

Certifying Center for Safe Communities

On behalf of the WHO Collaborating Centre on Community Safety Promotion,
Department of Public Health Sciences, Division of Social Medicine,
Karolinska Institutet, Sweden

**Anchorage, Alaska
USA**



Internet Application Summary

Name of the Community: Anchorage Alaska

Country: USA

Number of inhabitants: 286,867 (2010)

Program started year: 1995

International Safe Communities Network Membership: designation year: 1998

Redesignation year: 2011

Info address on www for the Program: www.alaska-ipc.org

For further information contact:

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Info address on www for the institution (or community as a whole): www.alaska-ipc.org

The program covers the following safety promotion activities:

For the age group

Children 0-14 years:

- Child Passenger Safety
- Reflective Gear
- Bicycle/Pedestrian Safety
- Firestoppers
- Kids Don't Float

Youth 15-24 years:

- Underage Drinking Media Campaign
- High School Buckle Up
- Think Fast
- Media Literacy/Social Marketing Training
- Reflective Gear
- Bicycle/Pedestrian Safety
- Firestoppers
- Kids Don't Float
- ATV/Snow Machine Safety

Adults 25-64 years:

- Reflective Gear
- Highway Safety Media Campaign
- Occupant Protection
- Bicycle/Pedestrian Safety
- ATV/Snow Machine Safety

Older Adults 65+ years:

- Highway Safety Media Campaign
- Reflective Gear
- Fall Prevention
- Occupant Protection
- ATV/Snow Machine Safety

In the following Environments:

Home:

- Firearm Safety
- Fall Prevention

Traffic:

- Child Passenger Safety
- Buckle Up
- Highway Safety Media Campaign

Occupational:

- Denali Safety Council

School:

- Underage Drinking Media Campaign
- Media Literacy and Social Marketing Training



- Peer Leadership
- High School Buckle Up
- Reflective Gear

- Bicycle Safety

Sports:

- Bicycle Safety
- Personal Floatation Device Promotion
- Ski/Snowboard helmets

Leisure:

- Bike Helmet Promotion
- Fall Prevention/Yoga

Other: What?

Violence prevention (intentional injuries): Yoga for Victims of Violence

Suicide prevention (self-inflicted injuries): Suicide Follow-Back Study

Programmes aiming at “High risk-groups”:

- Reflector, PFD and Helmet promotion in rural Alaska
- Reflectors and bike safety for Homeless Population

Surveillance of injuries: Where? Statewide

Numbers per year: 50,000

Population base: 700,000+

Started year: 1991

Publications: (Scientific)

- Alaska Occupant Protection Use Survey
- Anchorage Booster Seat Study
- Alaska Suicide Follow-back Study

Produced information material, pamphlets:

- 12 TV PSA's per year
- 12+ Radio PSA's per year
- Bike Safety
- Reflector Safety
- Child Passenger Safety
- Booster Seat Resource Kit
- AIPC Annual Report
- Statewide Underage Drinking Prevention Media Plan

- Media Literacy Social Marketing Curriculum

Staff

Number: 9

Professions: part-time or full-time: 5

Permanent: 5

Temporary: 4

Organization: Alaska Injury Prevention Center

Specific intersectoral leadership group: AIPC Board of Directors

General public health/health promotion group: Multiple groups



International commitments:

Study visits: Karolinska Institutet, University of Washington

Participation in Safe Community conferences: New Zealand, Prague, Anchorage, Fort Frances

Hosting Safe Community Conferences: 2001

Hosting "Travelling Seminars": None

Other, what? Host and Chair International Safety Media Awards since 2006