



## **2009-2013 Florida Injury Prevention Strategic Plan Goal Team 3 Conference Call Minutes**

June 7, 2011 10:00 a.m. – 11:00 a.m. E.S.T.

### **Welcome and Roll Call**

- Sarah Hinkel-Young opened the meeting by welcoming everyone and called roll. An attendee list is included below.
- Sarah Hinkel-Young provided an update about the Department of Health evaluation and justification report.
  - She informed Goal Team 3 (GT3) that the review had not been decided upon during this legislative session.
  - The new State Surgeon General Dr. Frank Farmer has informed personnel of his intent to carry through with the recommendations.
  - It is unsure what that will mean for the Office of Injury Prevention in the future.
  - The report can be found at [www.doh.state.fl.us](http://www.doh.state.fl.us).

### **FallsFreeFL.com Update**

- Sarah Hinkel-Young provided an update regarding the status of FallsFreeFL.com
  - The domain name has been purchased
  - A website structure has been created and was provided to GT3 and Coalition members. It can be found by emailing [Sarah.Hinkel-Young@doh.state.fl.us](mailto:Sarah.Hinkel-Young@doh.state.fl.us)
  - Lowell Gerson, Ph.D. suggested that the website include a vision and mission statement. He also suggested highlighting the current Senior Falls Prevention Awareness Day and archiving information regarding past days.
  - There was question regarding whether or not the subtitle “Learning Center” was the best fit.
  - Michele Mule’ suggested including links to NCOA and other pages. She suggested possibly inclusion of a new subcategory called “Quick Links”

### **Senior Falls Prevention Coalition Logo**

- Two senior falls prevention coalition logos were presented to the group. They can be obtained by emailing [Sarah.Hinkel-Young@doh.state.fl.us](mailto:Sarah.Hinkel-Young@doh.state.fl.us)
- The group had a general discussion regarding the pro’s and con’s of each logo. Suggestions included:
  - Using the logo on the left but spelling out the word “Florida”
  - Making the word “Prevention” larger
  - Including the word “Injury”
  - Dropping the word “Coalition”
- Sarah Hinkel-Young is going to combine these suggestions with the current logos to create a third option and send out by Friday, June 10.
  - GT3 and the Coalition will then vote by proxy email.



## **2009-2013 Florida Injury Prevention Strategic Plan Goal Team 3 Conference Call Minutes**

### **Tai Chi: MFFB Training**

- Sarah Hinkel-Young and Michele Mule' gave an update about the recent Tai Chi: Moving for Better Balance trainings that were held in Tallahassee and Miami.
  - Dr Fuzhong Li from the Oregon Research Institute was the Master Trainer for both trainings.
  - The Tallahassee training hosted and certified 18 instructors on May 19-20, 2011.
  - The Miami-based training hosted and certified 22 instructors on May 23-24, 2011.
- Sarah Hinkel-Young discussed a follow-up plan for evaluation.
  - The plan includes using Dr. Li's original evaluation measures to create a pre and post-evaluation template form to be used by instructors to gather data about participants.
  - A subcommittee of instructors is being formed from the three trainings (Tallahassee, Miami, and Tampa) on a voluntary basis to gather participant information.
  - The evaluation data gathered will be used by the Office of Injury Prevention to include in future grant opportunities.

### **2011 Action Plan**

- Strategy 3D of the 2011 Action Plan was discussed: The 2011 Action Plan can be found at: <http://www.doh.state.fl.us/DEMO/InjuryPrevention/GoalTeam3.htm>
  - Mark Brimer, Ph.D. discussed the creation of an introduction letter which will be used by the GT3 and the Coalition to fundraise from corporations. The letter is currently being reviewed by Office of Injury Prevention Director, Lisa VanderWerf-Hourigan.
  - Dr. Brimer created a second letter to recruit a falls prevention "champion." Lisa VanderWerf-Hourigan is currently in possession of this letter as well. The letter has been put on hold until the future of the Office of Injury Prevention has been determined.
- Strategy 3E was discussed:
  - A perspective is needed for the advocacy packet which will be used to recruit Physician's association. Dr. Brimer discussed the need to include 7 major different facets of health care.
  - Lisa Hurwitz discussed the need to work with physicians in the field to target high-risk patients for a referral and database. She also discussed the need for the creation of a protocol and requirement when a physician identifies a high-risk falls patient.
  - Lowell Gerson, Ph.D. discussed the need to find out what physician associations and other medical associations are already doing regarding falls prevention initiatives. An information gathering step is critical for the beginning of this process in order to determine what needs the physician association community may have.



## **2009-2013 Florida Injury Prevention Strategic Plan Goal Team 3 Conference Call Minutes**

- Mark Brimer offered to speak with Alice Pomidor, M.D. to decide on a beginning strategy and to contact organizations regarding current initiatives. He requested that all GT3 and Coalition members email him contacts at organizations. His email is [MarkBrimerPhD@Aol.com](mailto:MarkBrimerPhD@Aol.com)
- The discussion regarding senior falls prevention awareness presentation tool that is currently being developed by Don Hughes was postponed due to his absence.
- Strategy 3H was discussed.
  - Patricia Sovonick updated the group that Tai Chi: Moving for Better Balance was a big hit in her area. She finished one class this morning and is starting another class this afternoon.
  - Participant feedback has been extremely positive. Instructors have been volunteering to teach classes but have had trouble keeping up with the demand.
  - Retention rate has fluctuated based on class. A notable influencer of fluctuation has been snow bird participation.

### **Senior Falls Prevention Awareness Day Grassroots Effort Sign-Up**

- Michele Mule' and Sarah Hinkel-Young discussed the need for a more localized grassroots effort for Senior Falls Prevention Awareness Day.
  - It has not yet been determined if the Office of Injury Prevention will be able to put on the Senior Falls Awareness Day Broadcast due to reorganization and funding.
  - GT3 and Coalition members are urged to facilitate local happenings.
  - A list of possibly local events was sent out to GT3 and Coalition members in an email. The list was reviewed by Sarah Hinkel-Young. It is available by emailing [Sarah.Hinkel-Young@doh.state.fl.us](mailto:Sarah.Hinkel-Young@doh.state.fl.us).
  - GT3 and Coalition members were asked to consider the list, sign-up to hold an event, and then email Sarah Hinkel-Young and Michele Mule' with the event, and any other events going on in their community.
  - Diana Silvey stated that they have already begun working on Senior Falls Prevention Awareness Day. They will be working with local firefigths on a health fair in the morning and then have presentations by physicians and exercise consultants in the afternoon.

### **Future Conference Calls and Adjournment**

- Members of the group agreed to keep the same bimonthly second Tuesday of the month schedule.
- The next meeting however, will be the FIPAC break-out session on July 11 from 1:30-3:30 p.m.
- All members were encouraged to attend the final FIPAC meeting on July 13 from 1:00 – 4:00 p.m.
- Michele Mule and Mark Brimer closed the meeting at 10:57 a.m.



**2009-2013 Florida Injury Prevention Strategic Plan  
Goal Team 3 Conference Call Minutes**



**2009-2013 Florida Injury Prevention Strategic Plan  
Goal Team 3 Conference Call Minutes**

**Attendee List  
Goal Team 3**

<b>Last Name</b>	<b>First Name</b>	<b>Organization</b>	<b>6/7/11</b>
Baxter	Larry	Department of Elder Affairs	No
Brimer, Ph.D	Mark		Yes
Bultman	Syndi	Lee Memorial Health System	Yes
Copeland	Judy	Epilepsy Foundation of Florida	Yes
Cosner	Bill	Geriatric Medical Associates	No
Curlutu	Janine	Lakeland Regional Medical Center	No
Fico	Pam	SW Florida Area Agency on Aging	No
Gerson, PhD	Lowell	Lee County Injury Prevention Coalition	Yes
Hughes	Don	Satellite Beach Fire Department	No
Hunt	Randall	Senior Resource Alliance	No
Johnson	Karen	Orange County Health Department	No
Laird MD	Rosemary	Health First Inc	No
Liebnitzky	Dianna	Florida Department of Health - Office of Trauma	No
Littnan	Sue	Citrus CHD	No
Mattei	Nina	Hernando CHD	Yes
Mule	Michele	Department of Elder Affairs	Yes
O'Brien M.D	Jeffrey	Surgeon	Yes
Paul	Julia	Shands Jacksonville	No
Powell-Cope	Gail	James A. Haley Veterans' Hospital	No
Puia	Joanne	Broward General Medical Center	No
Quigley, Ph.D.	Patricia	James A. Haley Veterans' Hospital	Yes
Rapp	Don	Retired	No
Richter	Cory	Indian River Fire Rescue	No
Ryan	Mark	Department of Children and Families	Yes
Silvey	Diana	Winter Park Health Foundation	Yes



**2009-2013 Florida Injury Prevention Strategic Plan  
Goal Team 3 Conference Call Minutes**

Sovonick	Patricia	Community Aging & Retirement Svcs (Pasco)	Yes
Tesoro	Mark	Lee Memorial Health System	Yes
Urbas	Cheryl	Florida Department of Health	No

**Coalition Members**

<b>Last Name</b>	<b>First Name</b>	<b>Organization</b>	<b>6/7/11</b>
Corey	Ruth	Florida Hospital Nurse Researcher	No
Greenwald	Judy	Tallahassee Memorial Hospital	Monica Hudman
Lemke	David	ResponseLink	No
Maitland	Charles	Balance Disorder Physician	No
Pomidor, MD, MPH	Alice	Florida State University, Department of Geriatrics, College of Medicine	No
Ryan	Mark	Department of Children and Families	No
Schulman	Carl	Jackson Memorial Hospital Ryder - Miami Trauma Center	No
Slaff	Jill	Florida Hospital at Winter Park	No
Hurwitz	Lisa	Occupational Therapist	Yes