Alaska Injury Prevention Center
Strategic Plan 2014 – 2024

Core Purpose:
Prevent Injury in Alaska

Core Values:
Data Driven
Education
Prevention
Respectful
Innovative
Collaborative
Be the statewide resource for model programs, resources and tools for injury prevention programs

- **Statewide go-to source for Alaskans working in the field**
- **Source for highest quality knowledge, tools, baseline data, evidence-based practice**
- **Internationally known for models developed and utilized in Alaska**
- **Acknowledged as a leader in injury prevention**
- **Source that is sought after and compensated**

Long Term Goals

- By 2024 be the state resource for priority injury causes not addressed (or not sufficiently) by other agencies
- Focus on four areas: 1) program models and best practices 2) consultation 3) program development and evaluation 4) injury prevention policy and legislation.
- AIPC to generate income.
1. Injury prevention Impact.
   - In 2014 determine AIPC role and most effective effort in injury prevention. Consider the highest rated issues in Alaska.
   - Expand program to serve rural Alaska based on priority issues

2. Promote Evaluation/Accountability

   - Create benchmarks for evaluation measures for existing AIPC programs using the Behavior Risk Factor Surveillance Survey, the Youth Risk Behavior Survey, the Alaska Trauma Registry and Vital Statistics.
   - Archive and catalog injury and injury prevention data so that AIPC has access for analysis.
3. *Diversify Revenue*

- Grow cash reserves each year to increase unrestricted resources.
- Diversify revenue to ensure sustainability.
- Focus on developing partnerships to maximize program impact and financial stability.

4. *Strengthen Advocacy and Communication*

- Develop communications plan
- Enhance website to be a valuable, relevant and up-to-date source of Alaska injury prevention efforts.
- Focus on wider public policy strategy to encourage change in selected priority areas.

5. *Increase Board Engagement*

- Explore increased statewide membership on the board of directors, especially in rural Alaska who are focused on injury prevention.
CHILD PASSENGER SAFETY HIGHLIGHTS
AIPC conducted 363 car seat checks, nearly 1 per day.

Distributed 159 car seats:
- 22 rear facing only seats
- 82 convertible seats
- 19 combination seats
- 36 booster seats

AIPC, Safe Kids Alaska & Juneau Police Department
CPS Check Up Event
Child Passenger Safety Partnerships

Alaska Regional Hospital
- Certified 9 new CPS Technicians.

Alaska Native Tribal Health Consortium
- Provided funding for car seats and car seat checks.
- Funded two rural CPS trips— to Prince of Wales and Dillingham.

Safe Kids Alaska and the Anchorage Fire Department
- Partnered on check up events and CPS technician courses.

Other Partners:
- Southcentral Foundation,
- JBER,
- KCI,
- thread,
- Mountain View Boys & Girls Club
CPS LEADERSHIP ROLES

- AIPC staff, Beth and Mandi, were instructors at all Alaska CPS courses in 2015
- Manage CPS Facebook page/support CarSeatsAK.org
- CPS Liaison to Anchorage Police Department and Alaska State Troopers supporting Click it or Ticket
- National Highway Traffic Safety Administration CPS Training Liaison
- Chair of AHSO OP Task Force
- Statewide CPS Coordinator

New CPS Technicians Regional Hospital
ACKNOWLEDGED AS IP LEADER

Sought after and compensated
<table>
<thead>
<tr>
<th>Occupant Protection Survey</th>
<th>Market Research Survey</th>
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<tbody>
<tr>
<td>AIPC (Sylvia) coordinated the Alaska Occupant</td>
<td>33% increase in those who admit to texting and driving</td>
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<tr>
<td>Protection Observation study.</td>
<td>Perception that it is dangerous to text and drive was</td>
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<tr>
<td>Strict Methodology Followed</td>
<td>unchanged.</td>
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<tr>
<td>35,256 vehicles and 47,800 occupants were observed.</td>
<td>24% decrease in perception that it is dangerous to</td>
</tr>
<tr>
<td>Alaska’s 2015 seatbelt use rate is 89.3%, up from</td>
<td>talk on phone while driving.</td>
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<tr>
<td>88% in 2014.</td>
<td></td>
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<td></td>
<td>44% increase in perception of likelihood of getting</td>
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<tr>
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<td>hurt if not wearing a seatbelt. (Highest in females)</td>
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TEEN DRIVING

Statewide Expansion
High Quality Evidence-Based
Baseline Data collected and used.
AIPC provides high school groups with the tools to implement a seat belt promotion campaign.

At the conclusion of the 2015 campaign, 90.3% of high school students were buckled up.

10 years of HS Buckle Up Data. 2006 pre-project seatbelt rate was 73%.
In 2015, ten student groups participated in Raise Your Voice

- Distracted driving,
- Drinking and driving,
- Alaska’s Zero Tolerance Law,
- Provisional license restrictions, and
- Seat belt use.

Student groups shared their completed media with over 900 students in the Anchorage School District in an effort to promote safe driving amongst teens.
Students showed their videos to high school peers and collected 990 evaluations.

**Students’ safe driving evaluated improvements:**
- Increased perception of the risks of multitasking while driving,
- Increased Intention to prevent friends from drinking and driving, and
- Increased willingness to follow provisional license restrictions.
EAST HIGH SCHOOL STUDENT GOVT.
RAISE YOUR VOICE VIDEO
BICYCLE EDUCATION IN ANCHORAGE SCHOOLS
BIKEOLOGY
BICYCLE EDUCATION PROGRAM

TOTAL PACKAGE BIKE PROGRAM
Teaching bike safety during a Physical Education class poses hundreds of logistical challenges. It can take hours to ensure that each student has a bike (and helmet) in proper working order. This Bicycle Education Program eliminates those challenges by providing all the necessary equipment, including adjustable bikes, in a convenient transportation and storage trailer.

CURRICULUM
Classroom and on-the-bike instruction will be taught using the Bikeology curriculum, a middle and high school bicycle safety curriculum that meets the National Standards for physical education. The curriculum emphasizes bike handling skills and rules of the road.

STUDENTS
This program is focused on reaching middle school students and will primarily be promoted to middle school Physical Education teachers.

ASD Health and Physical Education teachers will be able to reserve and check out the trailer through ASD’s Interlibrary Loan system. The trailer will be delivered directly to each school. Teachers will also be supplied with training and assistance as needed.

WHAT’S IN THE TRAILER?

<table>
<thead>
<tr>
<th>SUPPLIES</th>
<th>GEAR</th>
<th>BIKES</th>
</tr>
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<tbody>
<tr>
<td>The trailer’s supply cabinet is filled with materials such as cones and signs for setting up a bike training skills course, as well as tools.</td>
<td>Youth under 16 are required to wear a bike helmet by Muni law. The trailer is stocked up with plenty of helmets for each student.</td>
<td>The trailer has been custom built to hold 35 bikes. Each of the One Size Adjusts to All bikes is capable of fitting students 4’0” to 6’2”</td>
</tr>
</tbody>
</table>

This program is coordinated by Alaska Injury Prevention Center through a grant from Alaska’s Safe Routes to School Program. For more information, call Beth Schuerman at (907) 929-3939.
The trailer has been custom built to hold 35 bikes. Each of the One Size Adjusts to All bikes is capable of fitting students 4’0” to 6’2”
“From the feedback we’ve received, the Bikeology presentation was a great success. Several teachers commented that you obviously knew the ASD and teachers well, and that you took the time to customize for our group. We are thrilled to partner with you and incorporate this wonderful resources into our physical education.”

Melanie Sutton HPE Curriculum Coordinator
### Anchorage YRBS 2005-2013

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<tr>
<td>Percentage of students who had at least one drink of alcohol on at least one of the past 30 days.</td>
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<tr>
<td>Total</td>
<td>41.3%</td>
<td>41.3%</td>
<td>35.5%</td>
<td>35.1%</td>
<td>24.2%</td>
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<tr>
<td>Percentage of students who felt so sad or hopeless almost every day or two weeks or more in a row that they stopped doing usual activities during the past 12 months.</td>
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<tr>
<td>Total</td>
<td>29.8%</td>
<td>32.9%</td>
<td>27.6%</td>
<td>29.0%</td>
<td>26.5%</td>
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<tr>
<td>Percentage of students who had seriously considered attempting suicide during the past 12 months.</td>
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<tr>
<td>Total</td>
<td>18.0%</td>
<td>15.5%</td>
<td>14.0%</td>
<td>15.1%</td>
<td>17.2%</td>
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**Priority Issue:** Mental Health

**Goal:** Decrease conditions that lead to suicide and suicide attempts and increase those that lead to mentally healthy 12-24 year olds in Anchorage.

**Intermediate variables to address:** bullying, feeling alone in life, and sadness/hopelessness

**Consequences to achieve:** improve mental health, reduce suicide and suicide ideation, reduce substance use

“Thank you for your time and expertise on the DBH PSE webinar! Our grantees gave very positive feedback and really appreciated the practical information.”

-Sara Clark, Division of Behavioral Health
PARTNERSHIPS AND COLLABORATIONS
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<tr>
<th>Leadership Positions</th>
<th>Internationally/Nationally Known</th>
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<tr>
<td>§ 90% by 2020 Shared Measures Group</td>
<td>§ International Safety Media Awards 2016</td>
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<td>§ Alaska Traffic Records Coordinating Committee</td>
<td>§ National Safety Council/ Safe Communities</td>
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<tr>
<td>§ ANTHC Epidemiological Advisory Group</td>
<td>§ Arctic Track at Safety 2016</td>
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<tr>
<td>§ Alaska Violent Death Reporting System Advisory Committee</td>
<td></td>
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<tr>
<td>§ Statewide CPS Committee</td>
<td></td>
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<tr>
<td>§ United Way Executive Director Committee</td>
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“Thank you for your continued commitment to safe communities locally, nationally, and internationally. We can always count on you to put a creative twist about your experiences so others can learn from your challenges and replicate your success. We always love your stories too!”
- Carrie, National Safety Council
FISCAL STATUS

Increased Fiscal Diversity

United Way
State Farm
Division of Behavioral Health
Safe Routes to School
ANTHC: Child Passenger Safety
Rasmuson Foundation

Increased Net Assets

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<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td>Net Assets</td>
<td>$168,401</td>
<td>$140,277</td>
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</table>

We have audited the financial statements and prepared the IRS form 990 tax return for the year ended December 31, 2014. Your audit received an unqualified opinion which is the best opinion you can get. Your accounting systems and internal controls are properly design and well maintained. For 2014, we tested your payroll internal controls and found no issues of note.

We greatly appreciate the opportunity to work with you and look forward to seeing you in the spring.

Michael Foster, CPA
Foster and Company, LLC
September 3, 2015
WELCOME TO OUR EXPANDED FAMILY

DEBORAH WILLIAMS
CIARA JOHNSON
HENRY HUNDT
THE UNKNOWN 4TH

Core Purpose:
Advance Positive Youth Development

Core Values:
Strengths-Based
Collaborative
Inclusive
Data Driven

Envisioned Future:
All of Anchorage’s youth thrive