





ABOUT US

Our story is a winding path from innovative approaches to preventing injuries and promoting well-being. In 1998, our state's leading experts in injury prevention came together to discuss how our communities were systematically approaching, measuring, and evaluating injury prevention in the state. With the support of a "Safe Communities America" grant through the National Highway Traffic Safety Administration (NHTSA), these leaders created our nonprofit, the Alaska Injury Prevention Center, now known as the Center for Safe Alaskans.

For over twenty years, we have used a public health approach to identify data-driven trends, bring collaborative efforts into action, evaluate and measure the successes of our programs, and bring more people to the table.

BOARD OF DIRECTORS

Hillary Strayer President

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Gordon Glaser Director

Ronni Sullivan *Director*

Corlis Taylor Director

Angeline Washington *Director*



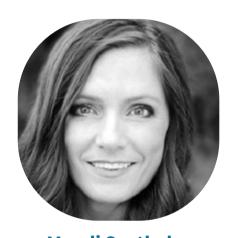
OUR TEAM



Marcia Howell
Executive Director



Rebekah Wilcox AYDC Program Manager



Mandi Seethaler
Deputy Director



Evy Hail Program Manager



Emmanuel PortilloAYDC Director



Samantha Gordon
Strategic Communications
Specialist

OUR MISSION

Prevent injuries, promote wellbeing, and improve safety for all Alaskans.

A MESSAGE FROM OUR EXECUTIVE DIRECTOR MARCIA HOWELL

Resilience:

- 1. the capacity to withstand or to recover quickly from difficulties,
- 2. the ability of a substance or object to spring back into shape; elasticity. (Oxford Dictionary)

As I reflect on the past year, the word resilience comes to mind. The challenges brought on by COVID 19 over the past three years were significant. Programs had to pivot almost instantaneously. Staffing transitions created capacity gaps. Connections and relationships were difficult to maintain and even harder to grow.

Through all of that, we were and continue to be resilient. We met challenges with a strong sense of flexibility. We were committed to meeting our grant obligations with continued high quality work. And we looked for bright spots like: Zooming allows more people to participate in meetings from around the State, and even around the world.

Looking forward, I am excited for our team to step out of triage mode and begin dreaming and creating shared visions for the Center for Safe Alaskans future.

I am deeply grateful for each member of the Safe Alaskans staff, for the continued support of our Board of Directors, for the financial generosity of our funders, and for the collaborative spirit of our partners.

OUR VALUES

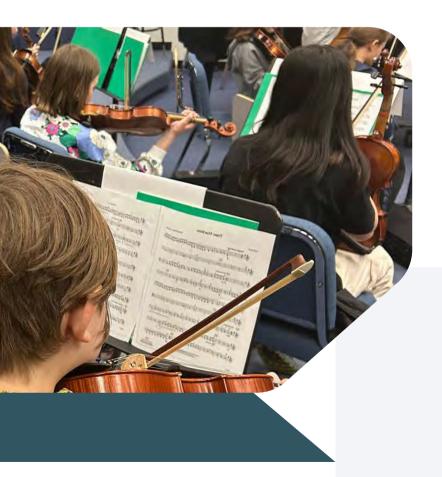
Innovative
Collaborative
Inclusive &
Respectful
Data-Driven
Strength-Based



YOUTH MATTER GRANTS

Youth Matter Grants are mini-grants given to youth-led projects to build safety, foster supportive youth-adult relationships, and make a difference in the community. When youth know that they matter to their community, they are less likely to engage in risk behaviors and more likely to display higher levels of connectedness and wellbeing while helping youth thrive.

This year we supported four youth-led projects focused on improving youth wellbeing in Anchorage. Projects were designed, implemented, and evaluated by youth-led teams and included: A podcast advocating for the implementation of a comprehensive Alaska Studies curriculum that incorporates the history, culture, and contributions of Alaska Native peoples; trauma-informed training for youth that included youth-created trauma baskets for trauma survivors; a public service campaign on civil discourse, and a video exploring the benefits of mentorship between youth and professional musicians. Participating organizations included See Stories, Anchorage Youth Orchestra, the You Are Not Alone Club (YANA) at Begich Middle School, and Anchorage Youth Vote.



64% of participants experienced a positive shift in their belief that people their age help make their community a better place to live.

70% agreed that they feel more interested in learning, education, and school.

60% indicated that they feel like they matter more to people in their community.

SHARED RISK AND PROTECTIVE FACTORS

Shared Risk and Protective Factor (SRPF) work continues to expand in Alaska. Over the past year, more funders included SRPF requirements in their Requests for Proposals (RFP). Interest in our SRPF website has also grown. The SRPF Community of Practice quarterly meetings continue to draw large groups of enthusiastic members.

There are also engaged SRPF Data and Communications workgroups. Internally at Safe Alaskans, the SRPF framework guides our strategic planning and future visioning. We know that by focusing on factors related to multiple health concerns, we increase our mission and initiatives' programmatic and fiscal sustainability. Click here to view the SRPF website!



SRPF helps bridge siloes and build sustainability

MINDFULNESS



Mindfulness practice is a shared protective factor for multiple health concerns, including suicide prevention, decreasing aggressive and distracted driving, substance misuse, and improved parenting. Mindfulness is also included in "Using the SRPF Framework", and Safe Alaskans promotes mindfulness in multiple ways. We currently provide child-friendly mindfulness books to parents who come to us for car seat checks. We offer a four-session ondemand virtual mindfulness training. The State Public Information Office is designing a campaign to promote our mindfulness opportunities. Additionally, Neuromarketing Health Communications Lab is researching the impacts of short mindfulness practice on neurological processes.



@SafeAlaskans - 993 Followers @AYDCNow - 742 Followers



@SafeAlaskans - 620 Followers @AYDCNow - 84 Followers



@SafeAlaskans - 1, 019 Subscribers



1145 Subscribers Newsletters - With a combined audience of 4,603, we had a total number of 3,952 engagements through our social medias in FY2023.

SOCIAL MEDIA AND COMMUNICATIONS

Over the last year, we have expanded our efforts to reach Alaskans across the state. Our communications efforts this year included: Child Passenger Safety, Bike and Pedestrian Safety, Older Adult Drivers, Teen Driving, and promoting the Anchorage Youth Development Coalition. We continue to strive to spread our message of data-driven safety efforts to reach our goal of becoming a statewide resource for the safety of all Alaskans.

INTERNATIONAL SAFETY MEDIA AWARDS

The 8th International Safety Media Awards (ISMA) were held in Adelaide, Australia, in November 2022. Safe Alaskans staff founded the ISMAs in 2006 in collaboration with the World Health Organization's biennial World Injury Prevention and Safety Promotion Conference in Durban, South Africa. The International Safety Media Awards (ISMA) recognize highquality safety media worldwide. The ISMAs provide safety promotion and injury prevention professionals an opportunity to showcase their media initiatives and learn from each other. In addition to collecting entries, working with the judges as they assessed entries, and finally announcing the awards, we hosted a Theory-Based Media Design Workshop. The highly acclaimed workshop guided participants through the steps of media campaign development with an emphasis on using communications theory to add credibility and power to the initiatives. Work on the 9th ISMAs that will be held in 2024 in Dehli, India, has begun. Check out the ISMA website here to meet our esteemed panel of international judges and see 2022 winners.



Thank you to our generous sponsors!









CHILD PASSENGER SAFETY

Generous support from our Child Passenger Safety (CPS) partners, Buckle Up for Life, AAA, and the Alaska Highway Safety Office (AHSO), has allowed Safe Alaskans to make an impact statewide in CPS statewide. In FFY2023 and for the first six months of FFY2024, Safe Alaskans has provided more than 30% of the car seat checks and more than 55% of the car seats distributed statewide. And CPST-Instructor, Mandi Seethaler instructed 75% of the certification courses statewide.

Safe Alaskans welcomed new staff member Evy Hail to Child Passenger Safety (CPS) in January 2023. We celebrated her successful completion of the newly released Hybrid Offering of the National CPS Technician Certification Course, the first held in Alaska. While serving on the National Child Passenger Safety Board as co-chair of the Curriculum Committee, Mandi has helped create this innovative way to deliver the curriculum. Statewide mentorship and support for small CPS programs have been a focus for the last 18 months. Staff traveled to Prince of Wales, Nome, and Cordova as a statewide resource for injury prevention focusing on CPS, bicycle, and pedestrian safety. Safe Alaskans has provided funding for CPS Technicians and Instructors to support continued CPS certification statewide.



Our generous funders have made it possible to conduct over 700 car seat checks and to distribute nearly 500 car seats to caregivers in financial need in FFY2022 and FFY2023.

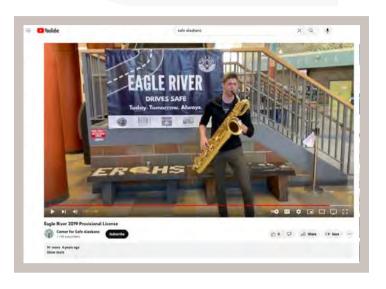
OLDER ADULT DRIVER SAFETY

The CarFit program started this summer with technician training May 19-20, 2023, led by Elin Schold-Davis from the American Occupational Therapy Association and was open to the community. Partnerships were formed with Cary Moore, the Academic Program Director of the UAA (University of Alaska Anchorage) branch of the Creighton University OT (Occupational Therapist) program, to create a strong OT student presence in Safe Alaskans revamped CarFit program.

The first CarFit event of the summer was June 21 at the Anchorage Senior Activity Center and was a tremendous success, including an interview by Sam Gordon with ABC Fox 24. We're looking forward to continuing partnerships with Alaska older adult serving organizations.









YOUNGER DRIVER SAFETY

Safe Alaskans encourages teens to participate in National Teen Driver Safety Week each year. In October 2022, during National Teen Driver Safety Week, we engaged teens online by promoting impaired driving-centered videos on Facebook and Instagram. We achieved a reach of 17,984 with the videos and an engagement measure of 388.

Additionally, this past spring, we also provided teen drivers with a survey that gives us insight into what types of teen driving safety videos they would prefer to share with their peers. Their perceptions and preferences will help us shape future teen driver safety campaigns.

GRADUATED DRIVER'S LICENSING CAMPAIGN

Graduated Driver's Licensing (GDL) programs are evidence-based ways of improving young driver safety. Alaska's GDL system is complicated, and we are working to create clarity for parents and young drivers. To inform our GDL parent education campaign, we collected audience perception and knowledge data through key informant interviews and our annual Attitudinal Phone Survey. Over the next year, we will develop, disseminate, and evaluate our GDL education campaign.. Click here to read more!

"I'd love to have some basic info on good habits for teaching someone to drive, remain calm, and not make it a negative thing for your relationship. It's been difficult. Could there also be some Alaska-specific tips and tricks?"

-- A concerned parent.

BIKE AND PEDESTRIAN SAFETY

The Alaska Highway Safety Office and the Municipality of Anchorage supported the Center for Safe Alaskans' bicycle and pedestrian safety initiatives. After thoroughly analyzing qualitative data from stakeholders and quantitative injury and crash data, Safe Alaskans designed and implemented multiple pedestrian and bicycle safety initiatives. This year, we were provided 21,183 pieces of reflective tape and 200 bike helmet fittings throughout Alaska, successfully reached new heights with our pedestrian safety messaging.

We produced a series of short videos that shared pedestrian perspectives on walking in Anchorage with an intention to begin building a culture that respects pedestrians. Click here to view them on our YouTube channel!

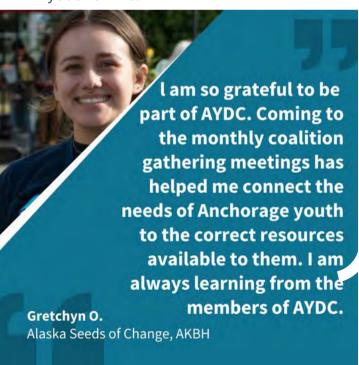




Anchorage Youth Development Coalition

Housed at Center for Safe Alaskans

Anchorage Youth Development Coalition (AYDC), housed at Safe Alaskans, is a broad and inclusive coalition of youth-serving organizations, businesses, and individuals working to create shared community practices around professional youth work. AYDC promotes and integrates strength-based strategies through advocacy, resources, networking, and training to ensure that all Anchorage youth thrive.





Our Vision:

All Anchorage's Youth Thrive

Our Mission:

AYDC promotes and integrates strengthbased strategies through advocacy, resources, networking, and training.

Our Purpose:

Advance positive youth development

AYDC LEADERSHIP TEAM

The AYDC Leadership Team works to further the vision, mission, values, and goals of AYDC. The AYDC Leadership Team guides the coalition's strategic direction. The AYDC Leadership Team supported the strategy work of the coalition through the workgroups below. <u>Click here to read more in AYDC's Commitment to Liberation: Joining a Culture of Belonging.</u>

Equity Workgroup:

Guided the development and implementation of AYDC's commitment to Justice, Equity, Diversity, and Inclusion (JEDI).

Evaluation and Assessment Workgroup:

This workgroup advised the evaluation and assessment activities of AYDC.

Advocacy and Policy Workgroup:

This workgroup guided the advocacy and policy actions to support positive youth development in Anchorage.

Enrichment Workgroup:

This workgroup guided the infrastructure development and governance of AYDC.

87.5%

of Coalition Capacity
Survey respondents
strongly agreed or agreed
that Leadership keeps us
focused on progressing
towards our goals.

AYDC COALITION GATHERINGS

AYDC's Monthly Coalition Gatherings allow our members and partners to network, dialogue, share upcoming opportunities, and learn about positive youth development initiatives in the community from spotlight presenters.

This year, we learned about the innovative youth development work happening in Anchorage from 6 agencies, including Alaska Seeds of Change, American Lung Association, Anchorage School Business Partnerships, Anchorage Youth Court, Anchorage Youth Vote, and See Stories. AYDC Staff also presented and facilitated discussions on evaluation and assessment findings, including AYDC's Community Readiness and Coalition Capacity. Click here to read more in the AYDC Summary of Coalition Survey.



SECOND ORDER CHANGE

Second Order Change is a research-based, social, and emotional intelligence professional learning series for youth development professionals. Social and emotional intelligence competencies are the leading indicator of effectiveness in all professions and are critical for supporting youth development. Participants attend a series of learning sessions and integrate learning through guided reflection. This provides time to explore and incorporate a new approach between sessions. The format enables participants to build supportive relationships with peers in the community within or across organizations.

The six-part series focuses on developing participants' competencies: Self Management, Responsible Decision Making, Self Awareness, Social Awareness, and Relationship Skills. The Second Order Change series was held virtually and in person from February 15, 2023 – March 29, 2023.



2022-2023 Participating Organizations

- Alaska Native Cultural Charter School
- Camp Fire Alaska
- Catholic Social Services
- Center for Safe Alaskans
- Cook Inlet Tribal Council
- Denali Family Services

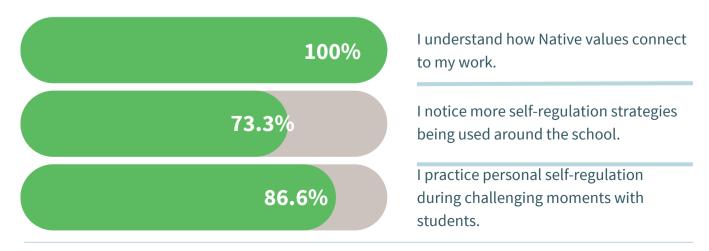
ANCHORAGE NATIVE CULTURAL CHARTER SCHOOL (ANCCS)

This project aims to provide trauma-informed, social and emotional learning professional development to ANCCSS staff to transform the school, creating a learning climate of trust and positive behavior. It seeks to do this through three main objectives:

Increase staff feelings of preparedness to implement trauma-informed practices; Improve staff capacity to support students in building SEL skills and feeling connected to the school; decrease the number of student behaviors that require staff intervention; Increase positive student behaviors;

School Year in Review: 3 School-wide Professional Development Days (focused on: Trauma-informed care Student Self-Regulation activities, Staff self-care, teacher wellbeing, strategies for teacher self-regulation, and equipping teachers to be warm demanders, Strengthening teacher-student relationships, Developing proactive and responsive behavioral strategies, Connecting CHAMPS curriculum to the school's Alaska Native values), six coaching sessions with the school leadership team and our facilitator, Ricky Robertson, to support ongoing improvement and implementation, Creation and implementation of Peace Corners for students (areas that include sensory activities with which students can practice self-regulation).

Teachers and staff completed a survey that measured change from the beginning of the school year before professional development until after the final training. The data below reflect the percent of participants who agree or strongly agree with the following statements:



POLICY EDUCATION AND ADVOCACY

AYDC and Center for Safe Alaskans policy education and advocacy work focused on elevating and strengthening a shared risk and protective factors approach in organizational and other policy contexts. By focusing on shared risk and protective factors in public and behavioral health work, prevention efforts can have a greater reach across multiple areas of concern, create opportunities to leverage resources and present increased opportunities for sustainability.

In addition, we led advocacy to include Adolescents' Experiences with Racism questions in the 2023 Alaska Youth Risk Behavior Survey (YRBS). With the support of Safe Alaskans, Alaska Youth Court is now offering youth mindfulness training to defendants as an alternative to sentencing. Mindfulness is a protective factor against several risk behaviors. In March 2023, we conducted a Community Readiness Assessment focused on youth-shared protective factors.

Finally, we took advocacy action on several individual bills and proposed policies locally and statewide through letters of support. This included: successful opposition to proposed budget cuts to Prevention work from the Prop 13 Anchorage Municipal Alcohol Tax; House Bill 60 /Senate Bill 80, supporting youth mental health education in public schools; Sober Truth on Preventing (STOP) Underage Drinking Reauthorization Act which was passed.

When examining the average scores for each of the five dimensions of readiness, scores for leadership and community climate both increased slightly from 2020 to 2023.



Leadership-Average Score was 5.26

At least some of the leadership is participating in developing, improving, or implementing efforts to increase youth-shared protective factors in Anchorage, possibly by being a member of a group that is working towards these efforts or being supportive of allocating resources to these efforts.



Community Climate-Average Score was 4.70

Some community members believe that increasing youth-shared protective factors is a concern in Anchorage and that some effort is needed to address it, and at least some community members are participating in developing, improving, or implementing steps to increase youth-shared protective factors in Anchorage.



HEALTH COMMUNICATIONS NEUROMARKETING LAB

The Safe Alaskans' Health Communications Neuromarketing Lab (Neuro Lab) saw an increase in use over the past year. It was highlighted at our Theory-Based Media Design Workshop at the WHO World Safety Conference in Australia. The winner of the 2024 ISMAs will receive an opportunity to use the Neuro Lab. The Neuro Lab was used to measure emotional reactions to sensitive questions in the new Alaska Overcoming Aces with Resilience Survey. It was also used to evaluate the impact of a new Traumatic Brain Injury awareness and educational campaign. We used the lab internally to track eye movement as audience members watched our new bike helmet fitting video, a collaborative effort with the Anchorage Police Department. Finally, the Neuro Lab is a core component of our mindfulness research study, measuring changes in safe driving behavior following a short mindfulness practice. Click here to learn more on our website at www.safealaskans.org/neurolab.

OCCUPANT PROTECTION USE SURVEY

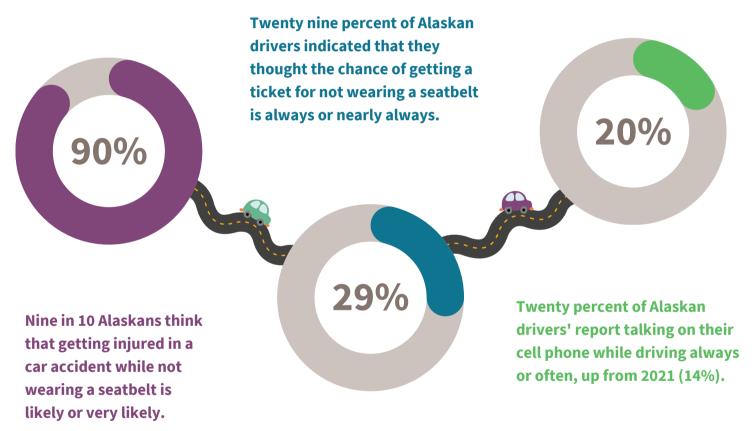
Safe Alaskans managed the FFY2022 Annual Occupant Protection Use Survey (OPUS). This is our 19th year managing the important OPUS study. Following strict National Transportation Safety Administration (NHTSA) methodological requirements, staff observed seatbelt use of 64,924 drivers and passengers in 52,916 vehicles in Alaska. The seatbelt use rate for FFY2022 was 91.5% with an impressively low standard of error of .54%. Observed cell phone use was 7.2%, the highest it has been since 2016 (7.4%). Click here to view the 2022 OPUS report!



of vehicle occupants recorded were observed wearing their seatbelts!

TRANSPORTATION ATTITUDINAL TELEPHONE SURVEY

Safe Alaskans is honored to be chosen to conduct the annual statewide Transportation Attitudinal Telephone Survey for the 13th year. The National Transportation Safety Administration has strict requirements for questions that must be included. We then review the Strategic Highway Safety Plan (SHSP) to ensure we include questions that are needed for SHSP performance metrics and reporting. The data are used by multiple agencies around the State to evaluate the success of their initiatives. Click here to view the 2022 report.



DATA LINKAGE PROJECT

Safe Alaskans continue to take the lead on the Anchorage Data Linkage Project. The project links Alaska Trauma Registry (ATR) data with Anchorage Crash (Crash) report (12-200) data. This is an essential endeavor because it marries two data sets with distinctively different strengths to develop a clearer picture of transportation-related injuries in Anchorage.

OVERCOMING ACES WITH RESILIENCE SURVEY

The Overcoming Aces with Resilience Survey (OARS) is a new collaboration between Safe Alaskans and The State's Maternal Child Health Epidemiology Unit. OARS collected data from over 3000 adult Alaskans statewide to gather information about exposure to Adverse Childhood Experiences (ACES) and to learn about what life experiences help to build resilience in adulthood. Alaska has a long experience collecting youth risk and protective factor data around various health concerns. The OARS dataset will provide adult information that has been elusive and will be extremely valuable for future program planning to prevent injuries, promote well-being and improve safety throughout Alaska.





WITH GRATITUDE

Our funders help us serve our Alaskan community. We are grateful to be able to continue to prevent injuries for all Alaskans, Without their support, Center for Safe Alaskans and AYDC would not be possible.













































Alaska Community





ALASKA NATIVE

AYDC CONTRIBUTING MEMBERS

See Stories Krystal Kompkoff Recover Alaska Spirit of Youth Becky Judd Michael Kerosky

Trina Resari-Salao

Campbell Creek Science Center

Anchorage Youth Development Coalition

Housed at Center for Safe Alaskans







CENTER FOR SAFE ALASKANS

Statement of Activities
Nine-Months Ended September 30, 2022

FINANCIALS

In 2019, the Board of Directors established longterm financial resiliency goals. Safe Alaskans has reached that goal with a diversified revenue stream, operational reserves equaling six months of operating costs, and funds sufficient to support innovative initiatives.

At the Annual Board Meeting in September 2022, a new fiscal year period was approved, moving away from the calendar year to the federal fiscal year, October 1 – September 30. Our auditor, Foster and Company, LLC, suggested the idea based on the history of financial activity for Safe Alaskans. Michael Foster of Foster and Company, LLC; Soren Orley, Board Treasurer; Marcia Howell, Executive Director; Mandi Seethaler, Deputy Director and Raj Shankar, CPA and Vice President and Chief Financial Officer of The Foraker Group, met and vetted the necessity and practicality of the change, agreed it was a wise and logical idea and then presented to the Board for approval.

Safe Alaskans conducted a Single Audit for the nine months ending September 30, 2022. This comprehensive financial statement and federal awards audit must be completed by any entity or organization that expends \$750,000 or more in federal funds. It is intended to ensure an organization uses its federal funds correctly and complies with all applicable requirements and regulations. Foster and Company offered the following opinion, "Center for Safe Alaskans complied, in all material respects, with the types of compliance requirements referred to above that could have a direct and material effect on each of its major federal programs for the year ended September 30, 2022".

CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS Revenue, Gains and Other Support:	3	
Grants and Contracts Contributions Interest Income Other Income Restrictions Satisfied By Payments TOTAL REVENUE, GAINS, AND OTHER SUPPORT	\$	1,112,270 8,590 1,125 2,126 39,339 1,163,450
Expenses: Program Services Management and General Fundraising TOTAL EXPENSES	_	1,134,190 86,925 6,226 1,227,341
INCREASE (DECREASE) IN		
NET ASSETS WITHOUT DONOR RESTRICTION	_	(63,891)
NET ASSETS WITH DONOR RESTRICTION Grants, Contributions and Contracts Restrictions Satisfied By Payments INCREASE (DECREASE) IN	-	99,652 (39,339)
NET ASSETS WITH DONOR RESTRICTION	_	60,313
INCREASE (DECREASE) IN NET ASSETS		(3,578)
NET ASSETS - beginning of year	_	897,510
NET ASSETS - end of year	\$_	893,932

CENTER FOR SAFE ALASKANS

Statement of Financial Position
Nine-Months Ended September 30, 2022

ASSETS CURRENT ASSETS Cash and Cash Equivalents Grants and Contracts Receivable Supplies Inventory Security Deposits Prepaid Expenses TOTAL CURRENT ASSETS	\$	534,407 519,046 4,349 5,705 14,229
Operating Lease Right of Use		78,540
PROPERTY AND EQUIPMENT Equipment Less: Accumulated Depreciation PROPERTY AND EQUIPMENT - NET	=	22,018 (22,018)
TOTAL ASSETS	\$_	1,156,276
LIABILITIES AND NET ASSETS CURRENT LIABILITIES Accrued Payroll and Related Liabilities Deferred Revenue TOTAL CURRENT LIABILITIES	\$	91,016 92,788 183,804
Operating Lease Obligations	_	78,540
TOTAL LIABILITIES	_	262,344
NET ASSETS Without donor restriction With donor restriction TOTAL NET ASSETS	_	821,653 72,279 893,932
TOTAL LIABILITIES AND NET ASSETS	\$	1,156,276



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