

Reflections on AIPC's 2009-2014 Strategic Plan

Core Values in Action: *Data Driven, Educate, Prevention, Respectful and Innovative*

Below are some of the highlights from 2010/2011. AIPC staff members were busy providing prevention education, assistance and guidance with a strong ethic of respect for multi-agency collaborative efforts. Without our many partners and funders, we would not have been able to accomplish the data-driven successes listed below.

- Our multi-pronged approach to booster seat promotion was effective, with a *63% gain in appropriate child restraint use* by 4-7 year olds over a two year period.
- Statewide *seatbelt use increased to an all time high of 89.3%*.
- Pedestrians are safer due to multi-media promotion and diverse distribution strategies for the reflective tape. *Reflectivity of middle school students increased 730% at Wendler Middle School.*
- After participation in the ThinkFast program, *66.9% of the students* reported that ThinkFast influenced them not to ride in a car when the driver has been drinking.
- Anchorage was awarded the status of being an *International Safe Community* by the World Health Organization after a rigorous application process.
- A scientific multi-method evaluation of TV PSAs showed that young men, 20-30 years old, are more likely to pay attention to TV ads that include graphic consequences of crashes.
- Bike to Work day was a big success with a *28% increase in counted riders* compared to 2010.
- Anchorage *high school seatbelt use improved 10% from 80-88%* after our spring Buckle Up Promotion.
- The CPS conference was extremely well evaluated as an excellent learning, networking and energizing event.

Innovative Prevention Promotion, Communication and Research

We have received over 4,000 hits on AIPC's booster seat ad on YouTube, 1800+ for an Aggressive Driving PSA, and over 1600 for a texting and driving PSA. YouTube's Insight data is extremely helpful for analyzing which videos are the most watched, who watches them, how people get to the video when they are watched and which hold the attention of the viewers for the longest amount of time.

- There have been over 27,394 views of AIPC's YouTube channel.
- From September 1-30- 2011 there were 439 views.
- From October 1, 2010 through September 30, 2011 there were 9,621 views.
- Our Distracted Driving, Texting and Driving and teen underage drinking prevention videos retain viewers attention the most.
- Learning from YouTube Insights, social marketing conferences and forums has improved our skills as social marketers.
- Nearly 30% of views of our traffic safety videos come from someone who was watching a related video, 19% from a YouTube search and 17% are viewed on mobile devices.

Financial Diversity

AIPC is building a “Rainy Day Fund.” This has occurred through contract for services projects including the Statewide Media Campaign (\$26,000) Social Marketing Training (\$5,000) Promotion of Anchorage School District’s Raise Your Voice Project (20,000) and conducting Focus Groups (\$7800.) Other projects have contributed to the unrestricted pool, including the Providence Suicide Pilot Study (\$7500), Underage Drinking Prevention efforts (\$3000.) We will continue to secure opportunities that provide AIPC with the ability to respond to emerging and complex injury prevention issues.

Recognition as a Center of Excellence

Awards

- Peggy E.R Chamber of Commerce Award
- Governor’s Special Achievement Award

Membership on:

- ANTHC’s EPI Advisory Committee
- VDRS Advisory Committee
- Vice Chair ATRCC
- Pan-Pacific Safe Community Advisory
- Anchorage Youth Development Coalition Leadership Team
- CPS Statewide coalition
- STSP Leadership Team

Trainers for:

- Child Passenger Safety
- 2-day Social Marketing Training
- School Health and Wellness Institute
- ANTHC IP marketing class

Presentations at

- International Safe Communities Conference
- National Safe Communities Conference
- NHTSA/GHSA Traffic Records Forum
- Lifesavers

Board Development

AIPC Financial Governance Structure:

- ✓ Elect a Board Treasurer (Board) (2009)
- ✓ Create a finance committee.
- ✓ Bi-monthly financial statements to the board.
- ✓ Financial Flow Chart/Cash Flow Analysis/Simple Variance Report.

Board Development Committee:

- Create a Board Development Committee with an annual workplan.
- Create Board Member Job Descriptions.
- ✓ Create Officer Job Descriptions.

Policies and Procedures

- Catalog existing polices and procedures and institutionalize a review and update process.
- Institute an Annual Session with staff to review progress on grants/contracts/data and then talk about what we can do.
-

Advocacy

- Explore the idea of creating an enhanced AIPC advocacy strategy.
- Enhance the Board’s Role as Promoter/Ambassador
- ✓ Booster Seat Legislation

Data

- Catalog what data we have and identify what we can get access to.
- Organize a data management system – limitations of the data, drives website, utility of data, etc. (Training people in the use and application of IP data.)
- ✓ Collaborate to identify injury data gaps and begin enhanced data collection and analysis
- Archival retrieval system for our data?
- (If we don’t establish our own, we at least gather more info on certain injuries? More in depth analysis than what we’re doing as a state.)

Clearinghouse/Resource Center

- Assess the market (our partners) to determine what is needed in a Clearinghouse.
- Expand the Website with links, etc. (Web A-Z of resources. Invite IP programs to be included.)
- Establish Resource Center in three focus areas. CPS
- Staff identifies and publishes relevant findings. *Self published recent results, peer reviewed publishing in process*