

From: [Marketing Research](#)
To: [Suja Shunmugavelu](#); [Carrie Nie](#)
Subject: FW: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33820881 - Anchorage
Date: Friday, March 11, 2016 9:44:46 AM

From: noreply@mail.questionpro.com [mailto:noreply@mail.questionpro.com]
Sent: Thursday, March 10, 2016 4:05 PM
To: Marketing Research
Subject: QuestionPro - [Safe Communities - Annual Coalition Report - Jan-D] - 33820881

Response Details

ID	33820881
Timestamp	03/09/2016 15:49:10
IP Address	66.230.98.103
Time Taken	6083 seconds
Survey Language	English
Email Address	marcia.howell@alaska-ipc.org
Email List	LIST-2

Integration/Custom Tags

Custom 1	Anchorage
Custom 2	AK
Custom 3	Marcia
Custom 4	Howell

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 1 Name:

Raise Your Voice

Injury issue it addresses. (Select one.)

- » MVC – Teen driving

Does Initiative 1 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 Initiative 1?

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

Change teen social norms surrounding safe driving practices

Is Initiative 1 based on promising or evidence-based practices? *

- » 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://injuryprevention.bmj.com/content/16/2/107.full>
http://injuryprevention.bmj.com/content/12/suppl_1/i38.full
<http://www.ghsa.org/html/publications/countermeasures.html> <http://captus.samhsa.gov/prevention-practice/prevention-approaches/communication-education/2>

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

What type of funding do you have (are you seeking) for Initiative 1? (Select all that apply.)

*

- » Sponsorship or donation (includes individual giving)
- » Grant (s)

What specific type of grant(s) do you have (are you seeking) for Initiative 1? (Select all that apply.)

- »Private (includes family foundations)
- »Corporate (includes corporate, corporate foundations)
- »State government grant
- »Federal government grant

How are you measuring progress or impact for Initiative 1?

(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 People Reached, Pre and Post Surveys (Quantitative), Student Participant Reflections (Qualitative)

What were the results of Initiative 1?

(i.e. Percentage decrease in injuries, percentage increase in attendance, change in policy, observed behavior change, total number of pounds of medications collected)

<http://alaskainjurypreventioncenter.org/wp-content/uploads/2015/11/RV-2015-Report.pdf>

Initiative 2 Name:

Child Passenger Safety Coalition

Injury issue it addresses. (Select one.)

- »MVC – Child passenger safety

Does Initiative 2 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 Initiative 2?

(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 the number of children and babies correctly restrained in motor vehicles.

Is Initiative 2 based on promising or evidence-based practices? *

- »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.ghsa.org/html/publications/countermeasures.html>

Please indicate what Initiative 2 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
- »Influencing policy and legislation (local and state)

What type of funding do you have (are you seeking) for Initiative 2? (Select all that apply.)

*

- »Sponsorship or donation (includes individual giving)
- »Grant(s)

What specific type of grant(s) do you have (are you seeking for Initiative 2? (Select all that apply.)

- »State government grant
- »Federal government grant

How are you measuring progress or impact of Initiative 2?

(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 correctly installed in motor vehicles after intervention.

What were the of Initiative 2?

(i.e. Percentage decrease in injuries, percentage increase in attendance, change in policy, observed behavior change, total number of pounds of medications collected)

1376 seats were installed in motor vehicles. Of those 85% arrived at the fitting station incorrectly installed.

Initiative 3 Name:

Anchorage Collaborative Coalition

Injury issue it addresses. (Select one.) *

- »Suicide

Does this Initiative 3 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 Initiative 3?

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

Reduce behavioral health conditions that lead to suicide and increase those conditions that lead to mental wellness in 12-24 year old Anchorage youth.

Is Initiative 3 based on promising or evidence-based practices? *

»No

Please explain why the coalition is not implementing a promising or evidence-based practice at this time.

We are not at the implementation phase. We are just completing a year of assessment, and are moving towards planning.

Please indicate what Initiative 3 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 Initiative 3? (Select all that apply.)

*

- »Grant(s)
- »Other type of funding (Please specify): Contract

What specific type of grant(s) do you have (are you seeking for Initiative 3? (Select all that apply.) *

- »State government grant

How are you measuring progress or impact Initiative 3?

(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.)

Because we are still in the planning phase, we do not have baseline numbers yet for our efforts. We do have 72 Excel tabs of data and a 108 page assessment report. But have not yet determined which pieces of data we will be impacting and tracking. Here is an info graphic that summarizes some of our data: <http://anchoragecollaborative.org/data/> We can also provide the assessment document if that helps.

What were the results of Initiative 3?

(i.e. Percentage decrease in injuries, percentage increase in attendance, change in policy, observed behavior change, total number of pounds of medications collected)

We do not have results yet.

Aside from your Top 3 Initiatives, what other issues is your coalition working on? (Select all that apply.) *

- »MVC – Impaired driving
- »MVC – Passenger restraint
- »MVC – Pedestrian safety
- »Unintentional drug overdoses
- »Other (Please specify): Bicycle Safety

In the past year, has your coalition (as a whole) received funds to support the work of the coalition?

*

»Yes

In the spaces below, please tell us name of the funder as well as what the funds were used for:

Funder 1:

Alaska Highway Safety Office: traffic safety projects

Funder 2:

State Farm: teen driving

Funder 3:

Alaska Division of Behavioral Health: Suicide prevention/mental health promotion

Funder 4:

Rasmuson Foundation/ Equipment and Executive Director Sabbatical

Funder 5:

Cook Inlet Tribal Council: Second Order Change, Social and Emotional Learning for adults who work with youth.

We are looking for some local stories about Safe Communities impact. Please include a story that you are proud of and/or something exciting that happened in the last year? This is an opportunity to brag about your community, the activities, partners etc.

Examples of stories can include new funding you received, a new partner joining your coalition, learning something new about your community, seeing a reduction in a specific injury because of an initiative you implemented, etc...

We received funding to implement the Bikeology Curriculum in Anchorage. The project includes purchasing a trailer and 35 bicycles. We gave the bikes and trailer to the Anchorage School District. The bikes are being used in gym classes in middle schools. We provide training for teachers prior to their teaching the students. We are currently involved in an evaluation project for the effort which will begin to measure whether students gain skills which will not only make them safer riders but also safer drivers. The school

district is so excited about the project they are looking for funding for 2 more trailers and bikes. The trailer was fully booked by teachers within 1 day of it becoming available.

Does your coalition use any of the following media platforms? (Select all that apply.)

- »Website
- »Facebook
- »Twitter
- »YouTube

Website:

<http://alaskainjurypreventioncenter.org>

Facebook:

Multiple: Alaska Injury Prevention Center, International Safety Media Awards, Alaska Child Passenger Safety

Twitter:

Alaska Injury Prevention Center

YouTube:

Alaska Injury Prevention Center, MarciaHowell

Please indicate the frequency of social media used in the past year (January – December 2015).

	Every day	Every week	Every 2 - 3 weeks	Every month	Every 2 - 3 months	Every 4 - 6 months	Once or twice a year
Facebook *		X					
Twitter *		X					
Instagram *							
YouTube *				X			

Please indicate the type and frequency of communications you have used in the past year (January – December 2015).

	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 'Did not use' selected in previous question, leave blank.

Newspaper Event listings, Radio Interview Shows, Earned TV News Stories, Press Releases, Posters and Flyers

As a member of the Pan Pacific Safe Communities Network we are required to show how accredited Safe Communities are networking through presenting and attending conferences.

Please list the conferences you attended in the past year and if you presented or exhibited. (i.e. Annual Public Health Association Meeting and Expo - , oral presentation on a community prescription drug drop box initiative; Safe Communities America Network Meeting – Attendee).

Conference 1:

International Epidemiological Congress, Poster Presentation Data Integration Study

Conference 2:

Lifesavers: Bike Safety Oral Presentation and Moderator

Conference 3:

Alaska Health Summit: Attended

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