2010 Annual Report Alaska Injury Prevention Center



Education and Prevention



REALITY MEDIA AWARDS

2010 HIGHLIGHTS

- AIPC staff (Marcia and Beth) chaired the International Safety Media Awards in London in September. The ISMAs were recognized as a valuable assett to the World Conference on Safety and Injury Prevention. The winners can be viewed on AIPC's website. www. alaska-ipc.org
- Mandi and Peggy planned and hosted the 3rd Annual Statewide Child Pasenger Safety Conference.
 Participant evaluations recognized the value of the content provided as well as the excellent planning of the event which resluted in a seamless and educational conference for attendees.
- Mandi had the opportunity to participate in the Injury Prevention Summer Institute at Johns Hopkins. She reported appreciating a chance to gain a better understanding of the public health injury prevention model. She especially loved looking at injury prevention through a stasticis perspective.

- Niki has been busy working with children who misuse fire. Our goal is to identify children engaged in dangerous fire setting, provide education for the child & family, and to refer them to other agencies for assistance as appropriate
- AIPC used the media to promote safety messages.
 Staff frequently provide expertise in news interviews concerning safety issues.
- In 2010, AIPC produced multiple highway safety
 TV and radio spots, and assisted teen groups with
 creating their own underage drinking prevention
 PSA's. They were seen statewide throughout the year.
 Media have received thousands of hits, worldwide, on
 YouTube.
- AIPC is an active promoter of bike and pedestrian safety through a bike comuters blog, participation with Bicycle Comuters of Anchorage and reflective tape distribution to over 15,000 people.





Data Driven Successes

AIPC'S EFFORTS INCREASE SAFETY FOR ALASKANS



REALITY MEDIA AWARDS SERVICE HIGH

- Teen Seatbelt Use Increased 10% after AIPC's Buckle-Up Campaign
- 110% increase of observed bike helmet use by youth after the Bear Paw Festival Bike Safety event.
- **40% increase in reflector** use by elementary students after reflective tape distribution.
- **88**% of Anchorage high school students **buckle up**.
- 56% increase in teen knowledge

that texting can result in a \$600 fine after Think Fast presentation.

- **43% increase in Bike** To Work Day Participation.
- 37% increase in number of car seats checked at AIPC (121 in 2009 166 in 2010.)
- Students who participated in the Reality Media Awards said they were more likely to make healthy decisions afterwards.

54% INCREASE IN BOOSTER SEAT USE

In September 2009, Alaska's revised seatbelt law became effective. The revision requires children under the age of 8 to be restrained in a "booster or car seat."

To promote awareness of the new law, AIPC created an extensive "Booster Seat Resource Kit", with State Farm funding. Kits were distributed to 450 partners statewide.

Additionally, a multi-media campaign, community car seat checks and booster seat giveaways were held to spread the word about the law.

The Alaska Injury Prevention Center (AIPC), with multiple partners, conducted 1 pre and 2 post observational studies to determine how many children between the ages of ages 4 through 7 years old were appropriately restrained in a vehicle.

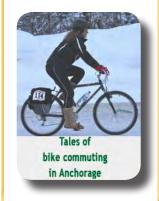
Results: 54% more children were safely restrained!





Innovations

AIPC's Bike Safety Blog





Friend us on facebook

70% of advertising air time for AIPC's highway safety messages was provided **free** of charge.

INTERNATIONAL SAFETY MEDIA AWARDS 2010

The International Safety Media Awards recognized excellence in safety and injury prevention media in the categories of: print, audio, short and ultra-short video.

The 2010 ISMA drew entries from 13 states and 14 countries including Australia, Iran, Nigeria, Mexico and Germany.

Entries were evaluated by judges representing China, Sweden and India.

The awards were announced to an audience of over 1,000 at the closing ceremony of the World Conference on Safety Promotion and Injury Prevention in London, UK.

In 2010 the 4th ISMA's will take place in Wellington, New Zealand.



www.alaska-ipc.org/isma

INNOVATIVE MEDIA STRATEGY

= Safer Pedestrians



In early 2010, AIPC began promoted reflective tape via traditional media venues: TV and radio ads.

- Radio ads prompted 22 calls for 88 people over a 5 week period for reflective tape.
- TV ads prompted 2 calls for tape.

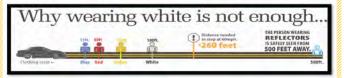
The minimal responses prompted us to re-assess our marketing strategy. After applying social marketing analysis, we realized we needed to promote the product to pedestrians in a place where they would be likely to act on the information.

The People Mover Bus

Partners at the Municipality of Anchorage agreed to try placing posters on the buses.

Within 3 weeks, 105 people called for tape protect 281 people. As a result of the bus signs AIPC has distributed tape to: **904 people.**

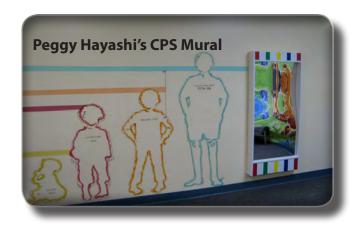
Don't Go Out In the Dark Without It



Get Your Free Reflective Tape

Pick some up at: The Alaska Injury Prevention Center 3701 East Tudor, Suite 105

Or call to have some mailed to you: 907-929-3939







Center of Excellence

AIPC Provides Statewide Child Passenger Safety Leadership

Peggy Hayashi, through the Alaska Injury Prevention Center, has provided Child Passenger Safety (CPS) services since its founding days. Peggy, along with other staff over the years and with help from multiple partners, has grown CPS in Alaska from just a couple of lone individuals to a flourishing statewide coalition with 182 certified CPS technicians, including Mandi on the AIPC staff, and 13 certified CPS instructors, including Beth and Peggy, AIPC staff.

AIPC distributed 83% more car and booster seats in 2009 than 2008.

AIPC staff checked 166 car and booster seats for correct installation in 2009, 37% more than in 2008.

National Occupant Protection Safety Use Survey

From 2004 - 2010, The Alaska Highway Safety Office (AHSO) contracted with the Alaska Injury Prevention Center (AIPC) to conduct the observational surveys of seat belt use in Alaska. Surveys are conducted in compliance with national standards.

In 2010, 86.6 percent of Alaska occupants were wearing seat belts.

Alaska Driver Phone Surveys

In 2010, the National Highway Traffic Safety Administration required states to conduct traffic safety surveys to measure driver attitudes and awareness of highway safety enforcement and communication activities and self-reported driving behavior. AHSO contracted with AIPC to design, conduct and analyze data from Alaska driver surveys.

AIPC Provides Access to Data Bases

Several databases housed and maintained by the Alaska Injury Prevention Center will be included in the upcoming Traffic Safety Resource Guide.

The Alaska Traffic Records Coordinating Committee is creating a statewide compilation of databases in Alaska pertaining to Highway Safety.

AIPC will provide information on and assistance accessing the National Occupant Protection Use Survey Data.

AIPC will provide the same services for its telephone survey data addressing driver safety behaviors and perceptions.

LEADERSHIP APPOINTMENTS

AIPC staff hold appointed positions on the following Boards and Working Groups: Alaska Traffic Records Coordinating Committee

Alaska National Violent Death Reporting System

Advisory Board Substance Abuse Prevention- State Incentive Grant (SPF SIG) Evidence Based Initiatives Work Group

ANTHC Scientific Advisory Committee

Alaska Coalition on Child Passenger Safety

> International Safety Media Awards

Financial Reports FY 2009

ALASKA INJURY PREVENTION CENTER, INC.

Statement of Activities Year Ended December 31, 2009

ASSETS

CURRENT ASSETS Cash and cash equivalents Grants and contracts receivable Supplies Inventory Security Deposits Prepaid expenses	\$	28,260 152,650 4,349 1,758 6,794
TOTAL CURRENT ASSETS		193,811
Equipment Less accumulated depreciation	-	53,491 (42,178)
EQUIPMENT, NET		11,313
TOTAL ASSETS		205,124
<u>LIABILITIES AND NET ASSETS</u> CURRENT LIABILITIES		
Accrued payroll and related liabilities	\$	13,154
Deferred revenue		35,810
TOTAL CURRENT LIABILITIES	·	48,964
NET ASSETS		
Unrestricted		140,119
Temporarily restricted		16,041
TOTAL NET ASSETS	_	156,160
TOTAL LIABILITIES AND NET ASSETS	· \$	205,124

ALASKA INJURY PREVENTION CENTER, INC.

Statement of Activities Year Ended December 31, 2009

UNRESTRICTED NET ASSETS		
Revenue, gains and other support:		
Grants and contracts	\$	200,980
In-kind contributions		78,861
Contributions		3,693
Interest income		22
Sale of goods and other income		5,346
Net assets released from restrictions:		
Government		515,753
Corporation		15,743
TOTAL REVENUE, GAINS, AND OTHER SUPPORT	_	820,398
Expenses:		
Program services		716,872
Management and general	_	81,655
TOTAL EXPENSES	_	798,527
INCREASE IN UNRESTRICTED NET ASSETS	_	21,871
TEMPORARILY RESTRICTED NET ASSETS		
Grants and contracts		514,254
Restrictions satisfied by payments	_	(531,496)
DECREASE IN TEMPORARILY RESTRICTED NET ASSETS		(17,242)
INCREASE IN NET ASSETS		4,629
NET ASSETS - beginning of year		151,531
NET ASSETS - end of year	\$_	156,160

Statement of Functional Expense Year Ended December 31, 2009

	Program Services		Management and General		Total	
Salaries and benefits	\$	218,977		41,710	\$	260,68
Payroll taxes		15,941		3,036	7	18,97
Total salaries, taxes and benefits		234,918		44,746		279,66
Contract services		201,287		15,151		216,43
In-kind contractual services		72,934		-		72,93
Rent		23,914		4,555		28,46
Program supplies		83,181		•		83,18
Conferences, conventions and meetings		20,363		-		20,36
Travel		14,186		•		14,18
Insurance		7,079		2,753		9,83
Telephone and internet		795		211		1,00
Depreciation		-		6,043		6,04
Office supplies		2,804		1,647		4,45
Professional fees		14,814		3,702		18,51
Printing and publications		23,037		2,847		25,88
Equipment		17,560		-		17,56
Total	\$	716,872	\$	81,655	\$	798,52

Statement of Cash Flows Years Ended December 31, 2009

CASH FLOWS FROM OPERATING ACTIVITIES Change in net assets Adjustments to reconcile change in net assets to net cash provided by operating activities:	5 4,629
Depreciation	6,043
(Increase) decrease in assets:	
Grants and other receivables	(50,353)
Prepaid expenses and deposits	(5,595)
Increase (decrease) in liabilities:	
Accrued payroll liabilities	(2,441)
Deferred Revenue	6,123
NET CASH (USED) BY OPERATING ACTIVITIES	(45,809)
CASH, beginning of year	74,069

AIPC Funders and Partners

It is the generous support of our funders and partners that makes all of what we do possible. We thank all of you for your assistance in the previous years, and look forward to continued collaborative efforts in the future. Together we are Saving Lives!

Alaska Highway Safety Office ASD Safe and Drug Free Schools Municipality of Anchorage

KTVA, KTUU, Clear Channel, GCI,

State Farm

State of Alaska

National Safety Council

Municipality of Anchorage

Safe Kids Alaska

Alaska Native Medical Center Anchorage Police Department Anchorage Fire Department

Alaska State Troopers Anchorage School District Bike Commuters of Anchorage

Carrs/Safeway

Volunteers of America

United Way Foraker Group

Providence Alaska Medical Center

Denali Safety Council **DVD** Technology Alaska DMV The Bike Shop

AIPC Staff

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AIPC Board of Directors

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Trauma Coordinator, Providence Alaska Medical Center

Manager Hospital Education and Media, Fairbanks Memorial Hospital

Alaska Native Medical Center, Trauma Program Manager