

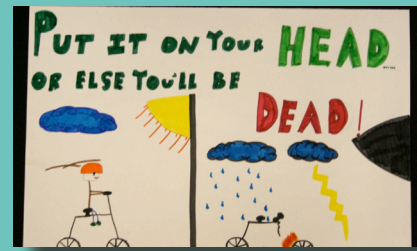
2010 Annual Report

Alaska Injury Prevention Center



Education and Prevention

2010 HIGHLIGHTS



REALITY MEDIA AWARDS
SERVICE HIGH

- 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 statistician's 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 Commuters of Anchorage and reflective tape distribution to over 15,000 people.



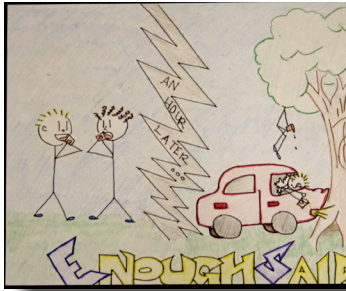
WALKING TO SCHOOL WITH
SENATOR MARK BEGICH



LIGHTING THE WAY
TO BIKE SAFETY

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

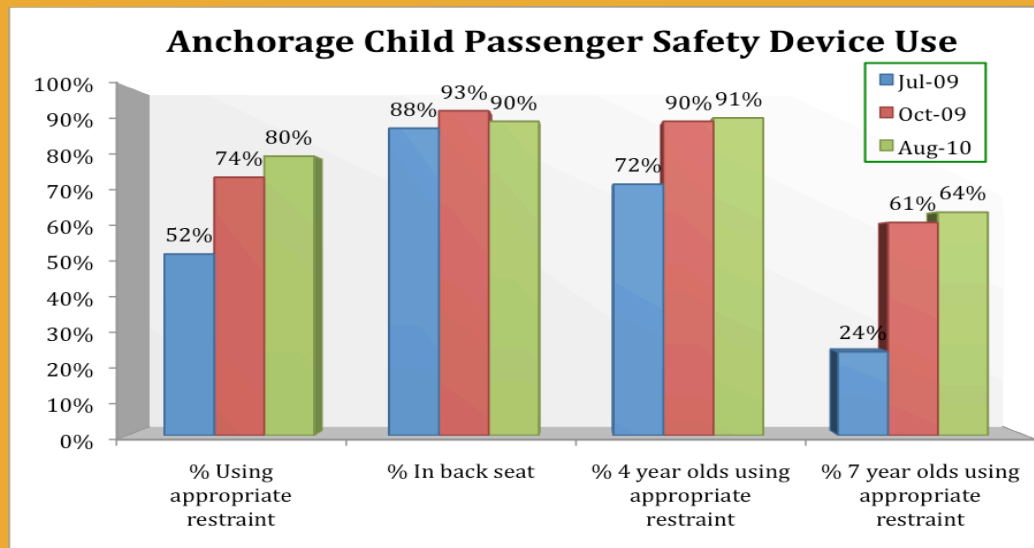
In September 2009, Alaska's revised seatbelt law became effective. The revision requires children under the age of 8 to be restrained in a "booster or car seat."

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



Tales of
bike commuting
in Anchorage

Check us out
on

YouTube

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.

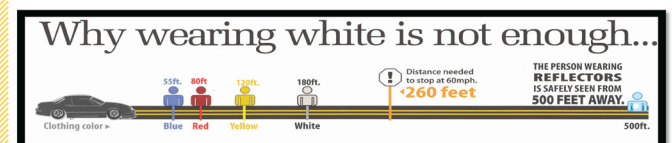
The minimal responses prompted us to re-assess our marketing strategy. After applying social marketing analysis, we realized we needed to promote the product to pedestrians in a place where they would be likely to act on the information.

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

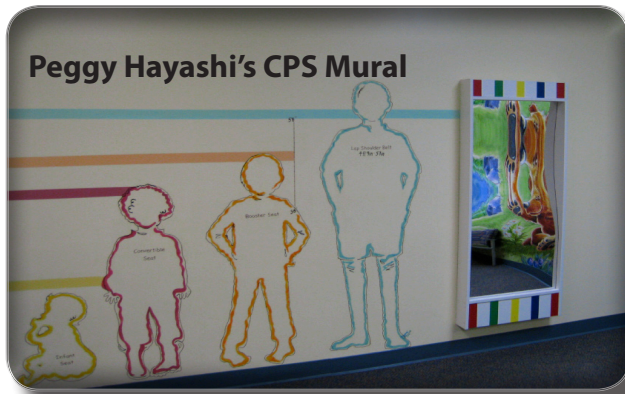
Center of Excellence

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	\$	28,260
Grants and contracts receivable		152,650
Supplies Inventory		4,349
Security Deposits		1,758
Prepaid expenses		6,794

TOTAL CURRENT ASSETS		193,811
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Equipment		53,491
Less accumulated depreciation		(42,178)

EQUIPMENT, NET		11,313
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TOTAL ASSETS		205,124
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LIABILITIES AND NET ASSETS

CURRENT LIABILITIES

Accrued payroll and related liabilities	\$	13,154
Deferred revenue		35,810

TOTAL CURRENT LIABILITIES		48,964
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NET ASSETS

Unrestricted		140,119
Temporarily restricted		16,041

TOTAL NET ASSETS		156,160
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TOTAL LIABILITIES AND NET ASSETS \$		205,124
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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	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	<u>\$ 716,872</u>	<u>\$ 81,655</u>	<u>\$ 798,52</u>

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

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	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, State Farm	Anchorage Fire Department	Providence Alaska Medical Center
National Safety Council	Alaska State Troopers	Denali Safety Council
State of Alaska	Anchorage School District	DVD Technology
Municipality of Anchorage	Bike Commuters of Anchorage	Alaska DMV
	Carrs/Safeway	The Bike Shop

AIPC Staff

Marcia Howell, JD	Executive Director	Marcia.Howell@alaska-ipc.org
Beth Schuerman	Projects Director	Beth.Schuerman@alaska-ipc.org
Mandi Seethaler	Office Manager/Bookkeeper	Mandi.Seethaler@alaska-ipc.org
Peggy Hayashi	Child Passenger Safety Coordinator	Mhayashi@gci.net
Niki Periera	Fire Prevention Specialist	Niklnuk@gci.net

AIPC Board of Directors

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 Leemhuis		Alaska Native Medical Center, Trauma Program Manager