



2009-2013 Florida Injury Prevention Strategic Plan Goal Team 2 Conference Call Minutes

December 8, 2009 1:00 pm – 1:45 p.m. EST

Welcome and Roll Call

- Lisa VanderWerf-Hourigan opened the meeting by welcoming everyone and Lani Gruener took attendance. The attendee list is attached to the meeting minutes.

2010 Action Plan Update (In order of strategy and activity)

Activity 2B(4)a: Determine date and site location for the (urban regional pilot) meeting.

- A brief update was provided on the upcoming urban regional pilot meeting.
- The meeting has been scheduled for March 11, 2010 at the Miami Florida Department of Transportation Auditorium - 1000 NW 111th Ave., Miami, FL 33172. The Office of Injury Prevention (OIP) will be submitting travel plans for approval by the end of the week.

Activity 2D(3) – Develop survey tool (for state-wide injury prevention resources inventory).

- The purpose of the survey tool will be used to give the Office of Injury Prevention (OIP) an idea of the number of organizations and agencies involved in injury prevention activities state-wide, as well as a resource for contacts in the injury prevention community. Once the survey is finalized, FIPAC and Goal Team members can provide the survey at any of their meetings for attendees to complete.
- A draft copy of the survey tool, a section of the Office of Injury Prevention brochure has been provided to all goal team members.
- Wendy Loomas pointed out that survey directions need to be included.

Activity 2E(1) - Define Injury Prevention Activities, Injury Prevention Projects and Injury Prevention Programs.

- The CDC has defined the following:
 - **Activity** – Processes (e.g. creating a curriculum), events, technology (e.g. new website), and actions (e.g. planning meetings, conference calls) that support the implementation of a strategy. An activity does not change knowledge, attitudes, behaviors or beliefs by itself, but is part of a strategy
 - **Strategy** – theory-based, sufficient dosage, includes skill-based methods, appropriately timed, health promotion focused. A strategy is made up of more than one activity which, put together, are sufficient to change knowledge, attitudes, behaviors, and/or beliefs. It focuses on one population group.
 - **Programs** – at least two strategies at the same level of the social ecology (individual, relationship, community, society) with the same population.
 - **Comprehensive Program** – at least two strategies that are at different levels of the social ecological model, but with the same population.



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- Wendy Loomas lead the discussion on the possible use of the CDC definitions.
 - 👍 **Likes** – how the definitions built on each other, examples are included with the definitions.
 - 👎 **Dislikes** – additional “real world” examples are needed.
- **Other discussion points** – Terms should be simple and consistent throughout all of the strategic plan goals. Looking at the DOT Safety Tracking Tool, in the injury prevention tracking tool adding a screen containing the terms and definitions as a selection would be beneficial. Should an additional option for “participation” be included (ex: Health Fair Participation – the individual may be participating, but not be an employee of the organization heading up the event)?
- The OIP will draft definitions and them out to the goal team members. Once approved by the goal team, the OIP will send the definitions to the other goal team leaders for input.

Other Business and Announcements

- Wendy Loomas wrote an excellent response to the St. Pete Times article on state employee’s benefits. Her letter to the editor can be viewed at:
<http://www.tampabay.com/opinion/letters/article1055979.ece>.

Next Steps

- **Activity 2D(3)** – Develop survey tool (for state-wide injury prevention resources inventory).
 - Lani Gruener will update the survey tool to include instructions on filling out the survey and submitting it to the Office of Injury Prevention.
 - The Office of Injury Prevention will review the brochure content and finalize the brochure.
- **Activity 2E(1)** - Define Injury Prevention Activities, Injury Prevention Projects and Injury Prevention Programs.
 - The OIP will draft definitions and them out to the goal team members.



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Attendee List

Member Name	Organization
Joann Chambers-Emerson	Tampa General Hospital/Florida Poison Information Center
David Fechter	Pinellas County Department of Public Works
Lani Gruener	Florida Department of Health, Office of Injury Prevention
Wendy Loomas	Pinellas County Health Department
Melissa Lugo	Orange County Health Department
Cindy Magnole	Jackson Memorial Hospital
Bonnie McDougale	Tampa General Hospital/Florida Poison Information Center
Mimi Sutherland	University of Miami /Jackson Memorial Hospital
Lisa VanderWerf-Hourigan	Florida Department of Health, Office of Injury Prevention