Thoughts from Leadership

To say it has been a remarkable year would be an understatement. Despite the challenges of a global pandemic, a national reckoning on racism and social injustice, and political and social unrest across communities, Safe States has remained steadfast, embracing change, convening partners, and preparing for the future.

Over the course of the past year, Safe States has been resilient, completing our existing grant deliverables, taking on new responsibilities specific to the COVID-19 outbreak, providing new tools for our membership and the field, and joining others in solidarity against systemic racism.

In 2020, Safe States continued to implement the 2019-2021 strategic map which focuses on providing leadership to advance injury and violence prevention. The Safe States staff, executive committee, other committees, and special interest groups prioritized specific, coordinated activities to achieve the following strategic priority objectives (in green below) and the priority strategies (in blue below), which have remained the focus over the last 12 months:

- **Expand, Diversify and Engage the Membership**
  - Recruit a Diverse Membership that Reflects the Field

- **Strengthen the IVP Workforce**
  - Offer Quality and Relevant Professional Development Opportunities

- **Advocate for Policy Solutions**
  - Educate Policymakers to Advance the Field

- **Engage in Cross-Sector Collaborations**
  - Strengthen Relationships with Other Organizations Pursuing Common Goals

- **Secure Diversified Sources of Funding**
  - Develop and Prioritize Potential Projects/Concepts for Funders

We are incredibly grateful to our active membership, which has grown to over 600 members - its largest size in the organization’s 27 year history. Public health is at the forefront of the national COVID-19 response, and recognition for the value of injury and violence prevention is growing. Together we are stronger, and together we strengthen the practice!
Leadership and Staff

Executive Committee

Michael Bauer, President
Lindsey Myers, Past-President
Peg Ogea-Ginsburg, Vice-President
Colleen Kapsimalis Doyle, Secretary
Kirstin McFarland, Treasurer
Jolayemi Ahamiojie, Member-at-Large
Mighty Fine, Member-at-Large
Tony Gomez, Member-at-Large
Lisa Roth, Member-at-Large
Nidhi Sachdeva, Member-at-Large
Mandy Slag, Member-at-Large
Janet Werst, Member-at-Large

Committee Chairs

Annual Conference Planning Committee
Nidhi Sachdeva, Chair
Janet Werst, Vice-Chair

Concept Development Committee
Lindsey Myers, Chair
Deanna Farrell, Vice-Chair

Finance & Audit Committee
Kirstin McFarland, Chair

Membership Development Committee
Aurielle Smith, Chair
Jeanne Bietz, Vice-Chair

Policy Commitee
MaryAnn Contreras, Chair
Lindsay Pollok, Vice-Chair

Staff

Richard Hamburg, Executive Director
Sharon Gilmartin, Deputy Director
Julie Alonso, Program & Communications Manager
Eva Bland, Program Coordinator
Paul Bonta, Director of Government Relations
Jamila Porter, Director of Programs & Evaluation
Carly Roberts, Program Coordinator
Ina Robinson, Program Manager
Shelli Stephen-Stidham, Senior Program Consultant
Christa Thelen, Program Coordinator
Michelle Wynn, Director of Finance & Operations

Get to know Safe States leaders and staff

SAFE STATES
Safe States membership continues to mirror the diversification of the field of injury and violence prevention. Membership grew to its largest size historically with 617 individuals -- a 10 percent increase from last year. Membership amongst individuals working outside of traditional state or local public health increased by four percent, with student membership doubling.

Special Interest Groups (SIGs)

SIGs are forums for Safe States Alliance members sharing similar interests or specialties in the field of IVP to exchange ideas and stay informed about current developments. In 2020, 30 percent of members participated in at least one of the three SIGs:

- **Hospital Injury Prevention**
- **Partner/sexual Violence Prevention**
- **State Designated Representatives**

Learn about Safe States committees
Expand, Diversify and Engage the Membership

Recognizing Outstanding Leadership & Contributions in IVP

Each year Safe States recognizes individuals and organizations for outstanding leadership and contributions to the field of IVP. During the 2020 Annual Conference, Safe States presented the following annual awards:

**Alex Kelter Vision Award:**
Scott Proescholdbell, North Carolina Division of Public Health

**Outstanding Research Award:**
Bina Ali, Children’s Safety Network

**President’s Award:**
Richard Hamburg

**American Foundation for Suicide Prevention**

**Partner of the Year Award:**
American Foundation for Suicide Prevention

**Outstanding Research Award:**
Bina Ali, Children’s Safety Network

Enhancing the Member Experience

Safe States continued to expand member benefits and resources, with significant investments in students and early career professionals. In September, Safe States renewed its Mentorship Program pairing 18 members, launched a bi-annual Student Showcase Program, and began offering a joint student membership with Society for the Advancement of Violence and Injury Research (SAVIR).

**Learn about the benefits of joining**

**Prioritize Focus Area:**
Recruit a Diverse Membership that Reflects the Field

**Key Accomplishments**

Offered 20 one-year complimentary student memberships thanks to successful fundraising efforts.

Responded to the nation’s renewed focus on systemic racism and health inequities by issuing statements, hosting trainings and conversations with leading experts, and commissioning an Anti-Racism and Health Equity Work Group to address the deleterious effects of systemic racism and related inequities.

Implemented communication strategies that yielded increased engagement and expanded reach -- more than doubling the email distribution list and active engagement online.

Learn about the benefits of joining
Strengthen the IVP Workforce

Training
Throughout the year, Safe States hosted 16 virtual learning events exploring topics such as systems thinking, communicating for impact, the effect of structural racism on youth violence, and the interrelationship between the response to COVID-19 and injuries and violence. Over 4,000 practitioners took part in the cost-free learning opportunities.

Annual Conference
In September, over 400 members and partners, a 50 percent increase from last year, came together virtually to celebrate, connect, and be energized to advance equity and strengthen prevention.

Nearly two-thirds of registrants were new members and/or first-time attendees.

Attendees chose from nearly 50 sessions ranging in topics from evidence-based interventions and new research to self-care and surveillance, all of which remain available on-demand to registrants for an entire year.

Advancing the Field
In response to input from members and partners, Safe States developed the Connections Lab, a web-based suite of resources that provides the first formal definition of a “shared risk and protective factor (SRPF) approach” and is the first documented effort to connect the concepts of SRPFs, social determinants of health, and equity.

Since launching, the Connections Lab was accessed nearly 3,000 times, making it the third most accessed page on the Safe States website.

Strengthening IVP Infrastructure
Safe States conducted its 46th State Technical Assessment Team (STAT) visit in 2020 with the Iowa Department of Public Health (IDPH).

Team members, which included representatives from Nebraska, New York, North Carolina, and Ohio, provided IDPH with consensus recommendations for program improvement following a series of virtual meetings, assessment, and program review.

The team will continue to provide technical assistance for implementing the recommendations through the summer of 2021.

During fiscal year 2020...

The Training Center, Safe States’ online hub for training resources, had 692 unique visitors.

The Safe States 2020 Annual Conference was the biggest ever, bringing together over 400 IVP practitioners and researchers in our first-ever virtual format.

Safe States awarded 322 CHES credits and 85 CPH credits to members through virtual and in-person training events.
Advocate for Policy Solutions

Expanding Support for IVP

In 2020, Safe States doubled down on educating policymakers, releasing new tools: Advocate, It’s Your Right and Saving Lives and Money – Invest in Injury and Violence Prevention, as well as updated Congressional Priorities and funding requests.

On March 6, 2020, Safe States, in concert with the Injury and Violence Prevention Network (IVPN) and the American College of Preventive Medicine, facilitated more than 60 Congressional office visits by 15 partner organizations and nearly 50 advocates for the annual Hill Day event. This level of participation ensured important IVP topics remained topline priorities in Congress and exceeded advocacy benchmarks.

Safe States and IVPN members worked to build Congressional support for a FY20 funding allocation of $700 million for the Centers for Disease Control and Prevention’s (CDC) National Center for Injury Prevention and Control (NCIPC). Ultimately, Congress appropriated nearly $680 million for the NCIPC, a $28.8 million increase over FY19. Safe States joined others in advocating for the investment of billions in federal funding for public health infrastructure to strengthen response capabilities for future epidemics and supported resources for nonprofits impacted by COVID-19.

Welcoming 2020 Policy Fellows

In September, Safe States welcomed the fourth cohort of IVP policy fellows. The five fellows received training, technical assistance, and peer-based support to increase skills and confidence to educate policymakers at the local, state, and national levels and support the implementation of Safe States’ strategic map.

Policy fellow, Kristi Ladowski, says the Safe States policy fellowship program was “an eye-opening and empowering experience... participating in Hill Day was beyond all expectations.”

Get Involved: Access Safe States policy tools

PRIORITY FOCUS AREA: Educate Policymakers to Advance the Field

In fiscal year 2020, Safe States...

Lent support to over 50 sign-on letters circulated by partners seeking to promote various injury and violence prevention programs.

Secured a record 47 signatures on “Dear Colleague” letters to influence appropriations to expand support of Core SVIPP and ICRCs.

Built Congressional support for increased FY20 funding allocation for NCIPC, leading to a $28.8M increase over FY19.
Engage in Cross-Sector Collaborations

Establishing Vision

In 2020, Safe States hosted a number of in-person and virtual convenings, forging new partnerships and expanding existing relationships.

Experts representing a wide variety of disciplines were assembled to review progress made and lessons learned through the Core State Violence and Injury Prevention Program (SVIPP). A blueprint report is being developed to frame a vision for a comprehensive, 50-state injury program. The report and resources to support operationalizing the recommendations are anticipated in early 2021.

Partnering with Business

Building on previous efforts to strengthen partnerships between business and public health, Safe States conducted an environmental scan and held an expert convening with over forty business and public health leaders, including the US Surgeon General. Over a dozen new potential partners were engaged throughout this effort.

Data from the scan and convening informed the development of a roadmap to guide future collaborations being released and operationalized during the 2021 fiscal year.

Supporting Proven Approaches

Safe States, in collaboration with the National Highway Traffic Safety Administration (NHTSA), implemented a Driver Behavior Change Seed Grant Program to apply a shared risk and protective factor approach to reduce motor vehicle-related injuries. Four safety teams received technical assistance and funding to implement strategies from Strategies to Address Shared Risk and Protective Factors for Driver Safety.


Key Accomplishments

Developed collaborations with several new and existing partner organizations, including Catholic Health Association, CDC Foundation, deBeaumont Foundation, NACDD, NASHIA, Ready Nation, SAVIR, Saving Promise, SOPHE, and United Way.

Expanded member benefits by partnering with SAVIR to provide a joint membership option for students.

Hosted 11 national conversations on topics including the impact of COVID-19 on injury and violence, structural racism, and adapting to a virtual environment with nearly three dozen partner organizations.
Secure Diversified Sources of Funding

Developing New Concepts
Safe States developed a number of concepts to share with funders in FY20, submitting a total of 18 unique proposals across a spectrum of private, foundational, and government agencies. The organization was successfully awarded in 16 of those proposals.

Responding to COVID-19
Safe States secured an additional $950K in supplemental funding from CDC to enhance activities to address the COVID-19 pandemic and response to prevent injuries and violence by focusing on the prevention of suicide and Adverse Childhood Experiences in collaboration with the American Foundation for Suicide Prevention and National Action Alliance for Suicide Prevention.

Efforts over the next year will include an evaluation of IVP workforce needs, expansion of the COVID-19 resource hub launched in March 2020, and enhanced collaboration among partners to provide tools, resources, and technical assistance.

Fundraising
Safe States’ commitment to enhance membership diversity and build the incoming IVP workforce continued. The annual Give the Gift of Membership campaign raised enough funding to provide 20 students with a one-year complimentary membership.

Given the challenges of 2020 and the renewed focus on equity, Safe States continued the 20/20 Vision campaign focusing on the essential role of IVP. Funds continue to provide additional support to the policy fellowship program and other advocacy work aimed at creating resilient, equitable, and healthy communities.

Diversifying Funding Sources
Safe States continued to provide tailored technical assistance and training to states around shared risk and protective factor approaches to IVP in partnership with Health Management Associates. By year’s end, this consultation work expanded to include six states and has brought in over $200,000 in new revenue since inception in 2019.

Donate to Safe States
Financial Report

Safe States is committed to responsible financial management. The Safe States Executive Committee and staff work together to ensure all financial matters are addressed with care, and financial decisions are handled with integrity and are made in the best interests of the organization while ensuring compliance with federal, state, and local legal and reporting requirements.

For 2020, total revenues amounted to **$1,563,003** and net assets at year-end were **$343,929**. Safe States received an unqualified opinion from its independent auditors, Brooks, McGinnis & Company, LLC, indicating that the organization’s financial statements comply with accepted accounting procedures. Safe States continues to focus on expanding its reserves, while also balancing a commitment to membership services and funding requirements.

<table>
<thead>
<tr>
<th>Safe States Financial Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020</td>
</tr>
<tr>
<td><strong>Assets</strong></td>
</tr>
<tr>
<td>Cash &amp; cash equivalents</td>
</tr>
<tr>
<td>Investments</td>
</tr>
<tr>
<td>Grants receivable</td>
</tr>
<tr>
<td>Accounts Receivable</td>
</tr>
<tr>
<td>Prepaid expenses</td>
</tr>
<tr>
<td>Property &amp; equipment, net</td>
</tr>
<tr>
<td><strong>Total Assets</strong></td>
</tr>
<tr>
<td><strong>Liabilities</strong></td>
</tr>
<tr>
<td>Accounts payable</td>
</tr>
<tr>
<td>Accrued expenses</td>
</tr>
<tr>
<td>Deferred revenue</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
</tr>
<tr>
<td><strong>Unrestricted Net Assets</strong></td>
</tr>
<tr>
<td><strong>Temporarily Restricted Net Assets</strong></td>
</tr>
<tr>
<td><strong>Public Support and Revenues</strong></td>
</tr>
<tr>
<td>Grants</td>
</tr>
<tr>
<td>Conference Registration</td>
</tr>
<tr>
<td>Membership Dues</td>
</tr>
<tr>
<td>Contributions</td>
</tr>
<tr>
<td>Program Service Fees</td>
</tr>
<tr>
<td><strong>Total Public Support &amp; Revenues</strong></td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
</tr>
<tr>
<td>Program Services</td>
</tr>
<tr>
<td>Management and general</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
</tr>
<tr>
<td><strong>Change in Net Assets</strong></td>
</tr>
</tbody>
</table>
Thank you to our 2020 Sponsors for their support throughout the year.