

EXECUTIVE SUMMARY

Many state injury and violence prevention programs (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 – telephone interviews were conducted with state IVPP directors and other program staff members in a sample of states in 2005. Discussions with these 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 such as policy makers and the media. Assessment results are based on information collected from 26 individual respondents among 26 state IVPPs.

Assessment results indicate that state IVPPs are engaged in a number of activities that may support sustainability, but there is substantial variation in the capacity of these programs to fully and consistently engage in these activities. Some states are using a full array of available resources and support, while some are not. Conclusions from these discussions indicate that state IVPPs should consider the following recommendations:

- ❖ Expand the skills and competencies of state IVPP directors to sustain programs;
- ❖ Enhance the visibility of the state IVPP;
- ❖ Demonstrate the value of the state IVPP;
- ❖ Develop and maintain relationships with key stakeholders;
- ❖ Make communications a routine activity; and,
- ❖ Use marketing to support the state IVPP.