Discover, Connect, Empower, Grow

THE 2011 ANNUAL REPORT

SAFE STATES
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We are proud to share the 2011 Safe States Alliance Annual Report, which highlights how we delivered value to our members and to the field of injury and violence prevention over the last year. A year goes by quickly and last year continued to be filled with rapid changes, and the challenges continue—often at what seems an alarming rate. The importance of association has never been stronger, nor have members ever been more committed to a strong and vibrant Safe States Alliance!

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

- Increasing membership to 455, a 27% growth from 2010.
- Co-hosting our first joint annual meeting with SAVIR and the CDC, with more than 300 attendees.
- Conducting nine webinars reaching 1300 IVP professionals, researchers, and students.
- Partnering with NACCHO to develop and release standards for local health department injury and violence prevention programs.
- Releasing the 2009 State of the States report containing the first description of longitudinal trends in state injury and violence prevention programs.
- Supporting states in strengthening the dissemination, adoption, and implementation of the Guidelines for Field Triage of Injured Patients and in implementing evidence-based falls prevention programs.

As you read through this Annual Report, it’s important to remember how much Safe States is driven by the strength, passion and efforts of our membership. Many, many people helped contribute to our successes this year – helping us continue to discover, connect, grow and empower leaders in injury and violence prevention. We thank our Executive Committee, members, staff, partners, and friends for all that you do to advance our shared mission.

“Nothing great was ever achieved without enthusiasm.”

Ralph Waldo Emerson

Linda Scarpetta
President, 2011

Amber N. Williams
Executive Director
Data and Trends in Injury and 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.

In 2007 more than 182,479 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.

Total Cost of Injury by Mechanism ($406 Billion)

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](http://www.cdc.gov/injury) and [www.safestates.org](http://www.safestates.org).
**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.

In 2011, a “Member Feature Article” section was added to QuickNews to allow members to submit their own content for publication in the newsletter.

**Town Hall Tuesdays**

Facilitated monthly by Safe States President, Linda Scarpetta and Executive Director, Amber Williams, “Town Hall Tuesday” calls and web conferences are interactive discussions that are open to all Safe States members.

In 2011, Town Hall Tuesday events continued to focus on a variety of topics, including activities related to partnership development, legislative/advocacy efforts, and Safe States programs and services.

**STAT Program**

In 2011, West Virginia and Arkansas 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 2011 brought the total number of visits to 34 states.

The STAT Program assessment focuses on four 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. Program Intervention Design, Implementation and Evaluation; and
4. Public Policy and Advocacy

“The STAT visit enabled our state health department to identify important stakeholders for injury and violence prevention and to create momentum to form a statewide injury prevention planning committee, and we are now working on a statewide strategic plan.”

Linda Chasson, MS
Administrator, Preventive Health and Safety Division, Wyoming Department of Health
Membership Updates & Resources

Membership Updates

By the end of the 2011 fiscal year, Safe States had a total of 455 members – an overall increase of 27% compared to 2010. 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.

“The membership of Safe States continues to grow and change, and includes a greater variety of partners. The benefits of being involved are more valuable and more important than ever to anyone working in the field of injury prevention.”

Peg Ogea-Ginsburg
Injury Prevention Program Coordinator
Nebraska HHS, Office of Disease Prevention and Health Promotion

The Safe State Exchange

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, 2010 – September 30, 2011, over 226 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 200 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 500 documents and resources were accessed or 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, but to also contribute their own information and resources.
Professional Development

Web-Based Training

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 2011 fiscal year included:

- **Teen Drivers & GDL Systems: New Resources and Data, October 2010** – Jointly sponsored with CDC
- **Public Health Leadership for Violence Prevention, November 2010** – Jointly sponsored with CDC, NACCHO, and ASTHO
- **Highlighting Public Health Contributions to Violence Prevention at the Local, State, and National Levels, April 2011** – Jointly sponsored with CDC, NACCHO, and ASTHO
- **Innovative Approaches to Injury & Violence Prevention: 2011 Award Finalists, May 2011**
- **Highlights from the State of the States: 2009 Report, June 2011**
- **Using Logic Models in Planning and Evaluation, September 2011** – Jointly sponsored with CDC

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 2011 webcast series was “Special Topics in Violence Prevention,” webcasts focused on specific violence prevention initiatives being implemented in states and communities, as well as the importance of effective collaborations between state and locals to ensure the success of these initiatives. Webcasts in the 2011 fiscal year included:

- **Policies to Prevent Bullying in Schools, October 2010**
- **Programs and Partnerships to Prevent Gang-Related Youth Violence, June 2011**
- **Exploring the Intersection: Enhancing Active Living through Violence Prevention, September 2011**

“The Webinars and Virtual Round Tables presented by Safe States have provided information and data on diverse injury and violence topics that I have used in my work and shared with colleagues and students.”

Billie Weiss, MPH
Associate Director for Outreach and Communications
UCLA School of Public Health
Discover, Connect, Empower, Grow

Events and Activities

Falls Prevention

Safe States, with funding from CDC, concluded its work with four state health departments to support the implementation and evaluation of evidence-based falls prevention programs including Stepping On and Tai Chi: Moving for Better Balance. Safe States developed and shared summary reports describing how these evidence-based falls prevention programs were implemented, including barriers and facilitators experienced with recommendations for future implementation efforts. Findings from the state implementation and Safe States’ evaluation have also been incorporated into CDC’s new funding for older adult falls prevention.

Field Triage

Safe States, with funding from CDC, supported 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. Safe States developed and shared a report describing barriers, facilitators and other lessons learned from the dissemination and implementation of the guidelines.

“The air was electric, having such a diverse representation of EMS folks from all levels of care in one room on equal footing, sharing knowledge and ideas.” - Abdullah Rehayem, Director, Massachusetts Department of Public Health, Office of Emergency Medical Services

National Violent Death Reporting System Roundtable

In September 2011, 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 describe the unique features of the surveillance system and the current status of NVDRS implementation in 18 states; identify and discuss the range of challenges states experience (or anticipate experiencing) in applying for and implementing the system; and brainstorm potential solutions for overcoming identified challenges. The recommendations made by the roundtable will be published in a report and offered as a resource for informing the continued development of the surveillance system.
In 2010, 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) through the development of standards for LHD injury and violence prevention programs. Safe States and NACCHO released the standards at the 2011 NACCHO Annual Meeting in July 2011 and through a national webinar in October 2011. The goals for these standards include:

- Increasing the visibility of injury and violence as public health issues;
- Multiplying the number of LHDs that focus on IVP;
- Enhancing the effectiveness of LHD IVP efforts; and
- Spurring the development and dissemination of new tools and resources for LHDs to effectively address the causes of injury and violence.

Given the public health burden of injuries and violence, LHDs play a critical role in protecting and improving community safety in coordination and collaboration with local, state, and national efforts. Despite the enormous toll of injury and violence, only 39 percent of respondents to NACCHO’s 2010 National Profile of Local Health Departments reported injury prevention activities and only 24 percent reported violence prevention activities.

“I was very humbled this past year to have participated on the task force that developed the LHD Injury Standards and Indicators. I was also reminded that, no matter the size of a local health department, great things are happening around the country with regard to violence and injury prevention. The standards will be a great tool to help us continually evaluate our prevention efforts.”

Kevin Condra, MPA, CHES
Injury Prevention Program Manager
Salt Lake Valley Health Department
State of the States: 2009 Report

A follow-up to the landmark 2005 and 2007 State of the States reports, the State of the States: 2009 Report continues to be the only national assessment of its kind and provides an update of comprehensive, national-level data on the status of state injury and violence prevention programs. The report provides achievements of state programs in 2009, details the challenges and opportunities that programs face, and gives direction for future improvement and growth.

Livability & Smart Growth Tools

In August, 2011 Safe States released two new resources to support public health professionals, planners, community members, and others as they work toward improving the health and safety of their communities:

- **The Livability & Smart Growth Assessment Tools Database**
  - The database provides centralized access to basic assessment tools and checklists that can assist users with evaluating their communities’ degree of livability and provide essential information needed to create safer and healthier neighborhoods. The tools within the database are searchable by community size, assessment type, user role, and six topic areas developed as a practical combination of the Livability and Smart Growth principles.

- **Safe, Healthy, and Active Transportation Toolkit**
  - The toolkit is comprised of select resources designed to provide public health professionals, planners, and others with presentations, seminal articles, case studies, fact sheets, and other sources of information that can be used to support and advance Smart Growth, livability, and improved built environment efforts. The goal of the toolkit is to provide resources and evidence for those that want to reach out to their fellow colleagues in the areas of transportation, land use, and public health to make a stronger case for why health is a transportation issue.
From April 6-8, 2011, injury and violence prevention experts from across the country convened in Iowa City, IA to attend the Joint Annual Meeting of the Safe States Alliance, SAVIR (Society for the Advancement of Violence and Injury Research), and the Centers for Disease Control and Prevention (CDC) Core I & II State Injury Grantees.

As the theme of this year’s meeting was “Progress through Partnerships,” the meeting featured workshops, concurrent sessions, poster presentations, and plenary addresses that focused on the development of strong and rewarding partnerships between practice and research in the field of injury and violence prevention. By forming and maintaining these unique and essential partnerships, practitioners and researchers can mutually inform one another to create injury and violence prevention programs that are evidence-informed and effective.

Meeting highlights included a welcome address by Dr. Jeffery Levi of Trust for America’s Health and a “town hall” plenary session that featured Dr. Christine Branche of the CDC National Institute of Occupational Safety and Health; Susan Carbon of the United States Department of Justice; Dr. Linda Degutis of the CDC National Center for Injury Prevention and Control (NCIPC); and Captain Neal Walker of the Substance Abuse and Mental Health Services Administration (SAMHSA). The meeting concluded with a powerful presentation by Matthew Richtel of The New York Times on his Pulitzer Prize-winning series on distracted driving.

“The meeting’s theme of “Progress through Partnerships” was certainly realized as exciting new collaborations were formed between the practice and research communities.”

John Lundell
Deputy Director
The University of Iowa, Injury Prevention Research Center
Safe States 2011 Award Winners

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.

2011 Award Winner:
Billie Weiss, Associate Director, Southern California Injury Prevention Research Center, UCLA School of Public Health

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.

2011 Award Winner:
California Department of Public Health
(Award presented to Barb Alberson, Chief, Injury Control Section; Initiative submitted by Annette DiPirro, Violence Prevention Unit)

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.

2011 Award Winner:
Shelli Stephens Stidham, Director, Injury Prevention Center of Greater Dallas
Advocacy Initiatives

2011 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.

Injury and Violence Stakeholders

In 2011, Safe States initiated the convening of a stakeholder group of national injury and violence prevention organizations. The group first met through an in-person meeting in Washington, D.C. in March 2011, and the group continues to meet via conference call on a monthly basis.

In late summer 2011, the group also conducted joint meetings with the Department of Health and Human Services leadership (include picture with the Surgeon General) and Congressional appropriations committee staff.

Safe States developed and released new communication tools to support education and advocacy efforts including resources for national partners containing an overview of the CDC Injury Center and one-page summaries of injury and violence topic areas addressed by the Injury Center.

“As our field faces a critical turning point in funding, the Safe States Alliance continues to be our voice with decision-makers. By partnering with stakeholders, Safe States is maintaining the visibility of the injury and violence prevention field and why prevention research and programs need to be funded.”

Carol Thornton
Violence and Injury Prevention Section Chief
Pennsylvania Department of Health
Looking Forward

“In 2012, we look forward to:

• Continuing our efforts to increase resources and strengthen policy approaches to injury and violence prevention at the community, state and national levels;

• Releasing important new reports including our fourth State of the States report – the premiere assessment of state health department injury and violence prevention capacity and functioning and Consensus Recommendations for the Surveillance of Poisonings;

• Expanding our engagement of members through opportunities to exchange resources, experiences, and ideas through Special Interest Groups (SIGs) and the Safe States Exchange;

• Providing year-round trainings and professional development opportunities, both in-person and through online webinars;

• Beginning a multi-year evaluation of the Core Violence and Injury Prevention Program;

• Convening key meetings on emerging areas in injury and violence prevention practice;

• Joining with our partners to celebrate the 20th Anniversary of the National Center for Injury Prevention and Control; 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 the place to discover, connect, grow and become empowered in our shared goal of creating safe places for all Americans.

“As we close out another year, I want to thank each of you for your dedication toward preventing injuries. We look forward to seeing you in the New Year, learning from one another, and giving mutual support and inspiration.”

Lori Haskett
President, 2012
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.

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

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

For 2011, revenues amounted to $1,062,295 and net assets at year-end totaled $345,411. 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.

### 2011 Revenues by Funding Source ($1,062,295)

- Grants: $806,666
- Conference Registration: $217,374
- Membership Dues: $32,002
- Interest and Other Income: $6,253
# Financial Report

## Safe States Financial Report

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<th>Fiscal Years</th>
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<th>2010</th>
<th>2009</th>
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<td><strong>Assets</strong></td>
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<td>Cash and cash equivalents</td>
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<td>Grants receivable</td>
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<td>Prepaid expenses</td>
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<td>Property and equipment, net</td>
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<td>Deposits</td>
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<td><strong>Total Assets</strong></td>
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<td><strong>Liabilities</strong></td>
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<td>Accounts payable</td>
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<td>Accrued expenses</td>
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<td>Deferred revenue</td>
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<td><strong>Total Liabilities</strong></td>
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<td><strong>Unrestricted Net Assets</strong></td>
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<td><strong>Public Support and Revenues</strong></td>
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<td>Grants</td>
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<td>Interest and other income</td>
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<td><strong>Total Public Support and Revenues</strong></td>
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<td>755,853</td>
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<td><strong>Change in Net Assets</strong></td>
<td>75,106</td>
<td>22,630</td>
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Safe States Leadership

2011 Safe States Executive Committee

Linda Scarpetta, – President
Lori Haskett – President Elect
Lisa VanderWerf-Hourigan, – Vice-President
Peg Ogea-Ginsburg – Secretary
John Lundell, – Treasurer
Michael Bauer – Member-At-Large
Binnie LeHew – Member-At-Large
Roger Trent – Member-At-Large
Robin Argue – Member-At-Large
Tina Johnson – Member-At-Large
Carol Thornton – Member-At-Large

2011 Safe States Committee Chairs

Membership Committee
Peg Ogea-Ginsburg – Chair
Bobbie Perkins – Vice-Chair

Policy Committee
Carol Thornton – Chair
Particia Adkins – Vice-Chair

Finance/Audit Committee
John Lundell – Chair
Lori Haskett – Vice-Chair

Leadership Development
Shelli Stephens-Stidham – Chair
Robin Argue – Vice-Chair

Safe States Staff

Amber Williams, Executive Director
Jamila Porter, Assistant Director
Michelle Wynn, Director of Operations
Jessica Harris, Program Coordinator

Amy Woodward, Membership Services Coordinator
Olivia Taylor, Communications Intern
Amirah Patterson, Project Assistant Intern

Not Pictured:
Carolyn Franklin, Office Administrator