

# Alaska Injury Prevention Center



## The Alaska Injury Prevention Center Preliminary 2009 Annual Program Report

### **Staff:**

Niki Pereira, Fire Prevention Specialist  
Peggy Hayashi, Statewide CPS  
Coordinator  
Beth Schuerman, Projects Director  
Mandi Seethaler, Admin/Bookkeeper  
Marcia Howell, Executive Director

### **Primary Funders:**

The Alaska Highway Safety Office  
AK-DHSS  
State Farm  
ANTHC  
Municipality of Anchorage

**Projects:** AIPC staff and partners were involved in a wide variety of programs designed to prevent injuries in Alaska. Described below are highlighted projects.

*Highway Safety Media:* AIPC developed, produced and aired TV ads concerning Walk to School, Preventing Moose/Motor Vehicle Collisions, Booster and Car Seats, Drowsy Driving, Using Headlights 24-7-12, Safety Corridors, Reflector Safety, Right Turn on Red, Safe Bicycling, Off the Road and more. Additionally, radio ads on multiple topics were scripted by Marcia and Beth. One particular success was a radio ad promoting reflective tape. Every day that the ad airs, radio listeners have called in requesting tape. Most of the TV ads are posted on YouTube, and will soon be accessible through the AIPC website.

*Evaluation strategies are in the planning phase, and will be implemented in the spring. They will include comparison of observed behavior change with self-reported behavior.*

*Booster Seat Promotion:* In 2009, a revision to the Alaska seatbelt law was passed. The revision clarified requirements for booster seats. AIPC and numerous partners worked hard for this clarification. As a result, AIPC, through financial support from State Farm and AHSO, have developed an awareness campaign, increased availability of booster seats for low-income families, and designed and implemented an observational survey to determine whether more 4-7 year old children are not using booster seats. Additionally, AIPC with help from multiple partners such as Alaska SafeKids and AK IPEMS developed a comprehensive resource kit that assists people with understanding the booster seat revisions to the seatbelt law. The resource kit was funded by State Farm and has been distributed to interested people around the state.

*Data analysis is in progress.*

**Underage Drinking Prevention:** AIPC and Safe and Drug Free Schools with the Anchorage School District, have partnered to develop a 100 page curriculum guide that helps teens understand the power of alcohol advertising. And then builds on that understanding to teach teens how to create their own media using the same powerful techniques and social marketing strategies for the good. Trained 50 teachers on the curriculum over 4 day class during the Summer Teacher's Academy. Teens have created multi-media prevention messages which have aired on TV, within schools, and at the annual Reality Media Awards event.

*Evaluation of the media literacy education has consistently shown statistically significant increases in teen perception that alcohol advertising affects underage drinking behaviors, and that participants believe that they are less likely to be influenced to drink after exposure to the program.*

*The Teacher's Academy participants showed significant gain in knowledge after the course, self-reported that they felt they were well prepared to implement the information into the classroom, and were likely to recommend the course to a friend.*

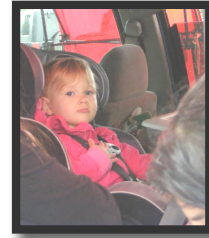
**High School Buckle Up:** All major Anchorage School District high schools participated in the annual "Buckle Up" campaign. Beth coordinated with school leadership groups to help them design and implement powerful multi-media "Buckle Up" campaigns. Marketing strategies included radio announcements, a buckle up rap, posters, word of mouth buzz marketing and more. The campaign culminated in a day of incentive distribution to students leaving school buckled up.



*Evaluation of this program is conducted with pre and post observations of all students driving to school in the morning. Citywide high school student seatbelt use increased 8%, from 77% use to 83% use.*

**Teen Alcohol Free Events:** AIPC and multiple partners including Ma'o Tosi's Pride Group, Boys and Girls Clubs and the City of Anchorage parks and Recreation Department coordinated alcohol free events for high risk teens. The events included basketball tournaments and dances at Fairview and Mountain View Recreation centers. The key to the successful events was partnering with Ma'o Tosi. He was able to get a word of mouth buzz that brought a number of youth to the events.

**Car Seat Check Station:** AIPC's staff checks and assists with installation of car seats as needed. So far in 2009, over 100 car seats have been checked through the AIPC check station. The majority of these seats are either improperly installed, or not installed at all. Many of the parents come in to have their infant seats checked just prior to delivery. Beth conducts the vast majority of the car seat checks. She is recognized as an expert in the field and is a certified CPS instructor. In addition to in-house car seat checks, both Beth and Peggy have created and participated in numerous off site events, promoting booster seat use, checking car seat use, instructing future technicians, and basically making the Anchorage and Alaska safer for children in cars.



**NOPUS:** AIPC, conducted the 2009 seatbelt observations to determine the percent of Alaskan's who use seatbelts. This year the percent of belted drivers and front seat passengers crept up from 84.9% in 2008 to 86.1%. Two additional components were added this year, cell phone use and headlight use. Cell phone use by the driver was observed in 5.6% of vehicles. Headlight use was only observed in Anchorage, with 22% of drivers using their headlights.

**Walk to School and Reflective Kids:** Provided reflective tape to 51 elementary schools, and 2 middle schools, serving approximately 10,000 students. Also provided reflector tape and hats to folks at several youth and adult homeless shelters, the Salvation Army, and the Community Safety Patrol. Participated in the Annual Walk to School, with multiple agency and community partners.



### **Bicycle Safety:**

**Bike Summit:** AIPC co-sponsored the annual Bicycle Safety Summit in Anchorage. Speakers came from Portland, Boston, CDC in Atlanta, Seattle and around the State of Alaska. Other organization partners included Safe Routes to School, The Bicycle Commuters of Anchorage, multiple divisions within the Municipality of Anchorage, and of course the Alaska Highway Safety Office. This was a fantastic chance to develop new partnerships, learn best practices from around the country and to begin to make Anchorage a safer and more bike friendly community.



*Bike Safety in the Community:* Participated in 2 Bike to Work Days, providing Helmet fittings, bike safety tips, and mini bike repair clinics at local AHFC housing projects, co-sponsored the Bear Paw Bike Rodeo in Eagle River.

*Evaluation: Bike to Work Day: for 55 of riders this was their first time participating in BTWD, The average time for a cyclist to commute to work was 25 minutes, and 15 minutes in a car for the same commute, and 57% of commuters were women.*

*Firestoppers:* Fire Stoppers has become an integrated youth diversion program for many agencies in Anchorage (and even some state agencies). Referrals to Fire Stoppers come from the Anchorage Fire Department, closely followed by the Anchorage School District and parent self-referrals. The remaining referrals come from APD, McLaughlin Youth Center, Anchorage Youth Court, Office of Children's Services, and mental health professionals, including Charter North Star Hospital. The program is run by Niki Pereira

*Suicide Prevention Research:* AIPC and Providence Hospital continue with our joint Suicide prevention intervention. It is a simple outreach effort, based on recently published research that involves the staff at the Providence Psychiatric Emergency Department sending "we care" letters to former patients who appear unlikely to be compliant with follow-up recommendations. The project is ongoing, and analysis of the data is likely to begin next spring.