

ENGAGE, ENERGIZE, EMPOWER



The 2008 Annual Report



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Letter from the President and Executive Director

STIPDA is pleased to present the 2008 Annual Report to share our notable accomplishments over the past year. 2008 was a year marked by many challenges, particularly financial, but also significant achievements. Despite our challenges, however, STIPDA members have continued to provide leadership at the state and local levels to prevent injuries and violence, and have also contributed to STIPDA's efforts at the national level.

In 2008, STIPDA:

- Extended voting privileges to all STIPDA members;
- Saw an increase of 26% in new members;
- Strengthened its efforts as an advocate for injury and violence prevention and was asked to testify before the U.S. Senate Committee on Health, Education, Labor, and Pensions on childhood injury prevention successes and challenges;
- Held a successful Annual Meeting in Oklahoma City, OK in conjunction with the CDC Core State Injury Grantees Program;
- Conducted State Technical Assessment Team (STAT) visits in Texas, Montana and New Hampshire;
- Released ground-breaking new reports including the *STIPDA 2007 State of the States Report, Assessing an Expanded Definition for Injuries in Hospital Discharge Data Systems, Strategies for Sustaining State Injury and Violence Prevention Programs, and Preventing Youth Suicide in Rural America: Recommendations to States*; and
- Created advocacy toolkits on priority topics including easily customized fact sheets, press releases, and newsletter articles.

As noted in the financial report, STIPDA continues to strengthen its financial position and is focused on creating a “rainy day” fund that will see the organization through the ups and downs of the economy. Furthermore, STIPDA's headquarters are staffed by well-qualified and committed professionals and our focus on partnership development continues to pay off as STIPDA strives to strengthen the voice of public health injury and violence prevention professionals.

STIPDA's success continues to be driven by the efforts of its members. We believe that injury prevention professionals across the nation are performing an exceptional service in keeping families safe and free from injuries and violence in the United States. We look forward to continuing to serve you in your work in 2009.



Shelli Stephens Stidham

Shelli Stephens Stidham
STIPDA President, 2008



Amber N. Williams

Amber N. Williams
STIPDA Executive Director

PROGRAMS & INITIATIVES



“Participating as a member of a STAT team has given me new insights not only into what we need to consider in our own state’s program to improve it, but also into what we are doing incredibly well. It’s enlightening to share the lessons we’ve learned along the way.”

Patricia K. Smith, M.S.
Violence Prevention Program Coordinator
Injury & Violence Prevention Section
Michigan Department of Community Health

STAT Program



In 2008, New Hampshire, Montana, and Texas received a visit from injury and violence prevention peers through STIPDA's flagship program, the State Technical Assessment Team (STAT). STAT is designed to support the development, implementation, and evaluation of injury prevention efforts at the state health department level by conducting an on-site, point-in-time assessment of the injury prevention program, and providing recommendations for improvement. The visits to these three states in 2008 brought STIPDA's STAT visit total to 28 states.

The STAT Program assessment focuses on five core components that represent what is currently known and understood about creating and sustaining effective state health department injury prevention programs. These core components include:

1. Infrastructure
2. Data collection, analysis and dissemination
3. Interventions: Design, implementation and evaluation
4. Technical support and training; and
5. Public policy

Safe Routes to School Mini-Grant Program

Six local health departments were awarded funds in the 2007 fiscal year to complete Safe Routes to School (SRTS) activities, which concluded in May 2008. The funding for this mini-grant program was made available from the National Traffic Highway Safety Administration (NHTSA).

During the award period, the local sites carried out a variety of activities related to SRTS including coalition development and training, "Walk to School" events, bike rodeos, the creation of an SRTS plan for their school/community, and program evaluation.

In July 2008, STIPDA hosted a one-day meeting for the site coordinators from all six grantee sites. During the meeting, the grantees discussed the lessons learned from their experiences conducting SRTS programs. An FY 09 by-product of this mini-grant program and one-day meeting will be a report that summarizes the activities of the mini-grant awardees and the lessons learned.



New Strategic Direction

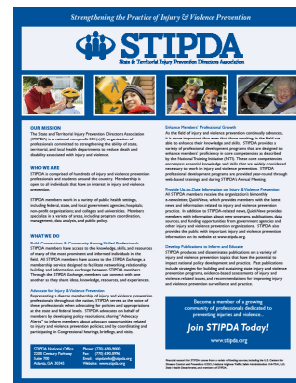
In 2008, STIPDA's leadership embraced a new strategic direction that would allow STIPDA to more effectively work toward its mission to strengthen state, territorial, and local health departments to prevent death and disability associated with injuries and violence.

In order to more firmly embrace its mission and become more inclusive of those working to prevent injuries and violence, STIPDA's leadership decided to begin reaching out to other groups to encourage them to join STIPDA. These groups included professionals working at the state, territorial, tribal, and local levels; professionals in hospitals and non-profit settings; students; and individuals working in research and academic settings.

As a result of the new strategic direction:

1. STIPDA's voting membership approved a bylaw change that now allows all members to vote on matters before STIPDA and approve changes to the bylaws and new resolutions.
2. STIPDA's staff conducted needs assessments of all current members and of several hundred potential members. The goals were to obtain information about the value of STIPDA benefits, the need for additional services, and request feedback on our how STIPDA's name impacts perceptions of the organization.
3. STIPDA's Executive Committee met to review feedback from the needs assessments and conducted strategic planning that will have an impact on the development of future programs and initiatives.

To further the goals of the new strategic direction, STIPDA launched a fully redesigned website and exhibited at the 2008 ASTHO-NACCHO Joint Conference, 2008 SAFE KIDS Conference, and the 2008 APHA Annual Meeting. STIPDA also developed new print materials – including a brochure and fact sheet – to better promote STIPDA's benefits and services. These online and print resources have helped provide current and potential members with information about STIPDA's programs and activities, and have also helped ensure that the general public remains informed about STIPDA's ongoing contributions to the field of injury and violence prevention.



PROFESSIONAL DEVELOPMENT



“STIPDA’s professional development activities are enhanced by the breadth and depth of our members’ knowledge and hands-on experience. I am humbled and impressed by how generous our members are in sharing their insights and time — again, and again, and again.”

Dr. Carolyn Cumpsty Fowler, Ph.D, MPH

Director, Injury Prevention Program, Baltimore County Department of Health

Assistant Professor, Johns Hopkins Bloomberg School of Public Health and Johns Hopkins School of Nursing

STIPDA Web-Based Trainings



STIPDA continues to offer webinars to enhance members' proficiencies in all Core Competencies for Injury and Violence Prevention as described by the National Training Initiative (NTI). The webinars offered during the 2007-2008 fiscal year included:

- *The Importance of Formative Evaluation in Planning Best Practices Programs* (December 2007)
- *Media Advocacy & Social Marketing Webinar Series* (August 2008)
- *Addressing Youth Violence in Minority Communities: Practical Steps and Strategies* (Presented jointly with SOPHE, September 2008)

STIPDA professional development programs are provided year-round through web-based trainings and also take place during STIPDA's Annual Meetings.

ASTHO, NACCHO, & STIPDA Webcasts

The Association of State and Territorial Health Officials (ASTHO), the National Association of City and County Health Officials (NACCHO), and STIPDA have continued to offer a free webcast series on various injury and violence prevention topics. In 2008, each webcast had an average of approximately 100 participants in attendance. The topics and dates for the webcasts were as follows:

- *Healthy Communities, Safe Streets: Preventing Injuries Through Community Design* (February 2008)
- *Preventing Child Maltreatment through Strong, Safe, & Nurturing Family Relationships* (April 2008)

Leadership Book Club

Leadership Book Club is an initiative that provides opportunities for STIPDA members to read leadership-related books and engage in meaningful conversations with fellow injury and violence prevention peers.

In 2008, STIPDA members read and discussed the book, *Influencer: The Power to Change Anything* by authors, Kerry Patterson, Joseph Grenny, David Maxfield, Ron McMillan, and Al Switzler. Members also had an opportunity to participate in a *Leadership Book Club* event during the 2008 Joint Annual Meeting, where members were able to read and discuss the article, "The Discipline of Collaboration" by Russ Linden.

PUBLICATIONS



“The STIPDA QuickNews provides a wealth of information to members including resources, funding announcements, advocacy information, and professional development opportunities in a format that is very user-friendly for busy state staff.”

Peg Prusa-Ogea
Injury Prevention Program Coordinator
Nebraska Department of Health and Human Services

STIPDA QuickNews

Every two weeks, STIPDA sends members the organization's official online e-newsletter, *QuickNews*. Through *QuickNews* members stay informed about important information and events taking place within STIPDA, including advocacy opportunities, newly released publications, upcoming web-based trainings, and other events within the injury and violence prevention community. Members also get access to the latest news and information from other injury and violence prevention organizations, updates from the Centers for Disease Control and Prevention (CDC) and other federal agencies, and information about new funding opportunities.

STIPDA 2007 State of the States Report



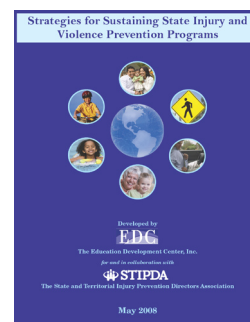
The *STIPDA 2007 State of the States Report* provides an update of comprehensive national level data on the status of state injury and violence prevention programs in all 50 states and the District of Columbia (DC). This report is a follow up to the landmark 2005 State of the

States Survey – the association's premiere assessment of capacity among state injury and violence prevention programs in the United States. The contents of the report are organized around each of the five core components identified by STIPDA as essential elements of a comprehensive state health department injury and violence prevention program: (1) build a solid infrastructure

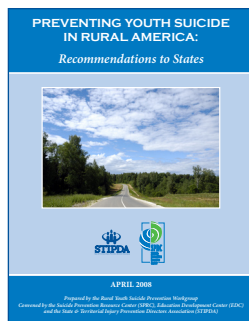
for injury and violence prevention; (2) collect and analyze injury and violence data; (3) design, implement and evaluate programs; (4) provide technical support and training; and, (5) affect public policy.

Strategies for Sustaining State Injury and Violence Prevention Programs

As state injury and violence prevention programs (IVPPs) have faced budget cuts and reorganizations, many state IVPPs strive to maintain and increase resources to support program efforts. In order to assess how state IVPPs attempt to sustain and grow these programs – and the challenges they face in these efforts – STIPDA, in conjunction with the Educational Development Center, Inc., developed the report, *Strategies for Sustaining State Injury and Violence Prevention Programs*. The report was developed from telephone interviews conducted with state IVPP directors and other program staff members in a sample of states in 2005. Discussions with respondents focused on sustainability challenges, factors that contribute to a loss of resources, successful strategies used to sustain and expand state IVPPs, and communication access and restrictions of state IVPPs to key audiences including policy makers and the media.



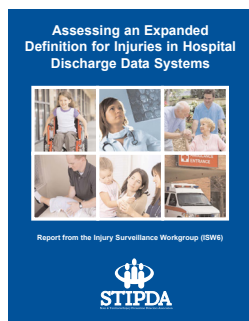
Preventing Youth Suicide in Rural America: Recommendations to States



Officially released at the 2008 Joint Annual Meeting, the report *Preventing Youth Suicide in Rural America: Recommendations to States*, was developed by STIPDA with support from the Suicide Prevention Resource Center (SPRC). The report highlights suicide rates in rural areas and provides states with insights on how to prevent the epidemic in these areas. This report also presents recommendations that approach youth suicide prevention through the lens of America's rural communities, so that both the strengths and limitations of rural settings can be taken into account to design and implement more effective prevention strategies.

Assessing an Expanded Definition for Injuries in Hospital Discharge Data Systems (ISW6)

This ISW report focuses on determining the impact of expanding the STIPDA 2003 definition for hospital discharge data to match the newly recommended definition to be used with emergency department data. The focus of the analysis was to determine



if the predictive value of the additional cases identified by the expanded injury case definition warranted cause-of-injury code which had an injury diagnostic code located in any of the non-primary field positions was 7.3% and (2) the positive predictive value of cases with an external cause-of-injury code which had no injury diagnostic code listed anywhere on the record was 8.0%. Based on these study findings, the Workgroup concluded the current definition (ISW3) of a first-listed injury diagnosis based on the Barell matrix definition should not be expanded in hospital discharge data. Partners for the development of this ISW report included STIPDA, CDC, SAVIR, and CSTE.

MEETINGS & EVENTS



“The most valuable aspect of the Annual Meeting is reconnecting with old friends and colleagues...sharing ideas and best practices with others across the nation keeps us all on our toes and fresh with potential ways of doing things.”

Rhonda Siegel, MEd
Manager, Injury Prevention, Adolescent Health, and Prenatal Program
New Hampshire Department of Health and Human Services

2008 Joint Annual Meeting



The 2008 Joint Annual Meeting of STIPDA and CDC Core State Injury Grantees took place from April 20-23, 2008 at the Sheraton Oklahoma City Hotel. This Annual Meeting marked the first time that STIPDA partnered with the CDC to jointly host a dynamic conference experience.

As the theme of the meeting was “Give Them Something to Talk About: Making our Messages Stick,” attendees participated in a variety of sessions to discuss ideas, develop skills, and share best practices that would enhance their ability to inspire action, actuate change, and create a lasting impact in the area of injury and violence prevention.

Keynote speaker, Dan Heath, co-author of the book, *Made to Stick: Why Some Ideas Survive and Others Die*, provided an inspirational opening ceremony address that provided attendees with practical and innovative ideas for how to enhance the messages that they communicate to various audiences, including policy makers and the general public.

A particular highlight of the Annual Meeting was the Awards Dinner, which took place at the Oklahoma City National Memorial on Tuesday, April 22, 2008. During the evening, a variety of STIPDA members were honored for their substantial contributions and commitment to the field of injury and violence prevention.

Safe Routes to School Grantee Lessons Learned Meeting

STIPDA awarded six (6) local health departments funds in June 2007 to complete Safe Routes to School (SRTS) activities. The implementation period continued through May 2008. The funding for this mini-grant program was made available from the National Traffic Highways Safety Administration (NHTSA). During the award period, the grantees carried out a variety of activities related to SRTS, including coalition development and training, Walk to School events, bike rodeos, SRTS plans for their schools/communities, and program evaluations.

STIPDA hosted a one-day, Safe Routes to School (SRTS) grantee meeting on Tuesday, July 15, 2008 in Washington, DC. The purpose of the meeting was to bring the six STIPDA grantees together to discuss lessons learned over the course of the grant year.

With the help of a facilitator, the group spoke about program successes and the challenges of public health agencies taking a lead role in SRTS. Also in attendance were representatives from the National

Highway Traffic Safety Administration (NHTSA) and the National Safe Routes to School Clearinghouse.

Key messages taken from the meeting were that planning is critical when working on a community-based project and strong community support is vital to successful implementation of even the most well thought out plan. In FY 2009, STIPDA will develop from these experiences a Lessons Learned report that will assist public health departments interested in taking a lead role in Safe Routes to School Programs.

ADVOCACY INITIATIVES



“Advocating for the field of injury and violence prevention through STIPDA’s work is critical and rewarding as we change mindsets about prevention and garner support for programs we know will reduce the problem in our communities.”

Susan Hardman
Director, Bureau of Injury Prevention
New York State Department of Health

Advocacy as a STIPDA Priority



STIPDA's leadership prioritized advocacy as a key component of the 2005-2010 Strategic Plan. The plan calls for STIPDA to lead as a visible and effective advocate for injury and violence prevention practice.

STIPDA made tremendous progress in 2008 in advancing policy efforts by developing the first-ever public policy agenda, consistently communicating with members regarding advocacy opportunities, developing easy-to-adapt advocacy tools on priority injury topics, providing testimony before a U.S. Senate Committee, and developing strategies to build a strong relationship with the new Administration.

U.S. Senate Committee Hearing on Preventing Childhood Injury

STIPDA was asked to testify at a hearing on "Keeping America's Children Safe: Preventing Childhood Injury" by the Senate Committee on Health, Education, Labor, and Pensions on Thursday, May 1, 2008. STIPDA's testimony focused on the successes

in preventing childhood injuries over the last twenty years and the unique contributions of state injury and violence prevention programs. Other panelists included Dr. Ileana Arias, Director of the National Center for Injury Prevention and Control at the Centers for Disease Control and Prevention; Meri-K Appy, Executive Director of the Home Safety Council; and Alan Korn, Policy Director for Safe Kids USA.

STIPDA's First Policy Agenda

STIPDA's Executive Committee passed the first-ever STIPDA Policy Agenda in August 2008. The agenda prioritizes increasing funding for the National Center for Injury Prevention and Control's Public Health Injury Surveillance and Prevention Program and priority areas (i.e., preventing child maltreatment, falls among older adults, and residential fires).

The Policy Agenda also acknowledges the importance of STIPDA's role to support other organized efforts to increase funding for the National Center for Health Statistics, the National Violent Death Reporting System, the Violence Against Women Act, the Maternal and Child Health Block Grant, the Preventive Health and Health Services Block Grant, and public health/injury prevention in the Surface Transportation Authorization Act. STIPDA's policy agenda also calls for monitoring other emerging areas in which opportunities that may arise, such as prescription drug overdoses.

STIPDA Advocacy Alerts

STIPDA provides regular updates and alerts to encourage members and their partners to speak with their state delegations about opportunities to improve injury and violence prevention. Of particular focus in 2008 was the Fiscal Year 2009 budget, opportunities to support the National Center for Health Statistics, and opportunities to increase resources for elder falls prevention.

2008 NCIPC Priority Area Advocacy Toolkits



STIPDA, with support from NCIPC, worked to develop and disseminate advocacy toolkits that focused on the NCIPC priority areas. The toolkits are comprised of national fact sheets, state fact sheet templates, and other promotional and publicity

materials. The goals of the toolkits are to increase awareness of NCIPC priority injury areas and to illustrate the value of state injury and violence prevention programs to policy makers and the general public.

Developing a Relationship with the New Administration

STIPDA's Executive Committee prioritized the development of a strategy to introduce STIPDA and injury/violence prevention to the new

Administration. As a first step, STIPDA developed and submitted a memo to the Obama-Biden Transition Team outlining the burden of injury and violence in America, as well as STIPDA's legislative priorities and opportunities for the administration to fund injury prevention more effectively in the future. STIPDA continues to monitor new appointments to the Administration and will focus on meeting and/or providing information to key appointees.

FINANCIAL REPORT



Financial Report

Annual Review

STIPDA Financial Report for Fiscal Year 2008

STIPDA FINANCIAL REPORT

	<i>Fiscal Years</i>		
Assets	2008	2007	2006
Cash and cash equivalents	112,791	75,681	167,346
Grants receivable	106,586	107,362	85,494
Accounts Receivable	0	0	2,100
Prepaid expenses	15,363	8,050	6,491
Property and equipment, net	8,321	15,591	25,376
Deposits	4,311	0	2,115
Total Assets	247,372	206,684	288,922
Liabilities			
Accounts payable	31,399	47,685	80,183
Accrued expenses	20,461	14,965	40,417
Deferred revenue	39,060	9,770	10,929
Total Liabilities	90,920	72,420	131,529
Unrestricted Net Assets	156,452	134,264	157,393
Public Support and Revenues			
Grants	600,253	635,073	509,766
Conference Registration	106,932	67,535	190,808
Membership Dues	27,657	15,207	14,500
Contributions	200	1,180	1,237
Program Service Fees	0	0	20,000
Interest and other income	23,476	1,333	1,582
Total Public Support and Revenues	758,518	720,328	737,893
Expenses			
Program Services	627,576	630,097	650,169
Management and general	108,754	113,360	62,194
Total Expenses	736,330	743,457	712,363
Change in Net Assets	22,188	(23,129)	25,530



LEADERSHIP



“It has been a rewarding experience serving on the STIPDA Executive Committee. STIPDA is blessed with an excellent staff which, along with a progressive leadership team and dedicated members, has made it the premier organization in the injury and violence prevention field.”

John Lundell, MA
Deputy Director
Injury Prevention Research Center
The University of Iowa

2008 STIPDA Executive Committee



Shelli Stephens Stidham (TX), President
Susan Hardman (NY), Past-President
Linda Scarpetta (MI), Vice-President
Peg Prusa-Ogea (NE), Secretary
John Lundell (IA), Treasurer
Lori Haskett (KS), Member-At-Large
Trisha Keller (UT), Member-At-Large
Beatriz Perez (RI), Member-At-Large
Lisa VanderWerf-Hourigan (FL), Member-At-Large
Billie Weiss (CA), Member-At-Large

2008 STIPDA Committee Chairs

Linda Scarpetta (MI), *Annual Meeting Planning Committee*
John Lundell (IA), *Finance/Audit Committee*
Lisa Millet (OR), *Leadership Development Committee*
Peg Prusa-Ogea (NE), *Membership Committee*
Susan Hardman (NY), *Policy Committee*
Carolyn Fowler (MD), *Professional Development Committee*
Ellen Schmidt (MD), *Program Development Committee*
Nancy Bagnato (CA), *Topic-Specific Workgroup Development Committee*

STIPDA Staff

Amber Williams, *Executive Director*
Michelle Wynn, MPH, *Director of Operations*
Jamila Porter, MPH, *Communications and Professional Development Coordinator*
Toy Scaife, *Program Coordinator*
Amy Woodward, *Operations, Membership, and Meetings Specialist*



LOOKING FORWARD



STIPDA's Priorities for 2009

Looking Forward

Although this past year was full of activity, we look forward to an even more energizing year in 2009. STIPDA plans to continue its efforts to strengthen, expand, and adapt our services to meet the needs of our members while continuing our work to recruit, engage, and retain new members. In 2009, STIPDA will focus on:

- Expanding our engagement of members through new opportunities to exchange resources, experiences, and ideas including new Special Interest Groups and an enhanced online community;
- Strengthening our voice as an advocate for resources and policies for the prevention of injuries and violence;
- Providing ongoing professional development, both in person and through online webinars, based on the Core Competencies for Injury and Violence Prevention;
- Convening key meetings on emerging areas for injury prevention such as Smart Growth and the built community; and
- Continuing to improve membership services to enhance our efforts to improve injury and violence prevention practice.

As the world continues to change and bestow new challenges for injury and violence prevention practice, STIPDA is a venue for gathering, sharing, and becoming re-energized in order to meet the demands of your day-to-day work. How will you be part of STIPDA's efforts in 2009?





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