



2009-2013 Florida Injury Prevention Advisory Council Conference Call Minutes

July 13, 2011 1:30 – 3:00 p.m. E.S.T. Meeting Minutes

Welcome and Roll Call

- Lisa VanderWerf-Hourigan opened the meeting by welcoming everyone, introducing the staff, and calling roll. An attendee list is included below.

Office of Injury Prevention Updates

- Lisa VanderWerf- Hourigan reviewed the Office of Injury Prevention (OIP) staffing updates.
 - Towana Bonnett accepted a Health Service Facilities Consultant position with HIV/AIDS program effective May 26, 2011.
 - Heather McHenry had Madelyn Marie Miller on July 9, 2011. She is 5lbs 10oz and 18 inches.
- Lisa VanderWerf-Hourigan reviewed the new CDC Core Violence and Injury Prevention (VIPP) Program
 - The grant will be for five years starting on August 1, 2011 and will go through July 31, 2016.
 - The grant amount is double last years grant amount. The yearly total is \$250,000.
- Lisa VanderWerf-Hourigan reviewed the 2010 Annual Report.
 - 108 out of 119 activities were completed by the Florida Injury Prevention Advisory Council (FIPAC) for a completion rate of 90.75%.
 - The completion rate was adversely affected by the OIP staff working on the VIPP grant application for approximately two months and two staff members being on maternity leave.
- Lisa VanderWerf-Hourigan reviewed the Department of Health (DOH) Evaluation and Justification Report
 - The report was not adopted in this legislative session. However, the new State Surgeon General Dr. Frank Farmer has asked the DOH to move forward with the findings that do not require legislative approval.
 - A proposall for OIP to integrate into the Bureau of Emergency Medical Services is being developed.
- Lisa VanderWerf-Hourigan reviewed other news applicable to OIP and FIPAC.
 - It is hopeful that FIPAC will have a face-to-face meeting in October due to the lessening of travel restrictions by the state.
 - Dr. Shairi Turner, Deputy Secretary of Health resigned on June 30, 2011 to spend more time with her family.
 - Dr. Doug Holt, Director of the Hillsborough County Health Department is serving as Interim Deputy Director.
- Lisa VanderWerf-Hourigan reviewed the new DOH online newsroom.



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- The DOH's Office of Communications has launched a new online newsroom. This tool will assist the media in covering Florida health topics, and to keep Floridians informed through video, RSS feeds and other technology.
- The newsroom is currently running a summer safety series that features several water safety/drowning prevention videos and the WaterproofFL website.
- Health statistics from various resources, including the Florida Injury Surveillance System, are available on the site.
- To access the newsroom, please visit: <http://newsroom.doh.state.fl.us/>

Local Updates

- Syndi Bultman gave an update that Lee Memorial Health System is currently working on distracted driving and teen driving issues. They are focusing on back to school issues and on a violence prevention program as well.
- Mark Tesoro gave an update that Lee Memorial Health System is currently working on the development and implementation of Step Wise Lee.
- Cindy Magnole gave an update that Jackson Memorial and the Dade County Coalition are working with M.A.D.D. on the "Power of Parenting" to reduce underage drinking and driving. They are also currently implementing Water Smart Babies.
- Michele King gave an update that The Children's Hospital of Southwest Florida received the Kohl's grant again this year. They were able to take part in 15 events throughout the year which included CPS and pool safety topics. They also updated their strategic plan with Safe Kids Lee/Collier. They are offering free child parenting classes and are also offering the Water Smart Babies RX program.
- JoAnne Chambers gave an update that the Tampa Poison Control Center at Tampa General Hospital is currently working on a drug RX overdose training for K2 and bath salts. They have also been working on public awareness and a rural outreach program. She also informed FIPAC that coral snake venom is no longer being produced in the U.S. so they are testing a foreign type of anti-venom.
- Cheryl Urbas gave an update that the Florida Department of Health, Healthy Homes program is still waiting to hear about the Healthy Homes grant that they applied for several months ago. The funding period ended June 30, 2011.
- Doris Shorkey gave an update that she is now working as a school nurse in the Miami-Dade County Health Department. She and Anthony Llau (Epidemiologist) have been working to distribute the pool door alarms that are part of the WaterproofFL campaign. They have attended several local events. The radio PSA's have been going over very well in the area and community awareness has been raised.
- Marianne Trussell gave an update that the Florida Department of Transportation (FDOT) has increased their efforts with the "Click It or Ticket" campaign and are increased higher seat belt usage this quarter. In addition, they have a new impaired driving campaign "Drive Sober or Get Pulled Over."



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- Joe Nelson gave an update that EMS is currently working on matching EMS data with the Agency for Health Care Administration (AHCA) data. They are currently in the process of reviewing EMS data and would like to include the trauma database next.
- Michael Lo gave an update for the Office of Trauma which discussed the FDOT Motorcycle Safety Grant. It is a joint effort between the Office of Injury Prevention and the Office of Trauma. It currently involves Jackson Trauma Center, Holmes Trauma Center, and Lakeland Trauma Center. They are currently awaiting Internal Review Board approval. The grant will focus on education of motorcycle crash victims to lower crashes. It will also include a review of hospital records to lower recidivism.

Office of Trauma Update

- Susan McDevitt, Director of the Office of Trauma gave an update regarding the office's current status.
 - There is currently an increasing amount of violence in south Florida counties.
 - House Bill 158 which prohibits texting and driving is currently undergoing a bill analysis.
 - The annual Office of Trauma report was released. Please see the attached document or email Sarah_Hinkel-Young@doh.state.fl.us
 - Trauma centers are now mandated to take part in prom night prevention activities.
 - There were zero deaths in areas served by trauma centers who have done a prom night prevention program.
 - Other reports including, injury prevention programs, research projects, outreach projects, are all located on the Office of Trauma website at <http://doh.state.fl.us/demo/Trauma/index.html>

WaterproofFL Update

- WaterproofFL focuses on pool safety emphasizing "Layers of Protection."
 1. supervision
 2. barriers
 3. emergency preparedness.
- It is aimed to reduce the drowning rate of children ages one to four by providing information, tools, and general public awareness.
- For more information please visit www.WaterproofFL.com.
- Brochures, partner recruitment packets, posters, and water watcher tags were sent to all 67 county health departments
- Conference calls were held with the county health departments on June 14 and 23rd.
 - The campaign was well received by the health departments



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- The eight counties that had the highest rate of drowning death for children ages one to four were identified.
 - The top eight counties received pool door alarms
 - The top eight counties also received media support in the form of PSA's and street vendors for community events
 - The top eight counties received support coordinate local community events
- Four of the top eight counties are holding public community events in association with the DOH. For each community event, specialized PSAs were run on the radio and a marquee vendor (sandwich style boards) was utilized.
 - Orange County – Fireworks at the Fountain on July 4th
 - Lee County – Red, White and Boom Event on July 4th
 - Brevard County – Red, White and Boom Event on July 4th,
 - Miami-Dade County – Florida Marlins Game on August 6th
- The other four of the eight counties are holding localized community events:
 - Broward County – Three community events held that were locally coordinated
 - Hillsborough County- Is working with a local pool supply company to hand out door alarms through multiple community events
 - Sarasota County – Coordinating local community events throughout July and August to hand out door alarms.
 - Hernando County – Working with the Early Learning Coalition to hand out door alarms at opening event.

Goal Team Updates

- Data Work Group (DWG) – Kyla Shelton gave an update for the DWG.
 - The DWG is working to link EMS, trauma, and AHCA data together.
 - Karen Card is the new Epidemiologist for the Office of Trauma. She has been helping out on the DWG efforts.
 - The DWG is adding a strategy to the infrastructure goal to the OIP strategic plan to bring in more student interns in order to expose them to the topic of injury, which is often lacking in school curriculum.
 - The DWG is looking to incorporate injury severity scores in their current data in order to have data differentiate how severe the injury was.
 - The DWG webpage has the 2010 Annual Report available and more information can be found there.
- Goal Team 2 (GT2) – Cindy Magnole gave the update for GT2.
 - GT2 has been holding monthly conference calls.
 - Strategy 2A – GT2 completed their educational update. Bevin Maynard has been helping with CPS trainings. They are planning on having a bike and pedestrian safety meeting in the fall and an aging road users meeting in the spring of 2012.



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- Strategy 2B – GT2 are currently working on a rural pilot with JoAnne Chambers and Bonnie McDougle. It will focus on the counties served by Tampa General Hospital's Poison Control Center.
 - GT2 did a needs assessment to over 100 individuals and had 30 responses. Cindy is sending the needs assessment statewide.
- Strategy 2G – GT2 will be holding a drug use, abuse, and trends broadcast in March 2012.
 - They are working on a way to archive the broadcast online on a server.
- Goal Team 3 (GT3) – Sarah Hinkel-Young gave the update for GT3 as Mark Brimer and Michele Mule' were unable to make the call.
 - GT3 reviewed the 2011 Action Plan
 - Strategy 3C – GT3 worked to prioritize the type of injuries associated with falls for the Florida Senior Fall Prevention Strategic Plan.
 - GT3 prioritized the following injuries: hip fractures, traumatic brain injury, and other fractures including spinal injuries.
 - The Senior Falls Prevention Coalition will be holding its strategic planning session on August 18, 2011 from 10 am -12 pm. FIPAC members are encouraged to recommend people.
 - Strategy 3D – GT3 is working on increasing corporate partnership and sponsorship opportunities. Looking for partners for the 2011 Senior Falls Day Broadcast.
 - Strategy 3E – GT3 is working to integrate a comprehensive senior falls plan that includes policy, community, and patient interventions.
 - GT3 worked on planning the 2011 Senior Falls Prevention Awareness Day
 - Multiple local grassroots efforts by the GT members.
 - They are planning a 2011 Senior Falls Awareness Day Broadcast. The broadcast will target health care professionals and they are looking to add physician CEU's through a partnership with the Florida Medical Association.
 - They are hoping to have Dr. Maitland return to the broadcast and have Sandra Drekker from the Brain Injury Association.
 - Sarah Hinkel-Young will be moving to part-time as of September 2nd to attend a doctoral program. Her tentative hours will be Monday through Thursday from 8 a.m. to 2 p.m.
 - Sarah Hinkel-Young was awarded the CDC scholarship to attend the CDC technical assistance meeting on senior falls September 12-14, 2011.
- Goal Team 4 (GT4) – Sarah Hinkel-Young gave the update for GT4.
 - GT4 reviewed the 2011 Action Plan.
 - Strategy 4B – GT4 is currently working on the formation of the drowning prevention coalition. They are working on an invitee list. **All suggestions**



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and recommendations for members and partners from FIPAC members are welcome.

- They are also working on creating a Florida Early Childhood Drowning Prevention Strategic Plan to guide the coalition.
- Strategy 4C – GT4 is currently planning the first drowning prevention coalition meeting. They would like to schedule it to coincide with the October FIPAC meeting.
- GT4 reviewed the most current drowning prevention best practices, federal and state legislation, and WaterproofFL updates.
 - Drowning prevention best practice updates included:
 - Revisions were due to new information and research that was released by the World Health Organization’s classification of drowning and drain entrapment issues, dangers of inflatable pools, and possible benefits of swimming lessons.
 - WHO definition, “the process of experiencing respiratory impairment from submersion/immersion in liquid.”
 - The AAP has relaxed its stance on the age of children beginning swimming lessons.
 - Legislation updates included:
 - No new federal or Florida state legislation passed.
 - Illinois passed HB1610 which provide a new legal use of 911 technologies to quickly locate cognitively impaired people who might have wandered away from home, such as children with autism. This bill was pushed through on the statistics that the number one cause of death for children with autism is drowning and could have important future ramifications for drowning prevention of impaired children.
 - In their state’s most current legislative sessions, New Jersey and New York have passed bills that require PFD’s in cold weather.
- Goal Team 5 (GT5) – Virginia Dodd gave the update for GT5.
 - They are currently working on training initiatives.
 - GT5 identified the activity of increasing the dissemination of Injury Prevention 101 course. The course will be sent to all trauma centers, EMS professionals etc. in the coming months.
 - GT5 is going to be doing an update for 2012 and rereleasing the DVD.
 - GT5 is looking into putting IP101 on a server that can be instantly accessed by anyone.
 - GT5 would like to schedule a conference call between GT2 and the DWG to discuss training needs based on current data available.
 - GT5 is looking into educational updates regarding the pill mill legislation that has developed lately.



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Presentation

- Bevin Maynard of the St. Joseph's Child Advocacy Center gave a presentation on Safe Kids, Buckle Up. For a copy of this presentation please see the attached document or email Sarah_Hinkel-Young@doh.state.fl.us

Attendee List

Last Name	First Name	Organization	7/13/211
Bultman	Syndi	Lee Memorial Hospital	Yes
Burgess	Kim		Yes
Card	Karen	Florida Department of Health	Yes
Chambers	Joanne	Tampa General Hospital/FL Poison Information Center	Yes
Dodd	Virginia	University of Florida	Yes
Gruener	Leilani	Florida Department of Health	Yes
Hinkel-Young	Sarah	Florida Department of Health	Yes
King	Michele	The Children's Hospital of Southwest Florida	Yes
Lo	Michael	Florida Department of Health	Yes
Macauley	Karen	All Children's Hospital	Yes
Magnole	Cindy	Jackson Memorial Hospital	Yes
Maynard	Bevin	St. Josephs Child Advocacy Center	Yes
Nelson	Joe	Florda EMS Medical Director	Yes
Shelton	Kyla	Florida Department of Health	Yes
Shorkey	Doris	Miami-Dade County Health Department	Yes
Tamariz	Nancy	Agency for Health Care Administration	Yes
Tesoro	Mark	Lee Memorial Hospital	Yes
Trussell	Marianne	Florida Department of Transportation	Yes
Urbas	Cheryl	Florida Department of Health	Yes
VanderWerf-Hourigan	Lisa	Florida Department of Health	Yes
White	Elizabeth	Florida Department of Health	Yes