



**2009 “Keep Your Eyes on the Kids” Drowning
Prevention Awareness Campaign
County Health Departments & Children’s Medical Services
Networking Meeting**

Quorum Hotel – Tampa, Florida
May 28, 2009

Purpose: The purpose of the networking meeting was to provide County Health Departments (CHD) and Children’s Medical Services (CMS) offices participating in the 2009 “Keep Your Eyes on the Kids” Drowning Prevention Awareness Campaign the opportunity to discuss campaign activities, share drowning prevention materials, and to share successes and challenges of marketing a drowning prevention message in local communities.

The list of meeting attendees is [Attachment 1](#). The list of CHD liaisons who participated in the 2009 campaign is [Attachment 2](#).

Brevard County

- Jim Richardson – Brevard CHD
Brevard CHD partnered with nine Pinch-A-Penny stores to distribute Water Watcher tags (WWTs) and drowning prevention brochures. During Safe Kids week, Brevard CHD and the local Safe Kids Chapter partnered to host “The Worlds Largest Baby Shower” event. The Rotary Club provided \$400.00 to purchase *Josh The Baby Otter* books.

Broward County

- Pamela Santucci – Broward CHD
Broward CHD promoted “Project Get Alarmed”, a pilot project to promote and provide door alarms to at risk areas. The door alarm that was chosen to be distributed has a bypass mechanism that can’t be turned off and can be purchased for \$18.00. 150 alarms were purchased through a FEMA grant, however it was challenging to find willing participants, in the area selected for the project.

Miami-Dade County

- Anthoni Llau – Miami-Dade CHD
Miami-Dade CHD partnered with the Miami Transit Authority to promote drowning prevention messages. The CHD provided 300 English and 300 Spanish posters to be displayed on buses and metro-rail cars.

The CHD developed a drowning prevention website.

Drowning prevention materials, such as WWTs and coloring books, were distributed at local health fairs.



**2009 “Keep Your Eyes on the Kids” Drowning
Prevention Awareness Campaign
County Health Departments & Children’s Medical Services
Networking Meeting**
Quorum Hotel – Tampa, Florida
May 28, 2009

Escambia County

- A representative from Escambia County did not attend.

Hillsborough County

- A representative from Hillsborough County did not attend.

Lee County

- Diane Holm – Lee County Public Safety
Lee County Emergency Medical Services created and distributed an 18 month calendar containing safety tips, including drowning prevention messages. A NPDA grant will provide funding to evaluate the effectiveness for swimming lessons for several ages. Lee County also produced a video for drowning prevention.

Orange County

- Melissa Lugo – Orange CHD
Orange CHD created a Spanish public service announcement (PSA) which was aired on local radio stations and is also available for viewing on the Orange CHD website. Cardiopulmonary resuscitation (CPR) mannequins were purchased to incorporate into water safety courses. WWTs and other drowning prevention materials were also distributed at local organizations.

Osceola County

- Marci Hummell – Osceola CHD
Osceola county had higher numbers of non-resident drownings than resident drownings. Based on this data, Osceola CHD purchased an ad to promote drowning prevention at a large movie theater near Disney. The ad ran for 6 weeks. In addition to drowning prevention messages, the ad referred viewers to SwimSafeOsceola.com, Osceola’s drowning prevention website. A large *Stewie the Duck Learns to Swim* book was purchased as Ms. Hummell visits local elementary classrooms to educate children about water safety and drowning prevention. Each classroom was provided a copy of the *Stewie the Duck* book.



**2009 “Keep Your Eyes on the Kids” Drowning
Prevention Awareness Campaign
County Health Departments & Children’s Medical Services
Networking Meeting**

Quorum Hotel – Tampa, Florida
May 28, 2009

Palm Beach County

- Sharon Greene – Palm Beach CHD
Palm Beach CHD created window clings with emergency information on one side and drowning prevention information on the other. The window clings were distributed with WWTs. Coloring books containing safety messages were also purchased. In past years Palm Beach CHD has provided some of the coloring books to hurricane shelters during storms in addition to giving them out at community events.

Pinellas County

- Wendy Loomas – Pinellas CHD
Pinellas CHD is partnering with Cox Radio on a water safety campaign that includes a website and a drowning prevention logo, with a grant submitted to pay for an accompanying media campaign. The website will include a virtual pool tour with safety tips, contests to win incentives (alarms, fences, pool supply discounts, etc), games for kids, and the offer of an in-person survey by the local fire departments.

Additional Counties/Organizations

- Barbara Gudgel – Cox Pools/ Emerald Coast Safe Kids
A local Kiwanis donated *Josh The Baby Otter books* to be distributed to the community. An otter mascot costume was purchased by Cox Pools, to be used during community events. A drowning prevention event was planned in partnership with a local zoo. The creation of Emerald Coast Safe Kids was announced at this event. Ms. Gudgel is currently working toward a partnership with AFLAC to promote drowning prevention.



**2009 “Keep Your Eyes on the Kids” Drowning
Prevention Awareness Campaign
County Health Departments & Children’s Medical Services
Networking Meeting**
Quorum Hotel – Tampa, Florida
May 28, 2009

Attachment 1 - Meeting Attendees

Name	Organization
Kathy Baldwin	The Gift of Swimming/ Central Florida Drowning Prevention & Water Safety Coalition
Towana Bonnett	Florida Department of Health, Office of Injury Prevention
Sharon Greene	Palm Beach County Health Department
Shelley Greif	Children’s Medical Services Southeast Florida
Leilani Gruener	Florida Department of Health, Office of Injury Prevention
Barbara Gudgel	Cox Pools/ Emerald Coast Safe Kids
Diane Holm	Lee County Public Safety
Marci Hummell	Osceola County Health Department
Anthoni Llau	Miami-Dade County Health Department
Wendy Loomas	Pinellas County Health Department
Melissa Lugo	Orange County Health Department
Jane Parker	Florida Department of Health, Office of Injury Prevention
Jim Richardson	Brevard County Health Department
Pam Santucci	Broward County Health Department
Kyla Shelton	Florida Department of Health, Office of Injury Prevention
Freida Travis	Florida Department of Health, Office of Injury Prevention
Cheryl Urbas	Florida Department of Health, Environmental Health
Lisa VanderWerf-Hourigan	Florida Department of Health, Office of Injury Prevention



**2009 “Keep Your Eyes on the Kids” Drowning
Prevention Awareness Campaign
County Health Departments & Children’s Medical Services
Networking Meeting
Quorum Hotel – Tampa, Florida
May 28, 2009**

Attachment 2

**2009 “Keep Your Eyes on the Kids” Drowning Prevention
Awareness Campaign Participants**

Brevard County Health Department

Jim Richardson
801 Dixon Blvd, Suite 1147B
Cocoa, FL 32922
(321) 639-5764
Jim_Richardson@doh.state.fl.us

Broward County Health Department

Pam Santucci
780 SW 24th Street
Ft. Lauderdale, FL 33315
(954) 467-4790
Pamela_Santucci@doh.state.fl.us

Miami-Dade County Health Department

Anthoni Llau
8600 NW 17th Street, Suite 200
Miami, FL 33126
(305) 470-5649
anthony_llau@doh.state.fl.us

Escambia County Healthy Department

Amie Wach
1295 W. Fairfield Drive
Pensacola, FL 32501
(850) 595-6506
Amie_Wach@doh.state.fl.us

Hillsborough County Health Department

Ana Seda
Crosstown Business Center
4951 East Adamo Drive, Suite 228
Tampa, FL 33605
(813) 307-8015 x7112
Ana_Seda@doh.state.fl.us



**2009 “Keep Your Eyes on the Kids” Drowning
Prevention Awareness Campaign
County Health Departments & Children’s Medical Services
Networking Meeting**
Quorum Hotel – Tampa, Florida
May 28, 2009

Lee County Public Safety

Diane Holm
14752 Six Mile Cypress Pkwy.
Ft. Myers, FL 33912
(239)533-3939
dholm@leegov.com

Orange County Health Department

Melissa Lugo
6101 Lake Ellenor Drive
Orlando, FL 32809
407-858-1400 ext 1214
Melissa_Lugo@doh.state.fl.us

Osceola County Health Department

Marci Hummell
1875 Boggy Creek Road
Kissimmee, FL 34744
(407) 943-7010
Marci_Hummell@doh.state.fl.us

Palm Beach County Health Department

Sharon Greene
The Forum III, Suite B-900
1665 Palm Beach Lakes Blvd.
West Palm Beach, FL 33401
(561) 681-2524 x 103
Sharon_Greene@doh.state.fl.us

Pinellas County Health Department

Wendy Loomas
205 Dr. Martin Luther King Jr. Street North
St. Petersburg, FL 33701
(727) 824-6900 x 11250
Wendy_Loomas@doh.state.fl.us