From: noreply@mail.questionpro.com
To: Suja Shunmugavelu
Subject: QuestionPro - [Safe Communities - Annual Coalition Report] - 28160132
Date: Monday, April 13, 2015 4:36:45 PM

Response Details

ID	28160132
Timestamp	04/13/2015 14:07:07
IP Address	209.112.221.210
Time Taken	1791 seconds
Survey Language	English
Email Address	marcia.howell@alaska-ipc.org
Email List	L260315325

Integration/Custom Tags

Custom 1	Anchorage
Custom 2	AK

Geo Coding

Country	US
Region	AK
City	Anchorage
Area Code	907
DMA Code	743

Community Injury Data

What are the leading causes of injury in your community? Please select the top three causes of injury. *

» Falls
» Motor vehicle crashes
» Suicide

Initiative Name:

Raise Your Voice

Injury Issue it addresses. (Select one.) *

» Motor vehicle crashes

Does this initiative align with one of the three leading causes of injury in your community you identified at the start of the
survey? *

» Yes

What is the goal of this initiative?
(i.e. Reduce falls in older adults, increase the number of employers in the coalition implementing a no cell phone use while driving policy)

1. Decrease percent of youth who drove a motor vehicle in the last 30 days texted or emailed while driving from 39.8% to 37.9% in 2015 (YRBS)
2. Decrease percent of 12th graders who drove after drinking from 8.6% to 7.9% in 2015.
3. Decrease the percent of Anchorage 12th graders who rode in a car with someone who had been drinking in the last 30 days from 19.2% to 18.2%

Is this initiative based on promising or evidence based practices? *

» Yes

If Yes, please provide a link to the evidence in the space below.
(i.e. Link to peer reviewed journal article, CDC compendium on Falls, SAMHSA's National Registry of Evidence-based Programs and Practices, etc.)

Health Communication Campaign, Using Small, Interpersonal and Social media.
http://www.thecommunityguide.org/healthcommunication/campaigns.html

Please indicate what this initiative is trying to accomplish? (Select all that apply.)
*

» Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health
» Reaching the community with information and resources to promote safety and health

What type of funding do you have (are you seeking) for this initiative? (Select all that apply.)
*

» Sponsorship
» Grant (s)

How are you measuring progress or impact?
(i.e. Number of people reached, number of med drop units, pounds of medications collected, pre and post surveys, pre and post data analysis, etc.)

Number of active participants
Number of teens reached
Pre and Post data analysis

Initiative Name:

Child Passenger Safety

Injury Issue it addresses. (Select one.) *

» Motor vehicle crashes

Does this initiative align with one of the three leading causes of injury in your community you identified at the start of the
survey? *

» Yes

What is the goal of this initiative?
(i.e. reduce falls in older adults, increase the number of employers in the coalition implementing a no cell phone use while driving policy)

Increase Correct Child Passenger Safety Seat Use

Is this initiative based on promising or evidence based practices? *

» Yes

If Yes, please provide a link to the evidence in the space below.
(i.e. Link to peer reviewed journal article, CDC compendium on Falls, SAMHSA's National Registry of Evidence-based Programs and Practices, etc.)

http://www.thecommunityguide.org/healthcommunication/campaigns.html
http://www.ghsa.org/html/publications/countermeasures.html

Please indicate what this initiative is trying to accomplish? (Select all that apply.)
*

» Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health

» Reaching the community with information and resources to promote safety and health

» Educating public health and safety professionals, doctors, and other providers who will disseminate knowledge and skills to others

» Bringing coalitions and networks together to work on Safe Communities goals for greater impact

» Changing organizational practices to improve safety and health

» Influencing policy and legislation (local and state)

What type of funding do you have (are you seeking) for this initiative? (Select all that apply.)
*

» Grant (s)

» Other type of funding (Please specify): Indian Health Services Contract

How are you measuring progress or impact?
(i.e. Number of people reached, number of med drop units, pounds of medications collected, pre and post surveys, pre and post data analysis, etc.)

Number of seats checked
Number of seats provided

Observational Survey
Increase knowledge, pre and post survey

Initiative Name:

High School Buckle Up

Injury Issue it addresses. (Select one.) *

» Motor vehicle crashes

Does this initiative align with one of the three leading causes of injury in your community you identified at the start of the
survey? *

» Yes

What is the goal of this initiative?
(i.e. reduce falls in older adults, increase the number of employers in the coalition implementing a no cell phone use while driving policy)

Increase youth seatbelt use in Anchorage
Decrease youth cell phone use while driving in Anchorage

Is this initiative based on promising or evidence based practices? *

» Yes

If Yes, please provide a link to the evidence in the space below.
(i.e. Link to peer reviewed journal article, CDC compendium on Falls, SAMHSA's National Registry of Evidence-based Programs and Practices, etc.)

http://www.thecommunityguide.org/healthcommunication/supportingmaterials/SETcampaigns.pdf

Alaska Injury Prevention Center's ten year evaluation.

Please indicate what this initiative is trying to accomplish? (Select all that apply.)
*

» Enhancing an individual's knowledge and skills to prevent injuries or illness and promote safety and health
» Reaching the community with information and resources to promote safety and health

What type of funding do you have (are you seeking) for this initiative? (Select all that apply.)
*

» Grant (s)
» Other type of funding (Please specify): Donations from State Farm

How are you measuring progress or impact?
(i.e. Number of people reached, number of med drop units, pounds of medications collected, pre and post surveys, pre and post data analysis, etc.)

Observational Study

Please indicate the type and frequency of communications you have used in the past year (January – December 2014).

	Did not use in past year	1-3 times/year	4-6 times/year	7-10 times/year	11+ times/year
Emails/electronic-blasts (e-blasts) *			x		
Newsletters sent *		x			
Newspaper articles *		x			
Op-eds *		x			
Word of mouth *					x
Other (Specify below) *					x

Please specify the 'other' communication you used in the past year. If other not selected, leave blank.

Social Media: Twitter and Facebook - weekly
Earned Media stories about 6 per year
Webpage updates
Web-based calendar
Posters and Flyers distributed via email, to other coalitions and at key locations such as Doctor offices, schools and churches.

Contact Information

Please provide the following information below of the person who completed the survey.

Name:

Marcia Howell

Name of Community:

Anchorage

Email Address:

Marcia.Howell@alaska-ipc.org