2010 Annual Report
Alaska Injury Prevention Center
2010 HIGHLIGHTS

- AIPC staff (Marcia and Beth) chaired the International Safety Media Awards in London in September. The ISMAs were recognized as a valuable asset 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 Passenger Safety Conference. Participant evaluations recognized the value of the content provided as well as the excellent planning of the event which resulted 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 statistics 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 commuters 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

- 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

Check us out on

You Tube

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.

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

Why wearing white is not enough...

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

www.alaska-ipc.org/isma
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.
ALASKA INJURY PREVENTION CENTER, INC.
Statement of Activities
Year Ended December 31, 2009

**ASSETS**

<table>
<thead>
<tr>
<th>CURRENT ASSETS</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cash and cash equivalents</td>
<td>$ 28,260</td>
</tr>
<tr>
<td>Grants and contracts receivable</td>
<td>152,650</td>
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<tr>
<td>Supplies Inventory</td>
<td>4,349</td>
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<tr>
<td>Security Deposits</td>
<td>1,758</td>
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<tr>
<td>Prepaid expenses</td>
<td>6,794</td>
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<tr>
<td><strong>TOTAL CURRENT ASSETS</strong></td>
<td>193,811</td>
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<tr>
<td>Equipment</td>
<td>53,491</td>
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<tr>
<td>Less accumulated depreciation</td>
<td>(42,178)</td>
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<tr>
<td><strong>EQUIPMENT, NET</strong></td>
<td>11,313</td>
</tr>
<tr>
<td><strong>TOTAL ASSETS</strong></td>
<td>205,124</td>
</tr>
</tbody>
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**LIABILITIES AND NET ASSETS**

<table>
<thead>
<tr>
<th>CURRENT LIABILITIES</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accrued payroll and related liabilities</td>
<td>$ 13,154</td>
</tr>
<tr>
<td>Deferred revenue</td>
<td>35,810</td>
</tr>
<tr>
<td><strong>TOTAL CURRENT LIABILITIES</strong></td>
<td>48,964</td>
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</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Unrestricted</td>
<td>140,119</td>
</tr>
<tr>
<td>Temporarily restricted</td>
<td>16,041</td>
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<tr>
<td><strong>TOTAL NET ASSETS</strong></td>
<td>156,160</td>
</tr>
</tbody>
</table>

**TOTAL LIABILITIES AND NET ASSETS $** 205,124
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

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

Statement of Cash Flows  
Years Ended December 31, 2009

CASH FLOWS FROM OPERATING ACTIVITIES

Change in net assets                          $ 4,629

Adjustments to reconcile change in net assets to net cash provided by operating activities:

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
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  Safe Kids Alaska  Volunteers of America
ASD Safe and Drug Free Schools  Alaska Native Medical Center  United Way
Municipality of Anchorage  Anchorage Police Department  Foraker Group
KTVA, KTUU, Clear Channel, GCI,  Anchorage Fire Department  Providence Alaska Medical Center
State Farm  Alaska State Troopers  Denali Safety Council
National Safety Council  Anchorage School District  DVD Technology
State of Alaska  Bike Commuters of Anchorage  Alaska DMV
Municipality of Anchorage  Carrs/Safeway  The Bike Shop

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Brian Saylor  Chair  Retired Director Institute for Circumpolar Health Studies
Ronni Sullivan  Vice Chair  Retired Director Southern Region Emergency Medical Services
Soren Orly  Treasurer  Associate Vice Chancellor Financial Services UAA
Susan Soule  Secretary  Consultant
Anita Shell  Crime Prevention Specialist, Anchorage Police Department
Kyla Hagan  National Institute Occupational Safety and Health, Epidemiologist
Gordon Glaser  Retired Program Manager, State of AK Division of Public Health
Herb Everett  Director of Safety and Worker’s Compensation, Westmark Hotels
Philip Somervell  National Institute of Occupational Safety and Health, Epidemiologist
Mary Thompson  Trauma Coordinator, Providence Alaska Medical Center
Corlis Taylor  Manager Hospital Education and Media, Fairbanks Memorial Hospital
Mary Leehmuis  Alaska Native Medical Center, Trauma Program Manager