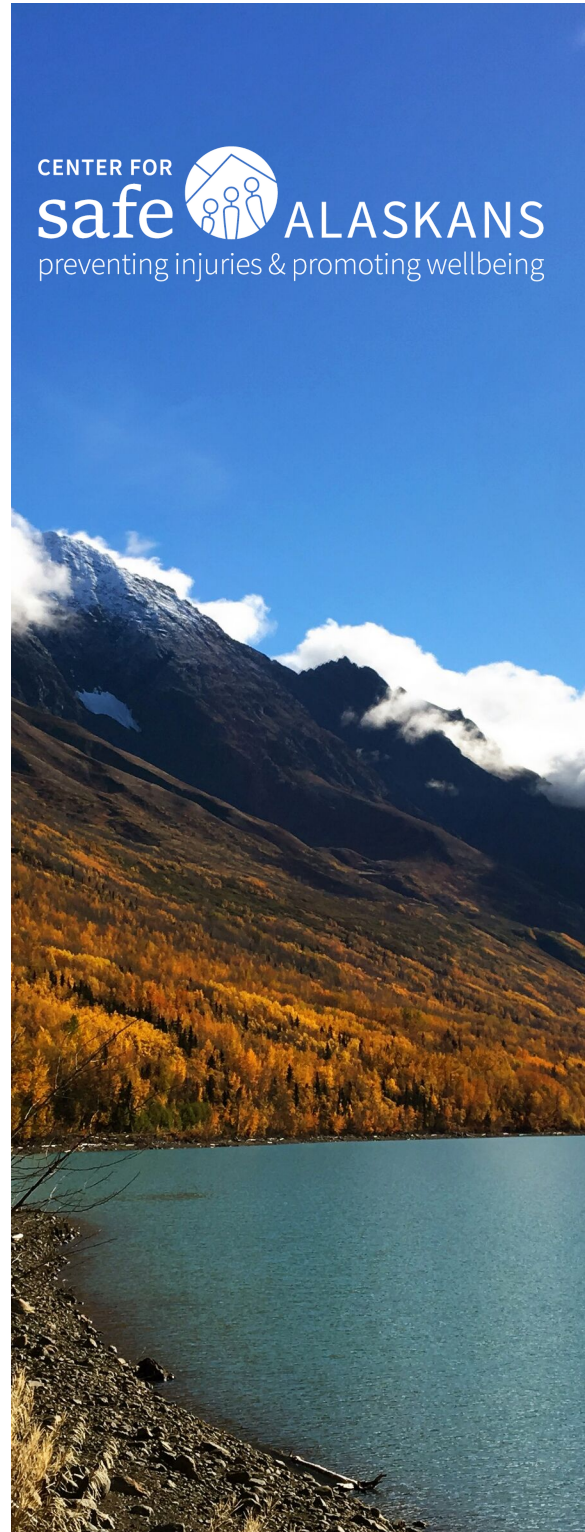
This year we welcomed Amy Brown to Center for Safe Alaskans. Amy is the Project Coordinator for our Child Passenger Safety (CPS) and CarFit project. She brings a love of children, a sense of adventure, and willingness to learn and help out where ever needed. You can learn more about Amy on the CPS page in this report.

A major piece of growth is our new neuromarketing Message Testing Lab, thanks to the Rasmuson Foundation. The lab has multiple tools for testing health promotion and prevention messages. It is a unique asset to the Alaska community. It is the only such lab in the State, and likely the only one owned by a nonprofit in the country, with a mission of improving health communication.

As I reflect on the past year, I am proud of our staff and Board. Our strategic planning confirmed the strength of our current work, and provides a vision of excellence for the future.

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, Fiscal Manager

Ciara Johnson, Program Director

Lulu Jensen, Projects Director

Julie Albert, Program Manager

Amy Brown, Program Coordinator

Board of Directors

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

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*

Nathan Johnson (Director), *Providence Health and Services*

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

Corlis Taylor (Director), *Fairbanks Memorial Hospital*

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

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

Brian Saylor (Ex-Officio), *Institute of Circumpolar Health, retired*

AYDC Leadership Team

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

EuGene Algiene, *Nine Star Education & Employment Services*

Gena Graves, *Covenant House Alaska*

Lee Post, *Alaska Division of Juvenile Justice*

Trina Resari-Salao, *Big Brothers Big Sisters of Alaska*

Becky Judd (Emeritus), *Consultant*

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

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

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





Anchorage Youth Development Coalition

Community Collaboration at Work

The Anchorage Youth Development Coalition (AYDC) is a program of the Center for Safe Alaskans. We are a broad and inclusive coalition of over 60 youth-serving organizations, businesses, and individuals working to create shared community practices around professional youth work.

Our Approach to Positive Youth Development

AYDC promotes and integrates strength-based strategies through advocacy, resources, networking, and training to ensure that all Anchorage youth thrive.

This approach incorporates shared protective factors and resiliency into supporting youth to make healthy, productive decisions and actions.

AYDC Initiatives

Second Order Change

Second Order Change is a leadership development series and a professional learning community designed to support staff in delivering high quality youth development programs. We support dozens of organizations each year to strengthen staff social emotional learning and leadership in their programs.

Youth Program Quality

Our continuous quality improvement initiative follows national best practices to improve youth relationships, experiences, and the environment in programs known to improve healthy youth outcomes.

Youth Matter Grants

AYDC has granted over \$93,000 to youth-led community projects to promote youth health and wellbeing. Projects build safety, foster supportive adult relationships, and empower youth to make a difference in the community.



Our Vision

All of Anchorage's youth thrive.



Our Mission

AYDC promotes and integrates strength-based strategies through advocacy, resources, networking, and training.



Our Purpose

Advance positive youth development



AYDC Services



- **Networking and Connection**
- **Capacity Building**



- **Training & Professional Development**
- **Collaborative Advocacy**
- **Shared Resources**



Our Impact

Youth Matter Grants

\$93,000

AYDC has granted \$93,000 to 17 organizations for 25 projects.

11.5%

Youth feelings of mattering to the community increased

16%

More youth felt that adults respect what they think..

7.3%

More youth feel that they can make a difference in their community

Second Order Change

Overall SEL Growth

Participants experienced an increase in Social Emotional (SEL) Competencies across all skill levels after participating

19 Organizations

120 Adults

Engaged in our program over 3 years. Nine organizations have continued throughout the years.

Youth Program Quality

\$19,000

AYDC has granted \$19,000 to support participating organizations.

7 Organizations

11 Youth Program Sites

54 Adults

Engaged in this self-assessment and continuous program quality initiative over 2 years.



“...Creating an environment where we were united in our goals and supportive of each other was incredible, and so affirming. I also felt incredible purpose, like I was doing something good.”

- Youth participant, Youth Matter Grant program

“ [Second Order Change is] very beneficial for staff. Exposure to guided reflection is such a luxury in our busy work lives--and greater understanding of social emotional learning is so important in our workplace. ”

- Second Order Change adult participant



Transportation Safety

Safer Roadways for All Alaskans



Transportation Safety Initiatives

Child Passenger Safety

Certified CPS Technicians on staff provide free car seat checks for the public. This includes one on one appointments and community car seat check up event. IN FFY18, 474 seats were checked and 183 car seats distributed. To date in FFY19, 359 seats checked and 204 seats have been distributed.

- Presentations were customized for groups such as headstart, prenatal classes, Office of Children's Services. Event education at community events such as the Baby Fair, Kids Day and Thread Book Party and others.
- The Alaska Highway Safety Office financially supports instructor certification and maintenance of technician certification. September 12, 2019, Safe Alaskans hosted a statewide CPS Technician Re-Certification Conference. Two national speakers presented and over 65 technicians attended from around the State. It was a giant success.
- Safe Alaskans has 4 CPS Technicians and a Lead CPST Instructor. We also provide Statewide CPS Coordination for the Alaska Highway Safety Office, and serve as the Injury Prevention Representative on the National CPS Board, Chair the 2019 National CPSTechnician Certification Training, presented at the Lifesavers Conference and the Kids in Motion Conference.



Teen Driving Safety

Safe Alaskans staff work closely with high school student groups to implement peer-to-peer safe driving campaigns. Post campaign lunchtime seatbelt observations are conducted and indicate 13% increase in seatbelt use and 56% reduction in driver cell phone use from our Fall Pre-campaign observations. Results from our pre and post written surveys also showed a 9.5% increase in knowledge of impaired driving behavior.



CarFit Senior Driving Safety

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. Alaska seniors have benefited from 13 local CarFit events at various senior centers, senior housing facilities, and health fairs this fiscal year.



Bike & Walk

Safe Alaskans continues to provide bicycle and pedestrian safety education and supplies to include: reflective hats, zipper pulls, gloves, and helmets at locations where our most vulnerable population gathers. This year we also distributed large orders of reflective tape (RT) to schools, both urban and rural partners and also collaborated with Anchorage DHHS, Alaska DPH, and People Mover to provide RT to Alaskans by individual request.

Transportation Safety Services



Car Seat Checks

Correctly using the appropriate car seat or booster seat significantly reduces the risk of serious or fatal injury to children.



CarFit Checks

CarFit is an educational program that offers older adults the opportunity to check how well their personal vehicles "fit" them.



Trainings

National Certification for both Child Passenger Safety Technicians and CarFit Technicians, and League of American Bicycle courses.

Our Impact

83% 97%

Percent of car seats being checked were not installed correctly

% of people who had all corrections made during car seat check

55

Seniors who participated in a CarFit Checkup

71%

benefited from an identified CarFit improvement (mirror adjust, seat position, etc.)

127

Bicycle helmets distributed to students and housing partners

275

Car seat checks conducted in January-September 2018



Newly certified CPS Technician, Amy Brown joined our staff in August 2019. We look forward to her leadership of our CPS Program!

Amy brings over 10 years of experience in nonprofit work including communications, grassroots organizing, fundraising, community education and advocacy. She is a graduate of the University of Alaska Fairbanks and a proud Udall Scholar. She has worked in higher education as well as a direct service advocate for those experiencing domestic violence and on an array of human rights and environmental health issues. As Program Coordinator Amy will lead many of our transportation initiatives. While not at work you can find Amy exploring the outdoors with her husband, children and two dogs.

“

Thank YOU for all the work you guys do to keep our students safe.

We always look forward to partnering with Safe Alaskans!

- Lem Wheelles, Teacher in Anchorage School District

Safe Alaskans' Work Across the State and World



Safe Alaskan Innovative Initiatives

Shared Risk and Protective Factors

Center for Safe Alaskans continues to take a leadership role advocating for shared risk and protective factors.

- With the help of AYDC membership advocacy efforts, we were able to get the State to add two protective factor questions to the Youth Risk Behavior Survey. This provides a data resource for tracking additional protective factors, in addition to the usual risks.
- We are in the process of advocating for Healthy Alaskans 2030 to include Protective Factors in the list of Leading Health Indicators.
- For the third year in a row, we were asked to provide a SRPF presentation at the Behavioral Health All Grantee annual meeting.

Alaska Occupant Protection Use Survey

Safe Alaskans partnered with the Alaska Highway Safety Office to conduct the statewide observational seatbelt surveys for the 17th year in a row. The 2019 observations took place June and July in the Anchorage, Juneau, Kenai, Fairbanks, and Matanuska-Susitna regions. Almost 54,000 vehicles with over 67,000 occupants were observed during the study period. The results of this study indicate that 94.1% of Alaska drivers and passengers were using a seat belt during the study period, up from 91.6 last year.



94.1%

Alaska drivers and passengers seat belt use in 2019.

Opioid Prevention Evaluation

We partner with the Healthy Voices Healthy Choices coalition to provide evaluation support to prevent opioid misuse for youth and young adults ages 12-25 in Anchorage. This is an ongoing effort of importance to the community.

Safety Promotion

Safe Alaskans' Neuro-Marketing Lab

Safe Alaskans' 2018 neuromarketing research article was named one of the most relevant studies in the world by the Neuromarketing Science and Business Association. We now have the capacity to help health promoters, in Alaska and beyond, in our new lab, improving the power of media to grow a safer and happier world.

International Safety Media Awards

Center for Safe Alaskans founded The International Safety Media Awards (ISMA), recognizing high quality safety media from around the world. Winners from 2018 were announced in Bangkok, Thailand in November, 2018. There were more entries than ever before, from countries all over the world. We honored Bloomberg Philanthropies for their support of road safety media work in multiple developing countries. Alaska entries also received recognition:

- Center for Safe Alaskans' evaluation of teen media initiatives received a Silver award for best evaluation, and
- Alaskan Native Tribal Health Consortium won Honorable Mention for their Float Coat Dance video.



ISMA 2020 is coming to Adelaide, Australia



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We owe a debt of gratitude and thanks to Marcia for her continued efforts for the Safety Media Awards. She has worked tirelessly to include this event within the conference.

There is an important role for all of us to require this stream of investigation and science as a formal part of the next conference. I think it is time that we acknowledge that media can change minds, behaviors and populations. Ian Pike Canada

”



Our Funders

Generous Community Support is Our 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
Communities in Schools Atlanta
Municipality of Anchorage
Pick.Click.Give.
Rasmuson Foundation
Recover Alaska
State of Alaska Department of Health and Social Services State of Alaska
State of Alaska Department of Transportation, Alaska Highway Safety Office
Safe Comm Pac
State Farm
Transport Accident Commission (TAC)
United Way of Anchorage
Volunteers of America Alaska, Healthy Voices Healthy Choices Coalition



AYDC Contributing Members

Abused Women's Aid in Crisis	Nine Star Education and Employment
Agnew Beck Consulting	Onward & Upward
Alaska Humanities Forum	Planned Parenthood of the Great
Alaska Military Youth Academy	Northwest and Hawaiian Islands
Alaska Youth and Family Network	Recover Alaska
Anchorage Community Mental Health Services	Southcentral Foundation
Anchorage Public Library	Spirit of Youth
Anchorage Youth Advisory Commission	Stone Soup Group
Anchorage Youth Court	Strength Based Strategies
Big Brothers Big Sisters of Alaska	Volunteers of America & Healthy Voices
Boys and Girls Club Alaska	Healthy Choices
Campbell Creek Science Center	Tom Begich
Camp Fire Alaska	Catherine Curtis
Hope Community Resources	Gordon Glaser
Identity, Inc.	Lindsey Hajduk
Lee Post Illustration	Becky Judd
NAMI Anchorage	Rebecca Koford
Nick Begich Scholarship Intern Fund	Krystal Kompkoff
	Kate Rose

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)
Agnew Beck Consulting
Alaska Afterschool Network
Alaska AIDS Assistance Association
Alaska C.A.R.E.S (Providence)
Alaska Child Passenger Safety Coalition
Alaska Commission on Postsecondary Education (ACPE)
Alaska Geographic
Alaska Humanities Forum
Alaska Job Corps
Alaska Military Youth Academy
Alaska Native Medical Center
Alaska Native Tribal Health Consortium
Alaska Regional Hospital
Alaska Trails
Alaska Youth Advocates
Alaska Youth for Environmental Action
Anchorage Community Mental Health Services
Anchorage Fire Department
Anchorage Police Department
Anchorage Public Library
Anchorage School Business Partnership
Anchorage School District
Anchorage Senior Activity Center
Anchorage Youth Advisory Commission
Anchorage Youth Court
Association of Alaska School Boards
Big Brothers Big Sisters of Alaska
Birchwood Behavioral Health
Boys & Girls Club Alaska

Buckle Up For Life: Toyota & Cincinnati Children's
Camp Fire Alaska
Catholic Social Services Refugee Assistance & Immigration Services
Central Peninsula Hospital
Choosing Our Roots
Christian Health Associates
Chugach Children's Forest
Chugiak Eagle River Senior Center
Chugiak High School
Communities in Schools Atlanta
Congregation Beth Shalom
Cook Inlet Housing Authority
Cook Inlet Tribal Council
Covenant House Alaska
Denali Daniels & Associates, Inc.
Denali Family Services
Dimond High School
Division of Juvenile Justice (State of AK)
East Anchorage High School
First Alaskans Institute
First CME Church
Foraker Group
Foundation Health Partners
Girls Scouts - Susitna Council
Healthy Voices Healthy Choices (VOA)
Hope Community Resources
Hutchison High School
Identity, Inc.
JBER Playgroup Kids Corp, Inc.
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
Napaaqtugmuit School
NeighborWorks Alaska
Nine Star Education & Employment Services
Occupational Therapists Dee Berline and Winnie Hill
Office of Children's Services
Parachute Ministries
Planned Parenthood of the Great Northwest & Hawaiian Islands
Providence Health & Services Alaska
Rasmuson Foundation
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 Division of Public Health, Injury Prevention
Story Works Alaska
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
YWCA Alaska



ALASKA INJURY PREVENTION CENTER
Statements of Financial Position
December 31, 2018 and 2017

Financial Statement

2019 Center for Safe Alaskans



Foster & Company,
LLC

"We have audited, in accordance with the auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in Government Auditing Standards issued by the Comptroller General of the United States, the financial statements of Alaska Injury Prevention Center (a nonprofit organization), which comprise the statement of financial position as of December 31, 2017, and the related statements of activities, and cash flows for the year then ended, and the related notes to the financial statements, and have issued our report thereon dated August 13, 2018."

ASSETS

	2018	2017
CURRENT ASSETS		
Cash and cash equivalents	\$ 417,482	\$ 318,147
Grants and contracts receivable	213,940	200,042
Supplies inventory	4,349	4,349
Security deposits	5,705	5,705
Prepaid expenses	-	2,011
TOTAL CURRENT ASSETS	641,476	530,254
Equipment	22,018	22,018
Less accumulated depreciation	(9,908)	(5,505)
EQUIPMENT, NET	12,110	16,513
TOTAL ASSETS	\$ 653,586	\$ 546,767

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES		
Accrued payroll and related liabilities	\$ 46,038	\$ 48,367
TOTAL CURRENT LIABILITIES	46,038	48,367
NET ASSETS		
Without donor restriction	426,989	362,899
With donor restriction	180,559	135,501
TOTAL NET ASSETS	607,548	498,400
TOTAL LIABILITIES AND NET ASSETS	\$ 653,586	\$ 546,767

ALASKA INJURY PREVENTION CENTER
Statements of Activities
Years Ended December 31, 2018 and 2017

	2018	2017
NET ASSETS WITHOUT DONOR RESTRICTION		
Revenue, gains and other support:		
Grants and contracts	\$ 1,025,379	\$ 1,034,559
Contributions	221,249	49,165
Interest income	148	42
Sale of goods and other income	11,363	-
Net assets released from restrictions:		
Restrictions satisfied by payments	31,878	91,900
TOTAL REVENUE, GAINS, AND OTHER SUPPORT	1,290,017	1,175,666
Expenses:		
Program services	1,067,648	993,848
Management and general	145,526	143,201
Fundraising	12,752	6,303
TOTAL EXPENSES	1,225,926	1,143,352
INCREASE (DECREASE) IN NET ASSETS WITHOUT DONOR RESTRICTION	64,091	32,314
NET ASSETS WITH DONOR RESTRICTION		
Grants, contributions and contracts	76,935	67,395
Restrictions satisfied by payments	(31,878)	(91,900)
INCREASE (DECREASE) IN NET ASSETS WITH DONOR RESTRICTION	45,057	(24,505)
INCREASE (DECREASE) IN NET ASSETS	109,148	7,809
NET ASSETS - beginning of year	498,400	490,591
NET ASSETS - end of year	\$ 607,548	\$ 498,400

Thank you!



