AIPC ANNUAL BOARD MEETING

YEAR IN REVIEW

Alaska Injury Prevention Center Strategic Plan 2014 – 2024

Core Purpose:

Prevent Injury in Alaska

Core Values:

Data Driven
Education
Prevention
Respectful
Innovative
Collaborative

AIPC STRATEGIC PLAN

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.

ENVISIONED FUTURE

LONG TERM GOALS

SHORT TERM GOALS

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.

SHORT TERM GOALS CONTINUED

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

2014-2015

CPS FITTING STATION

Child Passenger Safety

Nationally, motor vehicle crashes are the leading cause of death for children.

Law

Use of Seat Belts and child safety devices required.

AMC 9.36.260
AS 28.08.095

Resources

Help with car seat installation and help for those in financial need to obtain car seats and booster seats.

www.CarSeatsAK.org
or call 907-929-3939
We will help find someone in your area.

8 – 12 years old

Recommendation Children should use a booster seat until big enough to fit in a seat belt properly. For a seat belt to fit properly lap belt must lay snuggly across the upper thighs, not the stomach, and shoulder belt should lie snug across the shoulder and chest and not cross the neck or face.

Recommendation: All children under the age of 13 should ride in the back seat.

Child Passenger Safety

Birth – 12 months

Alaska Law Children less than one year or children older than one year but less than 20 pounds to be secured in a rear-facing car seat.
Recommendation The American Academy of Pediatrics recommends keeping children rear facing until the age of two or the maximum weight of the car seat.

1 – 4 years old

Alaska Law Children one to four years old who weigh over 20 pounds to be properly secured in an appropriate car seat or booster seat.
Recommendation Children should remain in a 5-point harness, forward facing car seat, until the top height and weight limit allowed by car seat.

4 – 7 years old

Alaska Law Children over 4 years and less than 8 years of age who are under 4'9" or less than 65 pounds be properly secured in car seat or booster seat.

Law Enforcement Reference Card

- **AIPC conducted 363 car seat checks, <u>nearly 1 per day</u>**
- **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

Prince of Whales CPS Event

Collaborative

Statewide

Acknowledged leader

Source that is sought after and Compensated

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

Envisioned Future: 2015

AHSO'S GO TO AGENCY
5+ YEARS OF DATA

Occupant Protection Survey

- AIPC (Sylvia) coordinated the Alaska Occupant Protection Observation study.
- Strict Methodology Followed
- 35,256 vehicles and 47,800 occupants were observed.
- Alaska's 2015 seatbelt use rate is 89.3%, up from 88% in 2014.

Market Research Survey

- 33% increase in those who admit to texting and driving
- Perception that it is dangerous to text and drive was unchanged.
- 24% decrease in perception that it is dangerous to talk on phone while driving.
- 44% increase in perception of likelihood of getting hurt if not wearing a seatbelt. (Highest in females)

TEEN DRIVING

Statewide Expansion

High Quality Evidence-Based

Baseline Data collected and used.

2015 High School Buckle Up Campaign
90.3% Buckled!

- 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%.

JUNEAU DOUGLAS HIGH SCHOOL BUCKLE UP VIDEO

RAISE YOUR VOICE 2015

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.

RAISE YOUR VOICE EVALUATION

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

Data Driven

Education

Prevention

Respectful

Innovative

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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?

SUPPLIES

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.

GEAR

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.

BIKES

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"

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.

AIPC
Alaska Injury Prevention Center.org
SafeRoutes
Alaska Safe Routes to School
Bicycle Education
ANCHORAGE SCHOOL DISTRICT
HEALTH & PHYSICAL EDUCATION
TRANSPORTATION & PUBLIC FACILITIES
STATE OF ALASKA
BIKE
ANCHORAGE

BIKE FLEET

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"

Thank You from ASD

"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 COLLABORATIVE COALITIONS

2014-2015

DATA CHANGES PROMPTING PRIORITY SHIFT

Anchorage YRBS 2005-2013					
Percentage of students who had at least one drink of alcohol on at least one of the past 30 days.					
	ASD: 2005	ASD: 2007	ASD: 2009	ASD: 2011	ASD: 2013
Total	**41.3%**	41.3%	35.5%	35.1%	**24.2%**
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.					
	ASD: 2005	ASD: 2007	ASD: 2009	ASD: 2011	ASD: 2013
Total	**29.8%**	32.9%	27.6%	29.0%	**26.5%**
Percentage of students who had seriously considered attempting suicide during the past 12 months.					
	ASD: 2005	ASD: 2007	ASD: 2009	ASD: 2011	ASD: 2013
Total	**18.0%**	15.5%	14.0%	15.1%	**17.2%**

ACC PRIORITIZATION RESULTS

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

Collaborative Leadership

ACKNOWLEDGED AS LEADER AND GO TO SOURCE

Leadership Positions

- 90% by 2020 Shared Measures Group
- Alaska Traffic Records Coordinating Committee
- ANTHC Epidemiological Advisory Group
- Alaska Violent Death Reporting System Advisory Committee
- Statewide CPS Committee
- United Way Executive Director Committee

Internationally/Nationally Known

- International Safety Media Awards 2016
- National Safety Council/ Safe Communities
- Arctic Track at Safety 2016

"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

FINANCIAL SUCCESS

Diversify
Funding
Sources

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

	2014	2013
Net Assets	$168,401	$140,277

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