



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

# ANNUAL REPORT 2021

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## A MESSAGE FROM OUR EXECUTIVE DIRECTOR

The National Public Radio poet-in-residence, Kwame Alexander, creates crowd sourced community poems. Submissions by people around the world are combined to create a community poem. The poems turn out more magnificent than the sum of the individual contributions. The heart of Center for Safe Alaskans work is similarly “crowd sourced.” Our work is guided by the wisdom, thought, and contributions of our local, state, national and world-wide community. As we continue to live and work through a pandemic, the need for and benefits of ‘crowd sourcing’ is magnified.

The title of a recent NPR crowd sourced poem was: “If the trees can keep dancing then so can I.” That title exudes the essence of our past year and hope for the next. Resilient tree dances morph with the seasons. In the depth of winter, the hoarfrost builds and brilliantly sparkles until a breeze delicately sets it free. In spring and summer the trees dance vigorously through windstorms, and gently in a summer breeze. In the fall, trees full with leaves bend after an early heavy show fall, then quickly bounce back up. Even through the darkness of winter, sub-zero temperatures, and COVID’s many waves, we keep dancing.

I offer deep gratitude and thanks to our wide ranging collaborative ‘crowd’. The gifts of your involvement shows up throughout this annual report. Thank you.

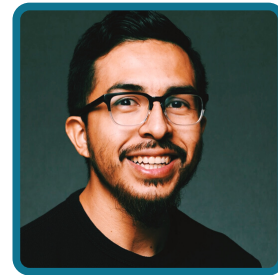
With immense joy, I’m pleased to announce our two newest staff members, Theresa Hauser and Emmanuel Portillo. I look forward to the contributions they bring and seeing how our dances continue to evolve.

*Marcia Howell*

## INTRODUCING OUR TWO NEW STAFF MEMBERS



Theresa Hauser is a program manager for Safe Alaskans focusing on safety and injury prevention. Before joining Safe Alaskans, Theresa worked on environmental and public health projects with both government and non-profit organizations, including projects to improve air and water quality and increase sustainability. Theresa received her Master’s in Public Health from Ohio State University. In her free time, Theresa enjoys developing her green thumb, reading, and exploring the outdoors with her partner and dog.



Emmanuel Portillo serves as the Anchorage Youth Development Coalition (AYDC) Director. A native of South Los Angeles, Emmanuel brings extensive experience collaborating with Los Angeles educators, youth, and families to design sustainable educational initiatives that offer young people equitable access to high quality education. Emmanuel holds a Bachelor of Arts degree in Chicanx Studies from UCLA and a Master's Degree in Education Policy and Management with a focus on leadership, racial equity, and education systems change from the Harvard Graduate School of Education.



## WHO WE ARE

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 Lowery**, Program Director

**Emmanuel Portillo**, Anchorage Youth Development Coalition Director

**Theresa Hauser**, Senior Program Manager

**Julie Rowland**, 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)**, Senior Strategist

## Our Purpose

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



## Our Values

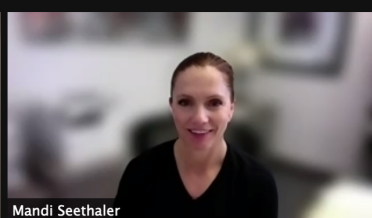
Innovative  
Collaborative  
Inclusive & Respectful  
Data-Driven  
Strength-Based



Ciara Lowery (she/her)



Samantha Gordon



Mandi Seethaler



Theresa Hauser



Amy Brown



Julie Rowland



Emmanuel Portillo



Marcia Howell

# 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, housed at Safe Alaskans supports youth-serving organizations so all Anchorage youth thrive.

- Coalition Building
- Alaska Native Cultural Charter School
- Second Order Change
- Youth Program Quality
- Youth Matter Grants\*
- Policy Education and Advocacy

## Evaluation and Assessment

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

- Health Promotion Neuro Lab
- Evaluation & Assessment Consultations
- International Safety Media Awards
- Shared Risk and Protective Factors

\*Youth Matter Grants are an initiative of both AYDC and Safe Alaskans



# CHILD PASSENGER SAFETY (CPS)

Safe Alaskans operates a robust child passenger safety program filling the need for critical resources. During the last 18 months, our staff has provided about 75% of the car seat checks and distributions statewide. Program Coordinator, Amy Brown, has continued to provide car seat checks and education in-person as well as virtually via ZOOM to accommodate the needs and safety of our staff and caregivers. In addition to our permanent fitting station, we offer educational classes to groups and organizations throughout the state such as JBER Bundles for Babies, South Central Foundation's Snuggle Time, and Benny Beson's Crossroads program for pregnant and parenting teens. This year we provided children's education via ZOOM to Title I school children participating in ASD virtual learning from home.

Amy grew our statewide CPS partnerships through CPS Technician mentorship, educational classes, and car seat checkup events in the following communities. We provided about 30 car seat distributions in each of these communities:

- Cordova and the Native Village of Eyak
- Nome
- Seldovia Village Tribe



Mandi Seethaler, CPST-Instructor, served as the Alaska Highway Statewide CPS Coordinator, the NHTSA CPS Training Contact, the National Child Passenger Safety Board Vice Chair, and the Public Health/Research Representative. Mandi instructed statewide at Technician Certification Trainings. Safe Alaskans providing travel funds via our AHSO CPS grant to support instructor recertification statewide.

## CHILD PASSENGER SAFETY

In the midst of the COVID-19 pandemic, we are proud to say that we exceeded our 2020 goals.

FFY 2021 GOALS 9/1/2021 FFY 2021 YTD

4



4

CHECKUP EVENTS

175



277

DISTRIBUTION

375



588

EDUCATION

400



418

APPOINTMENTS

40



54

OUTREACH EVENTS

## OUR CPS FUNDERS



Buckle Up for Life  
TOYOTA Children's

## OLDER DRIVER

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. Due to the COVID-19 pandemic, and the temporary suspension of CarFit, we decided to reach out to the Alaskan community with a rack card that helps drivers educate themselves on how to best fit in their vehicle. We were able to distribute 1,500 of our rack cards across the state!

We also ran a campaign through social media with a set of safety tips for drivers to use that conveyed the information on the rack card, plus a little more! Our safety tip campaign successfully reached over 1,400 Alaskans ages 35 - 64.

### Neck Mobility

Ensure your ability to safely look in different directions when driving.



### Steering Wheel

Make sure there are ten inches between you and the steering wheel.



Driver Education Safety Tips  
[www.safealaskans.org/de](http://www.safealaskans.org/de)

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## Driver Education Safety Tips

### HOW WELL DOES YOUR VEHICLE FIT YOU?



Place the shoulder belt across the middle of your chest and away from your neck. Place the lap belt across your hips.



Make sure there are ten inches between you and the steering wheel.



Center your ears in the middle of the head rest for the best protection in a crash.



Adjust the seat so you can easily press the pedals without stretching.



The best view for your line of sight is three inches above the top of your steering wheel.



Learning to use your vehicle's safety features may improve your comfort and safety.

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## 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.

To reach our audiences during the continuing COVID-19 pandemic, we created a rack card to distribute to the community that educates bike riders on how to properly fit and wear a helmet. The rack card also includes safety tips for riding safely. We were able to distribute 1,500 rack cards to the Anchorage community.

During our reflective tape campaign we provided 10,389 reflective strips with pedestrian safety information to groups and 874 to individuals.



### STEP BY STEP How to Fit Your Bike Helmet



Measure your head to help select the correct size helmet.



Your helmet should sit level and low on your forehead.



Adjust the slider on both straps to form a "V" shape under your ears.



Tighten the chin strap until it is snug.



Shake your head from side to side, your helmet should move very little.



Fit it and wear it! We can help!



# YOUNG DRIVER

This year, our support of high school-based safe driving campaigns evolved to meet CDC and school district requirements during the pandemic, while also being mindful that our school partners were overwhelmed navigating through ongoing change and turmoil. In the fall, we sent out digital resources to 9 traditional and alternative Anchorage-based schools to get them involved in transportation safety campaigns during Teen Driver Safety week in October 2020.

In April and May 2021, we partnered with 3 Anchorage high schools to share youth-created public safety announcements about underage drinking and driving. Youth affiliated with the Healthy Voices Healthy Choices coalition first participated in a focus group to select relevant and meaningful videos from a pool of PSAs that had been created in previous young driver campaigns. Then, schools who wished to participate shared the videos with safety messages on their social media channels and as virtual school announcements. Over the course of the month-long campaign, our Youtube videos on underage drinking and driving received over 152,000 views! Links to the videos we shared:

- ["Think About It" Driving Under the Influence](#)
- [Pull Over, Call a Friend](#)
- [It Only Takes One Choice](#)
- [Underage Drinking is Illegal, No Matter the Amount](#)
- [Choose Your Own Ending](#)
- [Every 15 Minutes Raise Your Voice](#)



While this annual report highlights work through June 2021, we're also looking forward to sharing updates with our partners from 4 peer-to-peer safe driving campaigns that we hosted this summer as part of our Youth Matter Grants initiative.



# DATA DRIVEN

At Center for Safe Alaskans, we are data driven. We rigorously evaluate our projects and initiatives. Additionally, we provide contractual evaluation services to other organizations and State agencies.

## Opioid Misuse Prevention Evaluation for VOA

In 2020, Safe Alaskans wrapped up a 5 year evaluation of Volunteers of America’s (VOA) opioid prevention work. That contract included an initial assessment of the opioid crisis in Anchorage, including qualitative and quantitative data collection and analysis. We used the assessment findings to guide VOA’s logic model development and action plan. Safe Alaskans also designed the project evaluation protocols and completed an end of the project data analyses and final report. We are grateful for having been chosen to engage in that meaningful evaluation work.

## Highway Safety Evaluations

Safe Alaskans has conducted two annual highway safety evaluation data collection and analyses initiatives for many years, the Occupant Protection Use Survey (OPUS) and the Transportation Safety Telephone Marketing Survey (Telephone Survey.) In 2020/21, we were also asked to conduct a Distracted Driving survey.

### OPUS

OPUS involves observing seatbelt use of over 30,000 motor vehicle occupants in Alaska. Rigorous observation protocols are prescribed by the National Highway Transportation Safety Administration. NHTSA provides incentives to states with a rate over 90%, which Alaska has met since 2017. (OPUS was paused in 2020 due to COVID 19 mitigation restrictions. In 2021, the statewide rate is 91.7% seatbelt use.)

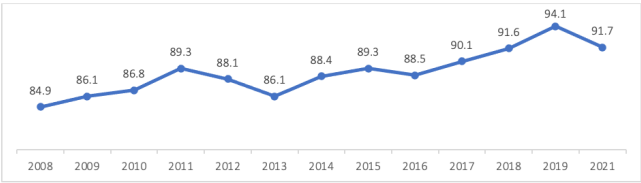




The Alaska Highway Safety Office funds the highway evaluation efforts of Safe Alaskans.



Observed Seatbelt use in Alaska through the Occupant Protection Use survey 2008-2021



## Transportation Marketing Survey


The Transportation Marketing Survey involves designing an annual phone survey to gather transportation safety perceptions, behaviors and ad recall data. Safe Alaskans began administering the survey in 2010.



Since 2010, the number of people who drive less than 50 miles a week has increased by 50%.



Perceptions that it is very dangerous to text and drive decreased from 95% to 90%.



The percentage of people who think it is very likely they will be injured in a crash if they aren't wearing a seatbelt more than doubled from 30% - 70%



Perceptions that it is very dangerous to talk and drive decreased 25%.

## Distracted Driving Survey

This is the first year Safe Alaskans conducted a distracted driving survey. Our survey design included observations of cell phone use while driving, phone survey questions and Online Data Collection (ODC) measuring eye-tracking and facial emotional expressions while watching 15 second distracted driving videos. Data analysis will be complete November 2021.

## Data Linkage Project

Safe Alaskans is the lead agency for an Anchorage data linkage project. To date, the project has linked 2009-2019 Anchorage police crash reports with Alaska Trauma Registry transportation related injuries. We are investigating adding other data sets including Emergency Medical Services, Citations and Emergency Department data. There are many benefits to a linked data set. It creates the opportunity to gain an understanding of the crash event and environment from the police reports as well robust injury type, severity, and cost information.

## Statewide Data Workgroup Participation

- Healthy Alaskans 2030 Advisory Group
- ANTHC Epidemiological Scientific Advisory Committee
- Co-Chair Alaska Traffic Records Coordinating Committee
- Shared Risk and Protective Factor Data Workgroup
- Alaska Statewide Violence and Injury Prevention Partnership
- Statewide Epidemiological Workgroup – Substance Use Influences Subgroup



**64% of Alaskan drivers eat, drink or reach for objects while driving.**



**Pedestrian hospital costs are the highest of all traffic related injuries including motor vehicle, bicycle, motorcycle, and ATV.**



# ANCHORAGE YOUTH DEVELOPMENT COALITION

Anchorage Youth Development Coalition (AYDC) is a broad and inclusive coalition of 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.

This year we explored and improved how we bring AYDC partners together virtually, staying connected and collaborating through:

- Monthly coalition gatherings
- Weekly newsletter to partners
- Participation in local and statewide collaboratives
- Presentations and Workshops
- Policy advocacy
- Town Halls in partnership with Volunteers of Alaska
- Alaska Native Cultural Charter School Capacity Building
- AYDC Second Order Change Series (see page 12)
- Justice, Equity, Diversity, & Inclusion (see page 14)
- Youth Matter Grants (see page 11)
- AYDC Membership (see page 17)

## Leadership Team

Thank you to the partners who served on the AYDC Leadership Team this year, providing strategic guidance and championing AYDC in the community!

- Krystal Kompkoff (Chair), Cook Inlet Tribal Council
- Jess Limbird (Vice Chair), Recover Alaska
- Anna McGovern (Member), Alaska Afterschool Network, a program of Alaska Children's Trust
- Gena Graves (Member), Covenant House Alaska
- Trina Resari-Salao (Member), Goldstream Group
- Michael Kerosky (Ex-Officio), Cook Inlet Tribal Council
- Becky Judd (Emeritus), Strength Based Strategies
- Lee Post (former Vice Chair)
- EuGene Algiene (former member)
- Diane Lemon (former member)

And welcome to our incoming members!

- Justin Dickens, Identity Inc.
- Jordan Kamer, Municipality of Anchorage Health Department
- Nithya Thiru, Story Works Alaska



**Our newsletter had 3,595 views during the year by 800+ subscribers.**



**Our virtual coalition gatherings have been attended by 14 - 28 individuals each month over the course of this year.**

## ANCHORAGE YOUTH DEVELOPMENT COALITION (CONT'D)

When we asked coalition partners via our 2021 AYDC Justice, Equity, Diversity, & Inclusion survey, "What has been positive about the collaboration between AYDC and your organization or group?" People shared highlights like:

"I have access to more resources and opportunities for our youth."

"Networking, sharing of knowledge."

"The trainings have been excellent."



## YOUTH MATTER GRANTS

Youth Matter Grants\* are mini grants given to youth-led projects to build safety, foster supportive youth-adult relationships, and make a difference in the community. Mattering matters! 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 increased sense of optimism. These mini grants align perfectly with Safe Alaskans' mission to promote wellbeing and improve safety.

This year, Safe Alaskans was able to support 5 youth-led projects. Projects focused on topics such as promoting mental wellbeing, advancing racial equity in Anchorage schools, and teaching local youth about gerrymandering and voter equality. Safe Alaskans staff worked closely with youth and adult project leads to ensure that project goals were met by providing trainings and technical assistance where necessary. This year, we also incorporated evaluation training into our orientation for grantees so that they could measure the impact their projects had on their community!

"This grant created meaningful opportunity to foster youth leadership, enhance the wellbeing of LGBTQ+ youth who experience homelessness, and strengthen the bonds of our community."

—YMG participant

\*Youth Matter Grants are an initiative of both AYDC and Safe Alaskans

## OUR YMG FUNDERS

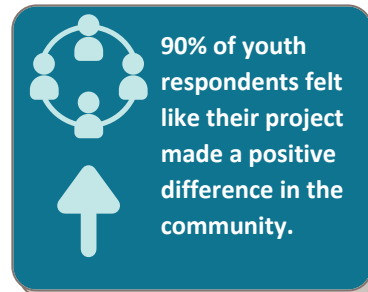
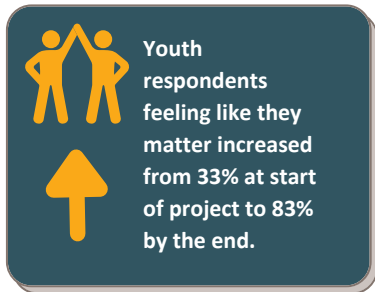


## YOUTH MATTER GRANTS (CONT'D)

Winter 2021's participants included:

- Anchorage Youth Vote
- Begich Middle School You Are Not Alone Club
- Choosing Our Roots
- Seeds of Change
- Story Works' Youth 4 Change

[Click here to see the YMG full evaluation report!](#)



## SECOND ORDER CHANGE

Second Order Change\* is a research-based professional learning and leadership series focused on supporting youth-serving professionals to hone their social-emotional intelligence. Participants attend several learning sessions and integrate skills through guided reflection.

In February 2021, AYDC partnered with Cook Inlet Tribal Council (CITC) to support this year's cohort. Julie Rowland co-facilitated a virtual Second Order Change series for staff from:

- Alaska Division of Juvenile Justice
- Alaska Humanities Forum
- Alaska Native Justice Center
- Denali Family Services
- CITC and its partners from Kenaitze Tribe and Knik Tribe

**\*Second Order Change is an initiative of both AYDC and Safe Alaskans.**

## Training of Trainers

In July 2020, AYDC hosted its first ever training of trainers cohort, virtually preparing 8 new Second Order Change certified facilitators, including Safe Alaskans staff member Julie Rowland. AYDC continues to convene certified facilitators to support one another in integrating Second Order Change into their work.

## OUR SOC FUNDERS



[Click here to see the SOC Evaluation Report](#)

## SECOND ORDER CHANGE (CONT'D)

Organizations represented in the Training of Trainers:

- Alaska Humanities Forum
- Anchorage School District 21st Century Community Learning Centers
- Camp Fire Alaska
- Center for Safe Alaskans
- Cook Inlet Tribal Council
- Covenant House Alaska
- Denali Family Services

The average score for all 10 indicators of Social Emotional Learning (SEL) increased from pre to post for participants who completed both a pre and a post SEL Self-Assessment.



The average score for Second Order Change participants for all 10 indicators of Youth Program Quality increased from retrospective pre to post. [Click here to see the full report!](#)



"[Second Order Change] provided a safe, learning and empowering space with other community staff working on similar individual, family, and/or community need. I feel connected to the area, community, and across the state more. I have tools and an understanding through the experience and interaction that are empowering for me."

- SOC participant

## ALASKA NATIVE CULTURAL CHARTER SCHOOL CAPACITY BUILDING

AYDC is partnering with Alaska Native Cultural Charter School (ANCCS) to build capacity to develop culturally responsive, trauma-informed practices that will support both staff and students in honoring their social-emotional competencies\*.

Safe Alaskans has been working closely with the ANCCS school principal and their leadership team. The work this year kicked off with strategic planning to identify priorities and areas for potential growth throughout this work. We contracted with a skilled facilitator who is delivering professional development to school staff in areas they prioritized, to include:

- Educator resilience
- Behavior as communication
- Trauma informed social emotional learning
- Restorative practices

The first training happened at the end of the 2021 school year with the ANCCS leadership team's 12 individuals. The training jumpstarted the leadership team this summer to update their schoolwide behavior plans and to infuse the school's traditional native values more intentionally throughout each facet of learning.

We're looking forward to additional trainings and close partnership with school staff to develop and deliver a project that will be responsive to the school's needs!

**\*ANCCS Capacity Building is an initiative of both AYDC and Safe Alaskans.**

### OUR CAPACITY BUILDING FUNDERS



Credit: ANCCS Principal  
Sheila Sweetsir

# JUSTICE, EQUITY, DIVERSITY AND INCLUSION -- AYDC AND SAFE ALASKANS

AYDC and Safe Alaskans are deepening the way we work with justice, equity, diversity, and inclusion (JEDI). This includes allocating resources where they are most needed, working alongside and fostering belonging for people from every background, and breaking down barriers that get in the way of that. This year we invested in a collaboration with AYDC stakeholders to further understand and transform the way we do our work.

This included assessing our strengths and opportunities to grow through a survey of staff, leadership, and partner perspectives and experiences related to:

- **Valuing a variety of perspectives and communities**
- **Organizational and staff competencies around JEDI**
- **Learning and growing orientation**
- **Accessibility and inclusion**
- **Organizational culture**
- **JEDI commitment**

We participated in trainings by partners and hosted trainings for our staff, board, and AYDC Leadership Team focused on understanding JEDI and exploring individual experiences and biases. And we began setting priorities and actions steps with the guidance of our partners. An advisory group was developed to support this process by bringing perspectives from multiple sectors and professions, interest and passion about JEDI, and diverse lived experiences including, but not limited to, experiences related to race and gender identity, age, and income.

Special thanks to OMNI Institute for their support through the entire process. We look forward to sharing and implementing the priorities and concrete steps being put in place to move AYDC towards justice, equity, diversity, and inclusion.

**“There is a strong foundation for Justice, Equity, Diversity, and Inclusion work in AYDC due to emphasis on Positive Youth Development practices in working with adults and youth.” - JEDI Survey Respondent**



**THANK YOU to our advisory group members, who have worked steadily to support this journey:**

- **Justin Dickens, Identity, Inc.**
- **Michael Farahjood, Alaska Native Justice Center**
- **Marcia Howell, Safe Alaskans staff**
- **Jess Limbird, Recover Alaska**
- **Ciara Lowery, Safe Alaskans staff**
- **Anna McGovern, Alaska Afterschool Network, a program of Alaska Children's Trust**
- **Emmanuel Portillo, Safe Alaskans staff**
- **Brian Saylor, Safe Alaskans Board member**
- **Corlis Taylor, Safe Alaskans Board member**
- **Finn Willson-Octuck, Choosing Our Roots**
- **Lillian Yang, Story Works Alaska**

# MEDIA

## International Safety Media Awards

The International Safety Media Awards have been honoring exceptional safety media from around the world since 2006. Center for Safe Alaskans is the founding and leader of the awards. Due to COVID-19 limitations, the awards were announced during the Virtual Pre-Conference Injury Prevention Showcase in March 2021. A recorded announcement of the awards and winning entries can be seen here: <http://isma-awards.org>

### 2020 ISMA Number of Entries by Category

**Campaign - 37**

**Print - 8**

**Web-Based Video - 10**

**Short Video - 12**

**Ultra-Short Video - 20**



### Countries Represented:

Algeria, Australia, Austria, Belgium, Botswana, Canada, China, Colombia, Hong Kong, India, Iran, Israel, Malaysia, Mali, Nepal, Norway, Pakistan, Portugal, Russia, Slovenia, South Africa, Spain, Sri Lanka, Switzerland, Ukraine, United States, and Vietnam

## Health Promotion Neuro Lab

Due to COVID 19, the Center for Safe Alaskans' Health Promotion Neuro Lab work has been on hold. We recently learned about an Online Data Collection method that we are demo-ing. More on that in the coming year.

In addition to the awards, Marcia Howell, Sam Gordon, and ISMA coordinator Barbara Minuzzo hosted an educational workshop that included interviews with safety media experts. Interviews can be viewed at <http://isma-awards.org/isma-interviews/>. The workshop was well received by participants. We honored to have the opportunity to provide a similar workshop at the 2022 World Health Organization Safety Conference.

Hundreds of pieces of media from all over the earth were submitted to the 2020 International Safety Media Awards. They were reviewed by Subject Matter Expert judges from around the world, based on the following criteria: Media Evaluation, Production Quality, Creativity, and Audience Persuasiveness.



2021 SPECIAL MERIT AWARD

THE SEVENTH INTERNATIONAL  
**SAFETY MEDIA AWARDS**

SOCIETY OF ROAD SAFETY AMBASSADORS

*Special Merit Award Winner*  
*'Tsela Tshweu'*

Global Alliance of road safety NGOs, FedEx, Maatla Otsogile, Galebowe Motthajoe, Tumiso Selaledi, Letlhogonolo Mudala, Mogomotsi Lufu, Duncan Makwati

International Safety Media Awards (ISMA) 2020/2021



**OUR ISMA SPONSOR**

**thebigcanvas**

[www.thebigcanvas.com](http://www.thebigcanvas.com)

## SHARED RISK AND PROTECTIVE FACTORS

Through Safe Alaskans leadership and commitment along with that of many partners, Shared Risk and Protective Factor (SRPF) work continues to grow in Alaska. Following the public health model, we traditionally assess health concerns, and then consider which risk and or protective factors will best improve health conditions. The addition of the word “shared” encourages also considering whether those risk and protective factors are shared by other health concerns. In this way we broaden the reach of our work. Using a shared factors approach also improves sustainability of an initiative through braided funding from multiple sources.

An example, we know through research and analyses of Alaska data, that the ability to self-regulate behavior and emotions decreases suicidal behavior, substance misuse, and unsafe driving. Mindfulness training is one way to improve self-regulation. Safe Alaskans received funding from Safe States Alliance to pilot a mindfulness training initiative with the intent to decrease speeding and distracted and aggressive driving. This work is ongoing and future iterations will also evaluate how the training impacts other health concerns like substance misuse. The Safe States funding ends in 2021, but the project will continue with new funding from the CDC and the Alaska Highway Safety Office.



After a 4 week class, mindfulness scores increased 23% and aggressive driving scores decreased 11%.

## COMMUNICATIONS

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 October 2021, Center for Safe Alaskans and AYDC have a combined subscriber and follower count of 3,687 through their social media efforts.



1,387  
Combined  
Facebook  
Followers



240  
Instagram  
Followers



1,238  
Youtube  
Subscribers



mailchimp

822  
Mailchimp  
Subscribers

# OUR FUNDERS

## 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.

### Sustaining Members

Cook Inlet Tribal Council  
 State Farm Companies Foundation  
 State of Alaska Department of Health  
 and Social Services Division of Behavioral Health  
 Substance Abuse and Mental Health Services Administration (SAMHSA)  
 United Way of Anchorage

### Champion Circle

Alaska Native Justice Center

### Leadership Circle

Southcentral Foundation  
 Spirit of Youth  
 Volunteers of America Alaska

### Director's Circle

Alaska Humanities Forum  
 Junior Achievement of Alaska

### Advocate Circle

Anchorage Youth Court  
 Campbell Creek Science Center  
 Choosing Our Roots  
 Girls on the Run  
 Planned Parenthood of the Great Northwest, Hawaii, Alaska, Indiana, Kentucky  
 Recover Alaska

### Community Circle

Anchorage Health Department,  
 Community Health Nursing  
 David Aaron Brown  
 Cheryl Childers  
 Kristin Clark  
 Lindsey Hajduk  
 Marcia Howell  
 Becky Judd  
 Jess Limbird  
 Tom Limbird  
 Martia Mitchell Harris  
 Ann Rausch  
 Trina Resari-Salao  
 Sydney Stokes  
 Jamez Terry



## AYDC Sustaining Members:



# FINANCIALS

## CENTER FOR SAFE ALASKANS Statements of Financial Position December 31, 2020 and 2019

<u>ASSETS</u>		
	2020	2019
<b>CURRENT ASSETS</b>		
Cash and cash equivalents	\$ 653,431	\$ 433,742
Grants and contracts receivable	150,032	218,015
Supplies inventory	4,349	4,349
Security deposits	5,705	5,705
Prepaid expenses	10,819	8,128
<b>TOTAL CURRENT ASSETS</b>	<b>824,336</b>	<b>669,939</b>
Equipment	22,018	22,018
Less accumulated depreciation	(18,716)	(14,312)
<b>EQUIPMENT, NET</b>	<b>3,302</b>	<b>7,706</b>
<b>TOTAL ASSETS</b>	<b>\$ 827,638</b>	<b>\$ 677,645</b>
<u>LIABILITIES AND NET ASSETS</u>		
<b>CURRENT LIABILITIES</b>		
Accounts payable	\$ 412	\$ -
Accrued payroll and related liabilities	72,745	56,002
Deferred revenue	22,123	-
<b>TOTAL CURRENT LIABILITIES</b>	<b>95,280</b>	<b>56,002</b>
<b>NET ASSETS</b>		
Without donor restriction	569,090	457,430
With donor restriction	163,268	164,213
<b>TOTAL NET ASSETS</b>	<b>732,358</b>	<b>621,643</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ 827,638</b>	<b>\$ 677,645</b>

## CENTER FOR SAFE ALASKANS Statements of Activities Years Ended December 31, 2020 and 2019

	2020	2019
<b>NET ASSETS WITHOUT DONOR RESTRICTION</b>		
Revenue, gains and other support:		
Grants and contracts	\$ 876,662	\$ 989,806
Contributions	195,104	266,441
Interest income	822	173
Sale of goods and other income	5,355	13,309
Paycheck protection program	103,342	-
Net assets released from restrictions:		
Restrictions satisfied by payments	29,945	55,682
<b>TOTAL REVENUE, GAINS, AND OTHER SUPPORT</b>	<b>1,211,230</b>	<b>1,325,411</b>
Expenses:		
Program services	1,002,491	1,136,666
Management and general	90,368	143,612
Fundraising	6,711	12,192
<b>TOTAL EXPENSES</b>	<b>1,099,570</b>	<b>1,292,470</b>
<b>INCREASE (DECREASE) IN NET ASSETS WITHOUT DONOR RESTRICTION</b>	<b>111,660</b>	<b>32,941</b>
<b>NET ASSETS WITH DONOR RESTRICTION</b>		
Grants, contributions and contracts	29,000	36,836
Restrictions satisfied by payments	(29,945)	(55,682)
<b>INCREASE (DECREASE) IN NET ASSETS WITH DONOR RESTRICTION</b>	<b>(945)</b>	<b>(18,846)</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>110,715</b>	<b>14,095</b>
<b>NET ASSETS - beginning of year</b>	<b>621,643</b>	<b>607,548</b>
<b>NET ASSETS - end of year</b>	<b>\$ 732,358</b>	<b>\$ 621,643</b>



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 2020, 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."



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

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Anchorage, AK 99503

907-929-3939

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