

**ANNUAL REPORT**

**2013**

Alaska Injury Prevention Center



# Alaska Injury Prevention Center in 2013

Alaska Injury Prevention Center had a presence at community events across the state of Alaska.

In partnership with the Anchorage School District, AIPC coordinated several teen driving safety programs. Evaluations of these programs show overall increases in teens' knowledge of driving issues.

AIPC continued to promote child passenger safety in Anchorage and rural Alaskan communities. Notably, AIPC continued its rural child passenger safety outreach efforts and returned to Barrow, Bethel, Nome, Dillingham, and Wrangell for the second year in a row.

Promoting reflector use remained a priority with AIPC distributing approximately 25,000 reflectors to schools, agencies, communities, and individuals across the state.

AIPC conducted three observational studies in 2013 and found that while teens are doing an excellent job of using seat belts, more

work is needed to promote and enforce seat belt use in the general Alaska population and booster seat use among children ages 4-7.

Input from target audiences about their needs informed several AIPC programs, including the formulation of a media campaign to be implemented at an Anchorage DMV office.

## ***Alaska Injury Prevention Center***

### ***Mission Statement: To Prevent Injuries in Alaska.***

AIPC staff served on a multitude of committees, coalitions, and work groups. AIPC staff also coordinated and presented at a variety of conferences and trainings.

Alaska Injury Prevention Center has a fresh new look with an updated logo and website design. The bold logo design promotes AIPC's new website. The website's clean design makes finding information about safety, injury and injury related data, and injury prevention programs simple for visitors.

The logo for the Alaska Injury Prevention Center (AIPC) is displayed on a black rectangular background. The letters 'AIPC' are rendered in a large, bold, white, sans-serif font. Below the acronym, the full name 'Alaska Injury Prevention Center.org' is written in a smaller, white, sans-serif font.

**AIPC**  
Alaska Injury Prevention Center.org

# AIPC Staff

Marcia Howell  
Executive Director

Beth Schuerman  
Projects Director

Mandi Seethaler  
Bookkeeper and Office Manager

Sylvia Craig  
Projects Assistant

Niki Pereira  
Fire Prevention Specialist



Alaska Injury Prevention Center is proud to announce that Beth Schuerman was a recipient of the National Safety Council's 2013 Teen Driving Safety Leadership Award.

# Board Members

Brian Saylor, President  
Institute for Circumpolar Health Studies, Retired

Ronni Sullivan, Vice President  
Southern Region EMS, Retired

Susan Soule, Secretary  
Consultant  
State of Alaska, Retired

Soren Orley, Treasurer  
University of Alaska Anchorage

Gordon Glaser  
State of Alaska Division of Public Health, Retired

Mary Leemhuis  
Alaska Native Medical Center

Mary O'Connor  
Aviation Safety Program  
Centers for Disease Control  
NIOSH  
Alaska Pacific Regional Office

Hillary Strayer  
Alaska Native Tribal Health Consortium

Corlis Taylor  
Fairbanks Memorial Hospital

Mary Thompson  
Providence Alaska Medical Center



# Promoting Safety

Motor vehicle crashes are a leading cause of injury for all Alaskans. With funding from the Alaska Highway Safety Office, Alaska Injury Prevention Center works with communities across the state to promote safe driving and vehicle occupant protection, as well as safe biking and walking.

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## *Teen Driver Safety*

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AIPC works with teens to increase protective factors for motor vehicle injuries, promote positive social norms, and reduce risk behaviors.

### RAISE YOUR VOICE

Raise Your Voice 2013 addressed teen traffic issues through student created media. By creating media with a prevention message, school-based organizations make a positive impact within their schools and communities. In 2013, a total of nine student organizations from schools throughout the Anchorage Bowl and across the state participated in Raise your Voice.

### THINK FAST

Think Fast is an interactive multi-media game show style presentation. The presentation mixes pop culture media with information on local laws, statistics, and consequences associated with driving issues. Think Fast was presented at the Chugiak, West, Service, South, Kenai, Soldotna, Colony, and Palmer high schools. In 2013, all high schools made significant knowledge gains, with a 37.8% overall increase in score.



### BUCKLE UP

The Buckle Up Campaign allows high school students a chance to promote safe driving behaviors among their peers. For this year's campaign high school students chose the tag line "Phone Down. Buckle Up" to promote both seat belt use and prevent distracted driving.



distributed 197 car seats to families in need of a car seat for their child. AIPC conducted car seat checks both in house and at various community check up events.

### EDUCATION AND TRAINING

AIPC is committed to training and providing continuing education for Child Passenger Safety Technicians. In partnership with Safe Kids Alaska and the Alaska Highway Safety Office, AIPC hosted Alaska's Child Passenger Safety Conference. This conference allows CPS technicians an opportunity to receive all the CEUs needed for recertification. Additionally, CPS techs are able to participate in a car seat check up event. In September 2013, 51 CPS techs from across the state of Alaska participated in the conference.

## Child Passenger Safety

## Bike Safe - Walk Safe

Within the state of Alaska, children under eight years old are required to be secured in a vehicle with an appropriate car or booster seat.

### RURAL OUTREACH

In 2013 AIPC's staff of certified Child Passenger Safety Technicians visited Barrow, Bethel, Dillingham, Nome, Prince of Wales/Klawock, and Wrangell to present CPS training to families and staff of agencies who work with families. Additionally, AIPC was able to conduct 115 car seat check up events in these communities and distribute car seats for 74 children.



AIPC strives to promote bicyclist and pedestrian safety on the roadways and trails.

### HELMETS

AIPC provided helmets to children through Cook Inlet Housing Association's back to school week events. Additionally, AIPC provided Anchorage therapeutic courts with helmets for those individuals that rely on bicycling as their primary mode of transportation. Alaska Injury Prevention Center also attended bicycling centric events around Anchorage to promote helmet use and safe bicycling.



### CAR SEAT CHECKS

Alaska Injury Prevention Center staff conducted a total of 386 car seat checks in FFY 2013 and

### REFLECTIVE TAPE

AIPC has been providing reflectors to the Anchorage School District for 15 years. In the 2013 federal fiscal year, AIPC provided 20,500 reflective tape strips to 45 ASD schools. AIPC also distributed reflectors at events around Anchorage and to interested communities and individuals across the state.

# Observational Studies

Through observational studies, Alaska Injury Prevention Center monitors statewide seat belt use, teen seat belt use in Anchorage, and booster seat use in the Anchorage bowl.

## BOOSTER SEAT USE

As of September 2009, Alaska law requires children over four years old and less than eight years of age who are under 4'9" or less than 65 pounds to be properly secured in a car or booster seat (AS 28.05.095). From 2012 to 2013 AIPC observed a decline in appropriate restraint use by six percentage points. This finding indicates that qualitative research is needed to understand the barriers and motivators for booster seat use. Results from a qualitative study should then inform health promotion efforts and programs. Positively, in 2013, 96% of children were found to be restrained in the back seat--Anchorage's highest rate to date.

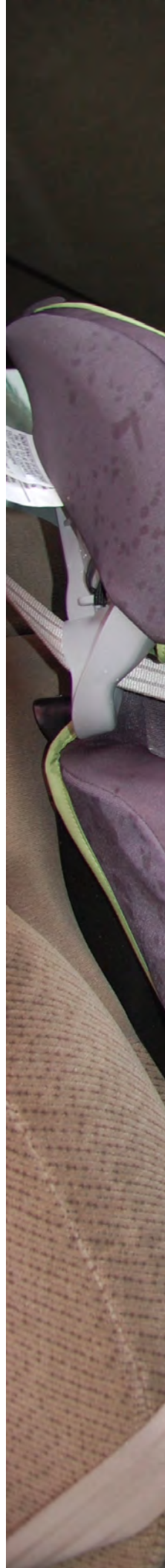
Rate of Appropriate Restraint Use Among Children Ages 4-7 in the Anchorage Bowl				
June 2009	October 2009	July 2011	July 2012	2013
52%	72%	74%	85%	79%

## STATEWIDE SEAT BELT USE

As part of the National Occupant Protection Use Survey, and under the direction of Ron Perkins, AIPC conducts observational surveys of seat belt use for the state of Alaska. The 2013 observations took place in early June. Seat belt use was observed for 38,652 vehicle occupants. 86.1% of vehicle occupants observed were wearing seat belts. The use of seat belts in 2013 for Alaskans declined by two percentage points from 2012. The decline in seat belt use indicates that more education, promotion, and enforcement are needed in Alaska.

**86%**  
of Alaskans were  
observed to be  
using a seat belt in  
2013.

Rate of Seat Belt Use in Alaska, 2007-2013						
2013	2012	2011	2010	2009	2008	2007
86.1%	88.1%	89.3%	86.8%	86.1%	84.9%	82.4%







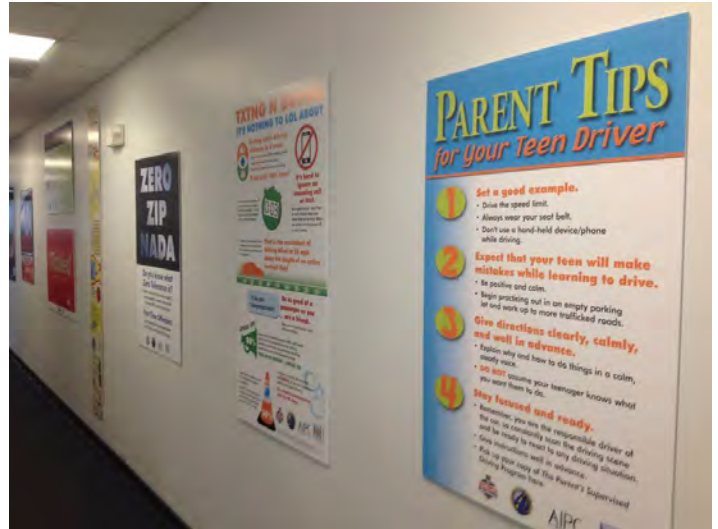
### HIGH SCHOOL SEAT BELT USE

Prior to initiating the Buckle Up Campaign in High Schools, AIPC staff and volunteers observe seat belt use at eight high schools in the Anchorage bowl. After high school groups lead the Buckle Up Campaign, AIPC staff and volunteers return to each of the high schools and observe seat belt use again. Prior to the campaign, 87.9% of teens were observed wearing a seat belt. After the campaign, 92.1% of Anchorage area teens were observed wearing a seat belt.

Teen Seat Belt Use in Anchorage Area, 2013

School	% Pre Campaign	% Post Campaign
Bartlett	89.8	93.05
Chugiak	95.3	94.79
Dimond	84	89.84
East	86.3	91.5
Eagle River	91	95.95
Service	86.2	93.12
South	86.5	91.46
West	84.5	87.28

AIPC has coordinated the High School Buckle Up Campaign since 2006.



Teen input informed DMV messaging

# Focus Groups

In order to better understand the public’s needs, Alaska Injury Prevention Center conducted focus groups with seniors, teens, and adult males. These focus groups have already informed and will continue to inform AIPC’s programs.

## TEENS AT THE DMV

The Benson DMV office approached AIPC about creating a teen corner within their waiting area that would feature posters and information pertaining to relevant teen issues. AIPC visited Service and East High Schools to discuss teen driving issues with three groups of students. AIPC showed teens existing media campaigns and asked for their opinions of the media. With the input from the focus groups, AIPC worked with a graphic design artist to create nine posters covering driving tips, local laws, and distracted driving.

## OLDER ADULT FALLS

Under contract with the State of Alaska’s Department of Health and Social Services, AIPC conducted three focus groups to explore fall prevention strategies and perceptions with older Alaskans. Almost all focus group participants were 65 years old or older. The focus groups were shown pieces of an existing fall prevention campaign and asked to provide their perceptions of the material. Perceptions of the campaign material were widely favorable. Focus group participants shared a lot of valuable information pertaining to falls among older adults. In FFY 2013, AIPC worked with local senior centers to distribute education about falls and ice grippers.

## ADULT MALES AND VISIBILITY

AIPC conducted focus groups with adult males to discuss bicyclist and pedestrian visibility. The participants were shown reflective items such as gloves, vests, coats, and tape, as well as various styles of bike lights. Opinions voiced during these focus groups influenced Alaska Injury Prevention Center’s purchasing decisions for its reflective program.



# Partners

Alaska Child Passenger Safety Coalition  
 Alaska Highway Safety Office  
 Alaska Native Medical Center  
 Alaska Native Tribal Health Consortium  
 Anchorage Benson Boulevard DMV Office  
 Anchorage Police Department  
 Anchorage Felony Drug Wellness Court  
 Anchorage Fire Department  
 Anchorage School District  
 Anchorage Senior Center  
 Anchorage Youth Development Coalition  
 Arctic Slope Native Association  
 Barrow Behavioral Health Clinic  
 Barrow Fire Department  
 Barrow Matsutani Community Center  
 Barrow Police Department  
 Barrow Public Health Clinic  
 Bean's Cafe  
 Bethel Office of Children's Services  
 Bicycle Commuters of Anchorage  
 Bristol Bay Health Area Health Corporation  
 Brother Francis Homeless Shelter  
 Central Peninsula Hospital  
 Cordova Family Resource Center  
 Chugiak Senior Center  
 Cook Inlet Housing Authority  
 Denali Safety Council  
 Dillingham Fire Department  
 Elmendorf A.F.B. Hospital  
 Fairbanks Memorial Hospital  
 Fairbanks Police Department  
 Fairview Community Center  
 Gospel Mission Rescue Shelter  
 Iilisagvik College  
 Joint Base Elmendorf-Richardson  
 Kenai Peninsula School District  
 King Salmon Police Department  
 Kodiak Elementary Schools  
 Matanuska-Susitna School District  
 Mountain View Community Center  
 Municipality of Anchorage People Mover  
 National Safety Council  
 Nome Children's Home  
 Nome Community Center  
 Nome Elementary School  
 Nome Office of Children's Services  
 North Slope Borough Children and Youth Services  
 North Slope Borough of Health and Social Services  
 Norton Sound Health Consortium Injury Prevention  
 Off the Chain Bicycle Cooperative  
 Orutsaramiut Native Council Family Support Services  
 Providence Alaska Medical Center Hospital  
 Retired Senior Volunteers Program  
 Rural CAP  
 Safe Kids Alaska  
 Safe Routes to School  
 Salvation Army Booth Memorial Home  
 Southwest Region School District  
 Southeast Alaska Regional Health Consortium  
 State of Alaska DHSS  
 State of Alaska Office of Children Services  
 State Farm Insurance  
 Tanana Valley Chiefs Conference Injury Prevention  
 THREAD Alaska  
 Traumatic Brain Institute  
 University of Alaska Anchorage  
 WIC Nutrition Program  
 Wrangell Public Health Clinic

# Fire Stoppers

Fire Stoppers is an intervention program to help families when a young person is misusing fire, whether it is unintentional or not. Alaska Injury Prevention's Fire Specialist, Niki Pereira, partners with the Anchorage School District, McLaughlin Youth Center, the Anchorage Fire Department, and the Anchorage Police to coordinate Fire Stoppers. Fire Stoppers uses an interview process to determine what a young person needs to learn about: fire safety, risk taking, personal responsibility, and how behaviors impact others. Fire Stoppers can provide referrals to other resources when needed. Fire Stoppers also provides support and reinforces healthy parenting. Parents who complete the entire program with their child overwhelmingly say they would recommend it to every family!



East High Students reinforcing seat belt use among their peers.



Ollie the Otter and a friend promote seat belt use at Mountain View's National Night Out Event.



Teens in Togiak created a video promoting ATV safety for Raise Your Voice.



Preparing for a car seat check up in Dillingham.



Beth Schuerman accepting National Safety Council's Teen Driving Leadership Award.

# Staff Involvement

## LEADERSHIP ROLES

### Marcia Howell

Alaska Native Tribal Health Consortium's Epidemiology Advisory Committee  
Violent Death Reporting System Advisory Committee  
Pan-Pacific Safe Community Advisory  
Anchorage Youth Development Coalition, Leadership Team  
Strategic Traffic Safety Plan, Leadership Team  
Strategic Communications Alliance, Co-Chair  
Alaska Traffic Records Coordinating Committee, Chair  
Bicycle Commuters of Anchorage, Board Member  
Strategic Highway Safety Plan Driver Behavior Committee, Co-Chair  
Safe and Active Communities Coalition  
Elder Falls Coalition  
International Safety Media Awards, Chair

### Beth Schuerman

Women's Shelter Yoga, Instructor

### Mandi Seethaler

Alaska Child Passenger Safety Coalition, Co-Chair  
Alaska CPS Technician Conference, Chair

## CONFERENCES AND TRAININGS

### Marcia Howell

School Health and Wellness Institute: *Mobilizing Safe and Active Communities*

Alaska Health Summit: *Beyond Focus Groups and Surveys - Biometrics, What the Body Tells Us*

International Safe Communities Conference: *Evolving Beyond Engineering and Enforcement - On How Humans Really Can Make Healthy Decisions*

International Traffic Records Forum: *Counting Serious Bicycle Crash Injuries: Injury Surveillance vs Crash Reports*

World Injury Prevention and Safety Promotion Conference: *Coordinated the 4th International Safety Media Awards*

Alaska Native Tribal Health Consortium: *Formative Evaluation Training*

### Beth Schuerman

LifeSavers: *Child Passenger Safety in Rural Alaska*

Child Passenger Safety Technician Training Course

### Mandi Seethaler

Child Passenger Safety Technician Training Course

# Financial Summary

ALASKA INJURY PREVENTION CENTER, INC			
Statement of Activities			
December 31, 2012 and 2011			
ASSETS		2012	2011
CURRENT ASSETS			
Cash and cash equivalents	\$	135,801	157,893
Grants and contracts receivable		64,040	88,070
Supplies inventory		4,349	4,439
Security deposits		1,758	1,758
Prepaid expenses		3,241	7,474
TOTAL CURRENT ASSETS		209,189	259,544
Equipment		40,904	53,491
Less accumulated depreciation		(40,091)	(51,545)
EQUIPMENT, NET		813	1,946
TOTAL ASSETS		210,002	261,490
LIABILITIES AND NET ASSETS		2012	2011
CURRENT LIABILITIES			
Accrued payroll and related liabilities	\$	25,843	26,220
Deferred revenue		28,787	22,467
TOTAL CURRENT LIABILITIES		54,630	48,687
NET ASSETS			
Unrestricted		101,856	142,042
Temporarily restricted		53,516	70,761
TOTAL NET ASSETS		155,372	212,803
TOTAL LIABILITIES AND NET ASSETS		\$210,002	\$261,490

ALASKA INJURY PREVENTION CENTER, INC.  
Statement of Activities  
Years Ended December 31, 2012 and 2011

UNRESTRICTED NET ASSETS	2012	2011
Revenue, gains and other support:		
Grants and contracts	\$ 586,323	640,938
In-kind contributions	115,111	200,799
Contributions	790	53,688
Interest income	49	16
Sale of goods and other income	1,836	865
Net assets released from restrictions:		
Government	46,358	13,494
Corporation and individual	-	4,656
<b>TOTAL REVENUE, GAINS, AND OTHER SUPPORT</b>	<b>750,467</b>	<b>914,456</b>
Expenses:		
Program services	716,938	840,064
Management and general	73,715	76,525
<b>TOTAL EXPENSES</b>	<b>790,653</b>	<b>916,589</b>
<b>INCREASE (DECREASE) IN UNRESTRICTED ASSETS</b>	<b>(40,186)</b>	<b>(2,133)</b>
TEMPORARILY RESTRICTED NET ASSETS	2012	2011
Grants, contributions and contracts	29,113	88,911
Restrictions satisfied by payments	(46,358)	(18,150)
<b>INCREASE (DECREASE) IN TEMPORARILY RESTRICTED NET ASSETS</b>	<b>(17,245)</b>	<b>70,761</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>(57,431)</b>	<b>68,628</b>
NET ASSETS - beginning of year	212,803	144,175
NET ASSETS - end of year	<b>\$155,372</b>	<b>\$212,803</b>



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