Embracing the Winds of Change
THE 2010 ANNUAL REPORT
SAFE STATES
# Table of Contents

- Letter from the President & Executive Director ........................................ 3
- Data and Trends in Injury & Violence Prevention .................................... 4
- Programs & Services ............................................................................... 5
- Membership Updates & Resources ....................................................... 6
- Professional Development Programs .................................................... 7
- Events & Activities .............................................................................. 8
- 2010 Joint Annual Meeting .................................................................... 10
- Safe States 2010 Award Winners ......................................................... 11
- Advocacy Initiatives ............................................................................ 16
- Looking Forward .................................................................................. 17
- Financial Report .................................................................................. 18
- Safe States Leadership ........................................................................ 20
We are pleased to present the 2010 Safe States Alliance Annual Report, which highlights our organization’s notable accomplishments over the past year.

The year 2010 was a time of great change for our organization. In the spring of 2010, we officially changed our name from the State and Territorial Injury Prevention Directors Association (STIPDA) to the Safe States Alliance. This name and brand change was implemented based on in-depth feedback from members over several years and a desire to reflect the increasingly diverse nature of our membership. In conjunction with the name change, Safe States unveiled a new logo, website (www.safestates.org), and mission: to serve as the national voice in support of state and local injury and violence prevention professionals engaged in building a safer, healthier America.

Safe States and its members have made several accomplishments over the last year including:

• Highlighting opportunities to prevent injuries and violence through national health reform;
• Convening violence prevention and public health leaders to discuss opportunities to strengthen public health-based violence prevention efforts;
• Reaching hundreds of Safe States members and other public health professionals through web-based training initiatives hosted by Safe States and other partners; and
• Bringing national attention to the most innovative programs and activities in injury and violence prevention through the Innovative Initiatives Program.

While we continue to honor our past accomplishments, we are committed to embracing change. In the words of Glenda Cloud, “change is inevitable, growth is intentional.” We will continue to be intentional in our growth so that we can continue to strengthen our ability to strengthen the practice of injury and violence prevention.

We thank our Executive Committee, members, staff, partners, and friends for all that you do to advance our shared mission. We look forward to working with you in the days ahead.

Linda Scarpetta
President, 2010

Amber N. Williams
Executive Director

“Our new name, the Safe States Alliance, demonstrates a continued commitment to our cause, and reminds us each day that ultimately we want to live in a nation safe from injuries and violence.”

Safe States Alliance 2010 Executive Committee
In 2006, more than 179,000 people died from unintentional and violence-related injuries.*

Every minute, hospital emergency departments treat an average of 55 people for unintentional and violence-related injuries.*

However, when a public health approach is applied to the problems of injury and violence, in most cases these events can be prevented.

Injury and violence in a single year will ultimately cost the United States $406 billion, including:
- $80.2 billion in medical costs (6% of total health expenditures); and
- $326 billion in lost productivity.

Data and Trends in Injury & Violence Prevention

Nationally, and in every state in the United States, injuries are the leading cause of death in the first 44 years of a person’s life.

Injury and violence prevention programs have achieved impressive results with limited resources, as the public health approach allows practitioners to extend the benefits of prevention to individuals, as well as entire populations.

With adequate resources, injury and violence prevention programs can put proven prevention strategies into practice that save lives and reduce the economic burden of injury in communities, states, and the nation.

“Injury is probably the most under-recognized public health threat facing the nation today.”

The National Academy of Science, 1998

* Data sources can be found at www.cdc.gov/injury and www.safestates.org.
In 2010, Indiana, Wyoming, and Tennessee received a visit from injury and violence prevention peers through the Safe States Alliance 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 STAT visits in 2010 brought the total number of visits to 32 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.

“Town Hall Tuesday” Web Conferences

Facilitated monthly by Safe States President, Linda Scarpetta and Executive Director, Amber Williams, “Town Hall Tuesday” web conferences (formerly known as “First Fridays”) are interactive discussions that are open to all Safe States members.

In 2010, Town Hall Tuesday events focused on a variety of topics, including activities related to partnership development, legislative/advocacy efforts, and Safe States programs and services.

QuickNews

Every other week, Safe States sends members the organization’s official e-newsletter, QuickNews. Through QuickNews members stay informed about important information and events taking place within Safe States, including advocacy opportunities, newly released publications, upcoming trainings, and other events within the injury and violence prevention community. Members also receive 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.

“Being able to strategize within the macro-level system requires state designees to be in tuned with the array of resources and opportunities available to them and their partners. QuickNews is the primary source I use to reach this goal.”

Jennifer Martin, MSW
Injury Prevention Coordinator, Illinois Department of Public Health
Membership Updates & Resources

Membership Updates
By the end of the 2010 fiscal year, Safe States had a total of 352 members – an overall increase of 5% compared to 2009. While the majority of Safe States members were from state health departments, members also came from a variety of other organizations that included local health departments, hospitals, universities, and other non-profit organizations.

Safe States Exchange
The Safe States Exchange is an online community designed to facilitate networking, relationship building, and information exchange between all Safe States members. Through the Safe States Exchange, members can connect with one another as they share ideas, knowledge, and experiences.

From October 1, 2009 – September 30, 2010, over 220 Safe States members logged in to the Exchange and took advantage of several distinct components of the Safe States Exchange including:

- **Exchange Forums**
  On the Exchange Forums, Safe States members can engage in ongoing discussions related to a variety of subjects, including injury and violence-specific topics, policy issues, and funding opportunities. Members can also use the Exchange Forums to communicate information to Safe States, including proposals for resolutions and ideas for new programs and services. Over 230 posts were started or contributed to by members over the last year.

• **Knowledge Center**
  The Safe States Knowledge Center is searchable online library of resources, information, and tools that have been created, submitted, and utilized by Safe States members and partners nationwide. In the last year, over 160 documents and resources were added to the wealth of information already available on the Exchange. As the emphasis is on information exchange, Safe States members are encouraged to not only utilize the resources located in the Knowledge Center, as well as contribute their own information and resources.

  “The Safe States Exchange is an invaluable tool that I have found to be particularly helpful to our developing injury prevention program. The knowledge and resources that others are willing to share is unbelievable and greatly appreciated!”

  Bobbi Perkins
  Injury Prevention Coordinator, State of Montana Department of Health and Human Services
Web-Based Trainings

Throughout the year Safe States offers 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 2010 fiscal year included:

- **UNNATURAL CAUSES Teleconference Discussion:** Smart Growth, October 2009
- **Safe States Alliance & CDC Framing Training** – Presented jointly with the Centers for Disease Control and Prevention (CDC), October 2009
- **Preventing Teen Dating Violence: Policies & Programs in Action**, November 2009
- **Injury Evaluation Webinars** – Presented jointly with the IPRC and Society for the Advancement of Violence and Injury Research (SAVIR)
- **Preventing Concussions in Youth Sports: An Overview of Programs, Policy, & Resources**, February 2010
- **Creative Approaches to Injury Prevention: 2010 Innovative Initiatives Finalists**, May 2010
- **Learn Your Concussion ABCs: Addressing Concussions in School Settings**, September 2010

ASTHO, NACCHO, & Safe States Injury Prevention Webcasts

The Association of State and Territorial Health Officials (ASTHO), the National Association of City and County Health Officials (NACCHO), and Safe States continue to offer a free webcast series on various injury and violence prevention topics. As the theme for the 2010 webcast series was “Policy Approaches to Injury & Violence Prevention,” webcasts focused on initiatives that have integrated injury and violence prevention efforts with programs in a variety of public health areas. Webcasts in the 2010 fiscal year included:

- **Practical Approaches to Smart Growth & Community Design**, November 2009
- **Policy Approaches to Injury Prevention: Successes, Strategies, & the ASTHO Presidential Challenge**, February 2010
- **State & National Policies to Promote Motor Vehicle Safety**, April 2010
- **Policies to Promote Injury-Free, Livable Communities**, June 2010

“Participating on the Safe States Professional Development Committee gave me a greater appreciation for the skilled support and dedication of Safe States staff and the rich diversity of member input. As a result, the ‘Unnatural Causes’ series that was offered for Safe States members reflects the combined work of staff and committee members to bring us the best of resources that support our work in injury prevention.”

Therese Argoud, MPH
Planner, Hawaii Department of Health
Violence Prevention Roundtable

In April 2010, Safe States, with financial support from the Centers for Disease Control and Prevention (CDC) National Center for Injury Prevention and Control (NCIPC), convened twenty-four national experts and stakeholders to identify specific roles for public health and discuss needed next steps for advancing violence prevention with the public health community. During the one-day roundtable event, participants identified roles and responsibilities of public health agencies to prevent violence at national, state, and local levels. The recommendations made by the roundtable will be published in a report and offered as a resource for public health departments as they engage in efforts to prevent violence before it occurs. It is hoped that public health leaders and violence prevention advocates will see these recommendations as a call to action.

Field Triage Guideline Dissemination

Safe States, with funding from CDC, is supporting key national organizations and three states to strengthen the dissemination, adoption, and implementation of the Guidelines for Field Triage of Injured Patients: Recommendations of the National Expert Panel on Field Triage. The goal of this effort is to identify barriers, facilitators, and lessons learned from the dissemination and implementation of the guidelines.

Implementation of Evidence-Based Fall Prevention Programs

Safe States, with funding from CDC, is working with four state health departments to support the implementation of evidence-based falls prevention programs including Stepping On and Tai Chi: Moving for Better Balance. Safe States efforts are focused on: strengthening the capacity of state injury and violence prevention programs to implement and evaluate older adults fall prevention programs; assessing lessons learned, and identify and address barriers and facilitators associated with implementing evidence-based fall prevention programs; and identifying and developing new tools to support future program implementation through state health departments.

“Massachusetts had the great fortune of being able to bring a team to Atlanta to learn how to best advance the CDC’s 2006 Field Trauma Triage Criteria in our state. It was definitely the jump start we needed! We were able to hear from national experts, learn from and share our experiences with attendees from other states, receive information about available resources, and develop a solid plan for implementing these Criteria statewide. So far, we are on track with our action plan and the project has been well received.”

Holly Hackman, MD, MPH
Epidemiologist, Massachusetts Department of Public Health
Local Standards & Indicators Meeting

The Safe States Alliance and the National Association of City and County Health Officials (NACCHO) joined together to advance injury and violence prevention (IVP) in local health departments (LHDs). We anticipate that setting standards and indicators for LHDs related to IVP will increase the visibility of IVP as a public health issue, increase the number of LHDs that focus on IVP, increase the effectiveness of LHD IVP efforts, and spur the development of tools and resources for LHDs to effectively prevent injuries and violence.
The 2010 Joint Annual Meeting of the Safe States Alliance & CDC Core I & II State Injury Grantees took place from April 14-16, 2010 at the Four Points by Sheraton in Ann Arbor, MI.

As the theme of this year’s meeting was “Injury & Violence Prevention at a Crossroads: Turning Challenges into Opportunities,” the meeting featured workshops, concurrent sessions, poster presentations, and plenary addresses that focused on building unique partnerships, integrating diverse approaches, and optimizing existing resources, injury and violence prevention programs can continue to protect the health of communities, even in the face of economic adversity.

Meeting highlights included the video presentation officially launching the new Safe States Alliance name and brand, poster and exhibit showcases, an informative Q&A session with staff from CDC’s National Center for Injury Prevention and Control (NCIPC), and keynote addresses by Dr. Rita Noonan of CDC, Sue Scavo Gallagher of Tufts University School of Medicine, and Dr. Paul Halverson of the Arkansas Department of Health and President of the Association of State and Territorial Health Officers (ASTHO).

Culminating the event was the presentation of honors and awards during the 2010 Awards Dinner, held at the Gaylord National on April 15, 2010. During the evening, a variety of Safe States members were honored for their substantial contributions and commitment to the field of injury and violence prevention.

“"The 2010 Annual Meeting was an excellent opportunity for all injury prevention professionals – from beginner to intermediate to advanced. We heard the latest about the exciting efforts across the nation and at the Federal level. New opportunities for peer-to-peer technical assistance were developed, especially for my state regarding data analysis and reporting. This year’s meeting again exceeded my expectations for re-connecting with colleagues that share the same passion for injury prevention from the public health perspective.”

Carol Thornton, MPA
Violence and Injury Prevention Section Chief,
Pennsylvania Department of Health
**Alex Kelter Vision Award**
This award was introduced in 2003 to recognize individuals who have brought leadership and vision to the field of injury and violence prevention.

**2010 Award Winner:**
*Sue Scavo Gallagher, Tufts University School of Medicine*

**Ellen R. Schmidt Award**
In honor of the vision and outstanding contributions of Safe States’s first president, this award recognizes a Safe States member who has made a significant contribution to the field of injury prevention by developing and implementing an outstanding statewide injury prevention program and/or providing outstanding service to Safe States.

**2010 Award Winners:**
*Lisa VanderWerf-Hourigan, Florida Department of Health*
*Roger Trent, California Department of Health*
Rising Star Award
It is of vital importance to recognize new professionals making strides in the discipline of injury and violence prevention. The Rising Star Award recognizes individuals who have been working in the field for less than five years.

2010 Award Winner:
Kyla Shelton, Florida Department of Health

Prevention Program Achievement Award
This award recognizes a state or local injury and violence prevention program that has implemented an innovative approach to maintain or grow their program’s infrastructure.

2010 Award Winners:
Bureau of Injury Prevention, New York State Department of Health
(Award presented to Susan Hardman, Bureau Director)

Injury Prevention Program, New Hampshire Department of Health and Human Services
(Award presented to Rhonda Siegel, Program Manager)
Innovative Initiative of the Year Award

The only award selected exclusively by the Safe States membership, the Innovative Initiative of the Year Award is presented to a Safe States member who has implemented a unique and creative program, activity, or project that has the potential to substantially decrease injuries and violence in the communities that they serve.

2010 Award Winner:
Kansas Department of Health & Environment (KDHE) and SAFEHOME
(Initiative submitted by Laurie Hart, KDHE)

Above: Award presented to Lori Haskett, Director, KDHE Injury and Disability Prevention Programs

Below (from left to right): Lori Haskett of KDHE, Allison Basinger of SAFEHOME, Audrey Cress of SAFEHOME, and Laurie Hart of KDHE
Partner of the Year Award

This award acknowledges the contributions of an organization or sponsor for furthering the mission of Safe States. Contributions may include, but are not limited to, providing financial support for Safe States activities, providing states with injury prevention funding or equipment (e.g., bicycle helmets, child safety seats, etc.), or providing significant partnership and collaboration throughout the past year.

2010 Award Winners:

Amy Harris, CDC, National Center for Injury Prevention and Control (Accepted by Dr. Corinne Graffunder, CDC)

Dr. Paul Halverson, Arkansas State Health Official and President of ASTHO
Safe States 2010 Award Winners

President’s Award
This award is presented to a member who has been instrumental in assisting the Safe States President in achieving the organizational priorities of Safe States.

2010 Award Winner:
Carolyn Cumpsty Fowler, Johns Hopkins University, Bloomberg School of Public Health

Executive Committee Service Award
This award recognizes outgoing Executive Committee members for their exemplary dedication and work toward the advancement of the mission of the Safe States Alliance.

2010 Award Winners:
Shelli Stephens Stidham, President
Linda Scarpetta, President-Elect
Lisa VanderWerf-Hourigan, Vice-President
John Lundell, Treasurer
Peg Prusa-Ogea, Secretary
Robin Argue, Member-At-Large
Pierre Desy, Member-At-Large
Tina Johnson, Member-At-Large
Lori Haskett, Member-At-Large
Beatriz Perez, Member-At-Large
2010 Policy Agenda

Safe States developed and released an update to the policy agenda, which described key advocacy priorities and issues to support and monitor. Safe States also used the policy agenda to focus advocacy activities, develop issue briefs, and create advocacy alert messages for Safe States members.

2010 ASTHO Presidential Challenge

Safe States partnered with ASTHO to support their 2010 Presidential Challenge, which focused on injury and violence prevention. Through the Presidential Challenge, state health officials were encouraged to “study the data, assess their state, and consider adopting at least one policy strategy that could lessen the burden of preventable injury and death in their home state.” Safe States members were essential in getting participation from 32 states during the year-long Challenge.

American Recovery and Reinvestment Act (ARRA) and the Patient Protection and Affordable Care Act (PPACA)

Safe States and its members reached out to Congress in support of the inclusion of public health and wellness as part of the American Recovery and Reinvestment Act (ARRA). Safe States and many public health partners were successful in keeping funding for public health in the final bill. These efforts have made funding possible for state and local public health efforts, including the Communities Putting Prevention to Work grants.

Safe States and its members also reached out to Congress in support of the inclusion of prevention and wellness as part of the Patient Protection and Affordable Care Act (PPACA).

The bill was signed into law by President Obama in March 2010 and includes $15 billion over 10 years for public health and prevention funding that includes:

- Capacity building grants for state and local public health departments for infrastructure improvements.
- Coverage of preventive health services.
- Community transformation grants to fund policy, environmental and infrastructure changes to support healthy living and reduce disparities.
- Healthy aging initiatives to improve the health status of Americans between ages 55 and 64.
- Workforce development initiatives for public health and community health workers.
- A Prevention and Public Health Fund to support expanded and sustained national investment in prevention and public health programs.

2010 Safe States Resolutions

In 2010, the Safe States Alliance Policy Committee updated a resolution on injury and violence prevention partnerships.

“Thanks to the leadership and expertise of the Safe States team, the networking opportunities they afford us with our partners around the country have helped us make great strides in the past year. We have been able to enact injury prevention laws at the state and national levels, as well as put injury prevention on the map as a key to health care policy, especially in the area of cost containment.”

Lewis Howe,
Injury Prevention Coordinator,
Massachusetts Department of Public Health
Looking Forward

In 2011, we look forward to:

• Continuing our efforts to increase resources and strengthen policy approaches to injury and violence prevention at the state and national levels;
• Releasing important new reports including our third State of the States report – the premiere assessment of state health department injury and violence prevention capacity and functioning; Consensus Recommendations for the Surveillance of Poisonings; and Public Health Roles in Violence Prevention;
• Developing and releasing Standards and Indicators for Local Health Department Injury and Violence Prevention Programs;
• Expanding our engagement of members through new opportunities to exchange resources, experiences, and ideas through Special Interest Groups (SIGs) and the Safe States Exchange;
• Launching a new Leadership Development Academy for State Injury and Violence Prevention Program Directors;
• Providing year-round trainings and professional development opportunities, both in-person and through online webinars;
• Convening key meetings on emerging areas in injury and violence prevention practice; and
• Continuing to improve membership services to enhance our efforts to improve injury and violence prevention practice.

As the world continues to change and create new challenges for injury and violence prevention practice, Safe States is a venue for gathering, sharing, and becoming re-energized in order to meet the demands of your day-to-day work.

“I’m so proud of the way that members are supporting the organization’s new strategic direction. It was a bold, and sometimes scary step to rebrand, but the outcome is a new name that better represents the mission of the Safe States Alliance and accurately reflects the increasingly diverse nature of our membership.”

Linda Scarpetta, MPH
Manager, Injury & Violence Prevention Section
Michigan Department of Community Health
Safe States President, 2010
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.

There were no changes to accounting policies adopted by the Executive Committee, which have focused on:

- Safeguarding Safe States’s assets;
- Ensuring accurate record-keeping and maintenance of Safe States’s financial activities;
- Providing a framework of operating standards and behavioral expectations; and
- Ensuring compliance with federal, state, and local legal and reporting requirements.

For 2010, revenues amounted to $911,708 and net assets at year-end totaled nearly $294,000.

Safe States received an unqualified opinion from its independent auditors, GrossDukeNelson & Co., 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.
# Financial Report

## Fiscal Years

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<th>Assets</th>
<th>2010</th>
<th>2009</th>
<th>2008</th>
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<td>Cash and cash equivalents</td>
<td>137,191</td>
<td>110,621</td>
<td>112,791</td>
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<td>Grants receivable</td>
<td>140,278</td>
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<td>Accounts Receivable</td>
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<tr>
<td>Prepaid expenses</td>
<td>11,908</td>
<td>11,502</td>
<td>15,363</td>
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<tr>
<td>Property and equipment, net</td>
<td>289</td>
<td>2,572</td>
<td>8,321</td>
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<td>Deposits</td>
<td>4,311</td>
<td>4,311</td>
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<td><strong>Total Assets</strong></td>
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<td><strong>246,696</strong></td>
<td><strong>247,372</strong></td>
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<th>Liabilities</th>
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<td>Accounts payable</td>
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<td>21,148</td>
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<td>Accrued expenses</td>
<td>62,799</td>
<td>31,725</td>
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<td>Deferred revenue</td>
<td>29,144</td>
<td>32,307</td>
<td>39,060</td>
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<td><strong>Total Liabilities</strong></td>
<td><strong>109,831</strong></td>
<td><strong>85,180</strong></td>
<td><strong>90,920</strong></td>
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| Unrestricted Net Assets     | 184,146 | 161,516 | 156,452 |

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<th>Public Support and Revenues</th>
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<td>Grants</td>
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<td>Contributions</td>
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<td>Program Service Fees</td>
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<td>Interest and other income</td>
<td>3,234</td>
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<td><strong>Total Public Support and Revenues</strong></td>
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<td><strong>758,518</strong></td>
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<th>Expenses</th>
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<td>Program Services</td>
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<td>658,603</td>
<td>627,576</td>
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<td>Management and general</td>
<td>130,516</td>
<td>97,250</td>
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<td><strong>Total Expenses</strong></td>
<td><strong>889,078</strong></td>
<td><strong>755,853</strong></td>
<td><strong>736,330</strong></td>
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| Change in Net Assets        | 22,630  | 5,064   | 22,188  |
Safe States Leadership

2010 Safe States Executive Committee
Linda Scarpetta (MI), President
Shelli Stephens Stidham (TX), Past-President
Lisa VanderWerf-Hourigan (FL), Vice-President
Peg Prusa-Ogea (NE), Secretary
John Lundell (IA), Treasurer
Robin Argue (HI), Member-At-Large
Pierre Desy (IL), Member-At-Large
Lori Haskett (KS), Member-At-Large
Tina Johnson (OK), Member-At-Large
Roger Trent (RI), Member-At-Large

2010 Safe States Committee Chairs
John Lundell (IA), Finance/Audit Committee
Shelli Stephens Stidham (TX), 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

Safe States Staff
Amber Williams, Executive Director
Michelle Wynn, MPH, Director of Operations
Jamila Porter, MPH, Assistant Director (formerly Communications & Professional Development Coordinator)
Amy Woodward, Membership Services Coordinator
Geri Stahl, Office Administrator

Not Pictured:
Jessica Harris, MPH, Program Coordinator